A New American University
rooted in the community
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By design, we’ve created a knowledge enterprise ready to answer and adapt to the needs of our communities.

Arizona State University has advanced significantly since 2002 when we redesigned our thinking and vision to encompass the promise of a New American University — one focused on academic excellence, broad access for all qualified students and research committed to the community good and the advancement of our society.

A central part of our commitment has been our pledge to affect positive impact and to assume fundamental responsibility for the economic, social, cultural and overall health of the many communities we serve. This is a cornerstone of our university charter.

In order to achieve this bold goal, we have created a knowledge enterprise like no other in this country. We are ready to meet the challenges and find the solutions that will make our communities better, stronger and healthier. We are doing this by generating new and innovative ideas and creating tomorrow’s leaders.

At ASU, we place a high priority on partnerships with organizations of all sizes — from lean, local nonprofit organizations to mature, national enterprises like Teach For America and Mayo Clinic. The partnerships we build increase the capacity to serve and make a difference. Just as important is the access we have committed to provide, access that matches this great state's diversification and growth. We are proud of the critical forward steps we have taken to be inclusive, to measure ourselves not by those we exclude, but by those we include and how they succeed.

Today, students from traditionally under-represented ethnic and racial populations comprise 32.5 percent of ASU’s enrollment profile, roughly consistent with the demographics of Arizona. Moreover, we are able to leverage the strength of our university community of students, faculty and staff to bring meaningful change in quality-of-life areas. Just last year our students completed 757,383 hours of service in our community through internships, service-learning and clinical courses, and volunteer opportunities.

Evidence of our success can be seen in ASU’s recent selection by the Carnegie Foundation as a “Community Engaged Institution.”

Looking ahead, we must continue to be responsive to the evolving needs of Arizona and the powerful assets we provide. We must take full advantage of the unique and enviable place we hold by embracing our cultural, socioeconomic and physical settings and capitalizing on the incredible and nationally recognized knowledge, talent and resources we offer. Our bold charter necessitates that we partner in all that we do. I hope this document illustrates our commitment as a socially embedded institution and excites you to join our cause.

Sincerely,

Michael M. Crow
President
Arizona State University
ASU Charter

ASU is a comprehensive public research university, measured not by whom we exclude, but rather by whom we include and how they succeed; advancing research and discovery of public value; and assuming fundamental responsibility for the economic, social, cultural and overall health of the communities it serves.
ASU’s commitment to social embeddedness enables the university to produce ideas and people that ensure the economic, social, cultural and overall health of our communities. ASU does this by building an integrated network of people that generates ideas, provides resources to the community and strengthens the education continuum.
Building an integrated network with deep roots in the community

Far from the ivory tower model, Arizona State University is designed as an interactive network consisting of mutually beneficial partnerships. The university’s wide-ranging network boosts the economy and generates jobs by providing teaching, learning and discovery resources to Arizona. Each of ASU’s physical locations has developed its own niche within its host city and aims to meet the needs of its closest neighbors. While the university’s statewide campuses serve as anchor points, its students, faculty and staff coalesce with the community at multiple levels in order to maximize the state of Arizona’s opportunities for prosperity.

ASU’s impact through partnerships

ASU is integrated into and partnered with every level of city, county and state government, and across multiple sectors to collaboratively address vital citizen and neighborhood concerns. ASU is proud to partner with:

- **20 Public Libraries** in 2015 to provide entrepreneurship tools in the valley
- **4 AZ Fortune 500 Companies** to advance research
- **22 Community Colleges** in Maricopa County to improve the transfer experience
- **22 State Tribes** for education, research and community impact
- **35 School Districts** to improve access to higher education in Arizona

**Mayo Clinic**

Since 2002, the ASU–Mayo Clinic partnership has evolved from developing jointly-funded research grants to creating dual degree programs that leverage the nationally recognized expertise of both institutions. Today, the ASU–Mayo Clinic partnership goes beyond working with Mayo in Arizona to an enterprise-wide integration. By 2020, ASU will enhance its groundbreaking partnership with Mayo Clinic to advance innovative health solutions pathways capable of educating 200 million people about health care, engage 20 million people in online health care delivery and improve treatment for two million patients.

