From the very beginning, the story of Arizona State University West has been a story of community connections. ASU West started as a dream shared by a handful of visionary civic leaders, business people, and educators who saw a critical community need and dedicated themselves to meeting it.

In two short decades their dream has become reality. Today, ASU West is a bustling place where thousands of students come every year to learn, expand their horizons, and make their mark on the world. But just as importantly, ASU West has become a valuable resource for the entire community and a vital part of the thriving West Valley fabric.

Throughout the last two decades ASU West has been a catalyst for growth and progress in our Arizona hometowns. The campus is a true gathering place for business people and community leaders, students and retirees, university professors and kindergarten teachers, artists and young families. Through more than 200 community partnerships, we have brought people together to share ideas, solve problems, and improve the quality of life in the West Valley.

And we are just getting started. Of course we are proud of all that we have accomplished. But we also know that we have only begun to realize ASU West's full potential as a community resource and an engine of progress. If we have learned anything in the last 20 years, it is that dreams can come true and that it is impossible to overestimate the power of making connections.
I have long believed that strong universities and strong communities are interdependent. Great public universities must play a leadership role in building vibrant communities and, to be successful, universities must draw their strength from the communities of people that surround them. This principle is embodied by the Arizona citizens who committed themselves, over the course of many years, to build Arizona State University West.

The expansion and advancement of ASU West since 1984 made the foresight of these individuals clear. ASU West has become an economic and educational driver for innovation in this region as well as a vital part of the support system for new and emerging industries. The talented faculty, staff and administrators of ASU West personify the ASU vision of one world-class university, reaching out in many places.

My congratulations and thanks to the hundreds of dedicated people who campaigned successfully for the creation of ASU West, and to the more than 12,000 alumni whose lives have been enhanced because of their ASU degrees. As ASU sets its course for the future, we will continue to regard the successful ASU West experience as an exemplar. We are committed to continuing Arizona State University's long record of excellence in teaching, research and public service.

Sincerely,

Michael Crow
President
Arizona State University
I will never forget the warm welcome I received eight years ago when, as a transplanted Easterner, I arrived in Arizona to become Provost of ASU West. From that day on, I have been inspired by the unique relationship between the campus and the community. The community has powered our success for the last two decades.

The story of ASU West's creation is distinctive in higher education. Overcoming numerous obstacles, a group of dedicated citizens joined forces to establish a valuable educational resource that makes us all proud. ASU West will long serve as an exemplar of what is fast becoming a new twenty-first century relationship between town and gown. In the past, the image of "the college on the hill" predominated; today, the campus and the community work together in a dynamic relationship that creates new knowledge and serves community needs. The visionaries who created ASU West were ahead of their time.

I have been fortunate to be Provost during a period of unparalleled growth, both in numbers and in positive influence on the community. We have successfully transformed ASU West from an institution offering only upper-division courses to a campus with a full four-year undergraduate program and an increased number of master's degrees; from a commuter campus to one that gives our students the opportunity to live on campus. But as we have grown, we have steadfastly maintained our spirit as the family campus of ASU, diligently nurturing the student-centered atmosphere that makes ASU West distinctive.

The visionary women and men who worked so hard to establish ASU West can take great pride in this thriving campus. Birthdays provide a special time to reflect on the past and plan for the future. Two decades of achievement at ASU West have begun to fulfill the promise envisioned by our farsighted pioneers. We are proud of our continuing contribution to President Crow's vision of the New American University: One University, Many Places. It is fitting that we combine this twentieth-birthday celebration with the dedication of the first new classroom building constructed on this campus in a decade. This new building, with its state-of-the-art classrooms and labs, is a harbinger of great things to come. Many thanks to all who have joined us as visionaries and builders.

Sincerely,

Elaine P. Maimon
Vice President, ASU
Provost, ASU West
Pioneering university grows up with Arizona

The history of ASU West really starts with a commitment to higher education that is older than the state itself. In 1885, 17 years before Arizona became a state, the Thirteenth Territorial Legislature set aside $5,000 as seed money to start a teacher's college in Tempe.

That may seem like a modest investment, especially because the Legislature also allocated $100,000 for a mental hospital in Phoenix, $25,000 to start the state university in Tucson, and $12,000 to build a bridge in Florence. But Tempe spent its funds wisely and, in February 1886, Arizona State University's precursor, the Tempe Normal School, opened its doors to welcome its first 33 students.

The school's name changed several times over the years. It was called Normal School of Arizona for awhile, then Tempe State Teachers College and eventually Arizona State College. In 1958, Gov. Ernest W. McFarland signed the executive order that elevated the college to university status and officially changed its name to Arizona State University.

ASU has come a long way from its humble beginnings, with incredible growth in both size and prestige. Today