**City of Chandler**

The ASU Chandler Innovation Center is a partnership among the City of Chandler, ASU and TechShop, a membership-based, do-it-yourself facility that provides the public with tools, equipment and resources to prototype ideas and advance entrepreneurship and innovation. ASU is the first university in the world to partner with TechShop. In an effort to increase opportunities for hands-on learning and building, any full-time ASU student can receive a free membership to TechShop, granting access to more than $1 million of state-of-the-art tools.

**ASU’s economic impact**

As the largest public research university in the nation — more than 83,000 students and some 12,000 employees — ASU is a significant driver of the community economy. The state of Arizona realizes tremendous gains through ASU’s tireless efforts to embed itself in the community and to make a meaningful difference in the lives of its residents.

- **$4.2 billion** 2014 economic impact on the state of Arizona through ASU spending and investments
- **$16 million** 2013 economic impact of 757,383 student volunteer hours in Arizona communities
- **66,000 Jobs created** in Arizona by university spending and investment in 2014
- **67 Start-up companies launched** based on ASU research since 2003
The Valley of the Sun United Way

ASU’s partnership with the Valley of the Sun United Way promotes a culture of philanthropy with faculty, staff and students. In 2014, ASU students and student organizations came together to plan and host the first-ever Sun Devils UNITE Week to address the most critical challenges of caring for and helping children, families and individuals in the Valley community. During Sun Devils UNITE Week students at ASU raised $70,000, volunteered across the Valley, and donated food and books to VSUW. In 2013, ASU exceeded its own goal of raising $650,000. Beyond such grassroots-based philanthropy, ASU continues to deepen its engagement with VSUW through a shared full-time staff member dedicated to VSUW impact areas.
Generating ideas that translate into actionable solutions

ASU’s renowned scholars pursue knowledge for the purpose of developing the critical solutions to real-life challenges. Only in seeking to address — and solve — community challenges can ASU be truly embedded in the community, be an agent of change and help to shape public policy and inform public opinion.

Promoting active lives

FitPhx

In partnership with the City of Phoenix, Mayo Clinic–ASU Obesity Solutions created active learning centers, or Energy Zones, in three city libraries located in underserved neighborhoods with high child obesity rates. ASU student interns gain work experience in their field of study by providing nutrition and fitness activities in the Energy Zones, and the participants, ages 10 to 14, wear activity monitors that collect data for ASU researchers to evaluate the effectiveness of the project.

Advocating equity

Boardroom Diversity Study

A research study by the ASU W. P. Carey School of Business found minorities and women appointed to the boards of Fortune 500 companies were most effective and had longer tenures on the board when they had notable similarities to the current board members (e.g., shared alma mater). By understanding how people function in groups, the ASU research team guided organizations to better support non-traditional board members. These psychological insights have the potential to change the corporate landscape at the executive levels.

Strengthening local populations

Digital Reality Report

The ASU American Indian Policy Institute and the ASU School of Public Affairs collaborated to analyze U.S. Census data on Internet use by American Indian and Alaska Native populations. The subsequent report, Digital Reality: Access to Technology and Broadband for American Indian and Alaska Native Populations, illustrates the statistical picture of a persistent digital divide and offers tribal communities the data needed for each to act on opportunities to provide telecommunications services for e-government, education, health, economic development and cultural and language preservation to their people.

Expanding public art

Urban Sol

Charged with the task of elevating the urban art movement, Urban Sol is a partnership between the ASU Herberger Institute for Design and the Arts’ School of Film, Dance and Theatre and its School of Music. Designed to collaborate with local disc jockeys, emcees, graffiti artists and dancers to explore opportunities for the creation of new urban cultural experiences, ASU’s teaching and research practices of dance, film, theatre, music and art are now being incorporated into the artistic community and modern artistic expression.
Impacting energy policy

Utility of the Future Center

The ASU Utility of the Future Center operates as a hub of utility innovation and thought leadership, pooling from a variety of interdisciplinary, leading-edge researchers, thinkers, industry leaders and policy experts. The center stands at the forefront of the great energy shift, seeking to assist utilities, regulators and consumers with the transition to a clean-energy future by engaging, collaborating with and responding to the driving forces that are transforming the nation’s utility sector.

Increasing women in STEM

CareerWISE

As an anytime, first-of-its-kind online coach for women in science, technology, engineering or mathematics fields, CareerWISE provides guidance and develops personal skills that equip women to combat the challenges they face in STEM Ph.D. programs and increase their persistence in academia. ASU faculty modify the curriculum on an ongoing basis to meet participants’ needs and increase the number of women who complete STEM doctoral programs.
Leveraging university expertise for community resources

As an embedded university, ASU identifies the unmet needs of its communities and utilizes its public-research university resources, including time, money and knowledge, to meet those needs. To this end, ASU provides numerous exhibits, clinics, training programs and seminars across the Valley and around the state.

Expanding learning through technology

Eight, Arizona PBS

Eight, Arizona PBS, housed in the award-winning ASU Walter Cronkite School of Journalism and Mass Communication, is a community service of the university that specializes in educating children, producing in-depth news coverage and celebrating Arizona's arts and culture. Broadcasting from ASU's Downtown Phoenix campus, more than 80 percent of Arizonans receive Eight, Arizona PBS. For educators, the PBS LearningMedia is an on-demand platform that provides instant access to more than 87,000 classroom-ready digital resources, drawing on high-quality content from 1,500 public media partners and 350 local PBS stations. Its classroom-ready, curriculum-targeted resources align with national and common core standards for pre-K-12 classrooms.

Ensuring human rights

Law clinics

The clinical program at ASU's Sandra Day O'Connor College of Law includes 11 fully operational clinics dedicated to assisting community members who would otherwise be unable to retain legal representation. The clinics are overseen by faculty dedicated to educating students about the practical, ethical, social and procedural aspects of the law practice. In 2012–13, nearly 300 students participated in the clinics, representing real clients on a variety of issues, including helping entrepreneurs and small business startups, juveniles in need of advocates, employees seeking unemployment benefits and more. The program offers every law student an opportunity to obtain real-life practice before graduation under the guidance of a faculty member.

Supporting local nonprofit organizations

Lodestar Center for Philanthropy and Nonprofit Innovation

The Lodestar Center for Philanthropy and Nonprofit Innovation in the ASU College of Public Service and Community Solutions strengthens nonprofit leadership that advances the entire community. Through research, education and outreach, the Lodestar Center provides knowledge and tools that advance the effectiveness of nonprofit practitioners, volunteers and donors across the full range of nonprofit forms and types. The Lodestar Center engages in dynamic collaborations with local and national community organizations and universities to advance philanthropic initiatives. Not only does the center enhance the effectiveness of those who lead, manage and support nonprofits, it also strengthens the community by preparing students at all levels to become future nonprofit professionals and civically engaged citizens.
Fostering lifelong learning

Osher Lifelong Learning Institute

The Osher Lifelong Learning Institute, in the ASU College of Public Service and Community Solutions demonstrates ASU's commitment to lifelong learning and immerses adults ages 50 and above in intellectual, cultural and social experiences at ASU. Members take part in university-quality classes that are academic in nature, research based and taught by faculty from ASU or ASU's Emeritus College. Courses are offered in five different locations across the valley, on a range of topics from personalized medicine to political ideologies. OLLI has seen tremendous growth over the past 10 years and currently has more than 1,200 active members throughout the Phoenix metropolitan area. OLLI infuses civic engagement into the offerings, empowering members to give back to the community as a group.

Providing access to quality health

Community health clinics

ASU's College of Nursing & Health Innovation operates two accredited health care clinics in downtown Phoenix. Board-certified nurse practitioners offer quality, affordable health care services to ASU students, employees and the general public. ASU Health Services–Downtown NP Healthcare specializes in primary and mental health care for people ages 16 and older, while NP Healthcare–Grace serves low-income, uninsured people. ASU's College of Health Solutions' highly acclaimed Department of Speech and Hearing Science operates a Speech and Hearing clinic which provides audiology and speech services to the general public. Students and staff from Arizona's three public universities formed Student Health Outreach for Wellness, the state's first interdisciplinary, student-run health care clinic for the homeless.
ASU Preparatory Academies

ASU Preparatory Academies form an innovative K-12 charter school system that provides a university-embedded academic program empowering more than 2,000 students to complete college, compete globally and contribute to their communities in urban and suburban settings. ASU has invested both financially and in-kind to support the success of this initiative by developing new models for teaching and learning and sharing successful strategies with school districts throughout the state.

Access ASU

Access ASU collaborates with local schools and school districts to increase the number of students eligible for university admission. Through these partnerships, ASU impacts more than 6,000 parents and 60,000 students annually. Programs encourage academic readiness, foster college exposure, increase parental engagement and promote financial literacy for tens of thousands of students from diverse economic, social and cultural backgrounds. In fact, 70 percent of participants in Access ASU’s programs are low-income, 83 percent are minorities.

eAdvisor and me3

Online tools like eAdvisor help ASU undergraduates choose a major, select classes and stay on track to graduate. Since its inception at ASU, four-year graduation rates have increased by more than 15 percent. Now, eAdvisor is being adapted to a mobile app called me3 for high school students to plan their high school schedules by allowing them to explore college degree programs that align with their interests and take courses that will best prepare them for success at the university.

Developing a pipeline for educational success

A college degree is the key to individual economic mobility. ASU administers affordable, high-quality higher education for every qualified student. However, the disparities in education begin much earlier in life, and ASU advances major initiatives to improve educational outcomes for preschool, elementary and secondary students — guided by use-inspired, evidence-based research.

Strengthening the education continuum to maximize student achievement
**Changemaker Central**

Changemaker Central @ ASU exists to create a university-wide culture that empowers students to apply their passion, knowledge and expertise to create innovative solutions to local, national and global challenges. Changemaker Central does this by providing the opportunities and resources to inspire, catalyze and sustain student-driven social change through community service, high-impact careers and social entrepreneurship. Because of its innovative student-led model and capacity to scale, Changemaker Central was awarded the 2013 Cordes Innovation Award from Ashoka U.

**University Service-Learning**

ASU has over 100 service-learning classes. University Service-Learning is a teaching methodology that further develops students as civically engaged and community-focused individuals by providing experiential learning opportunities that result in meaningful service to the community. For example, upon discovering that more than 33 million incorrectly recycled plastic bags cost the Phoenix recycling center $1 million annually, a group of communication students developed a video, in Spanish and English, and a social media campaign to encourage Phoenix citizens to properly recycle plastic bags.

**iTeachAZ Program**

In 2010, the ASU Mary Lou Fulton Teachers College solidified a model of teacher preparation that infuses school districts with more teachers better prepared to enter classrooms, iTeachAZ. The Teachers College advances school–university partnerships with ongoing and reciprocal professional development and year-long student teaching residencies. In 2014, the program was cited as an example of “new and innovative efforts to make teacher preparation more hands-on, relevant, and effective” in a fact sheet issued by The White House Press Office.

**Preparing master learners**

ASU has successfully built a lasting impact on its surrounding communities by training the next generation of individuals empowered to tackle the greatest challenges of our time. A student’s time at ASU doesn’t end with just a degree. It ends with a mission and the skills to accomplish social change.
Expanding our roots
to increase our community impact

The examples of ASU’s engagement programs and initiatives in this document provide a snapshot of how the university is deeply committed to maximize its reach across disciplines, campuses and communities.

By design, ASU advances social embeddedness by building an integrated network with individuals and organizations both locally and globally. These deeply rooted partnerships create an environment ripe for generating ideas that translate into actionable solutions. ASU provides support, training and access to university resources and expertise that enable community organizations to become stronger and more effective. Lastly, the university’s efforts span the education continuum to empower students, regardless of socioeconomic status, to learn to thrive.

ASU’s nationally recognized social embeddedness practices follow rigid standards for mutually beneficial collaboration. ASU’s community engagement recategorization is a testament to the university-wide commitment to social embeddedness.

The work is, by no means, complete. This ASU-inspired transformation continues with a new set of goals to increase meaningful and lasting impact on the university’s vast community — locally, nationally and globally.

By 2020, we aim to:

• Provide Arizona with an interactive network of teaching, learning and discovery resources that reflects the scope of ASU’s comprehensive knowledge enterprise
• Develop solutions to real-life challenges (e.g. reducing the Urban Heat Island Index and improving long-term air quality in metropolitan Phoenix).
• Increase the number of qualified K-12 teachers by 25 percent and develop a tool for teachers and administrators to evaluate educational performance and outcomes.
• Establish, with Mayo Clinic, innovative health solutions pathways capable of educating 200 million people about health care, engaging 20 million people in online health care delivery, and enhancing treatment for 2 million patients

ASU and its surrounding communities depend upon one another. To help us expand our roots and achieve our goals, connect with us at community.asu.edu.

Measuring success

In 2006 and 2015, after completing robust institutional self-studies, ASU earned the Classification for Community Engagement from the Carnegie Foundation for the Advancement of Teaching. ASU is one of 361 institutions to receive the classification since 2006, and is one of 157 institutions to receive the 2015 recategorization.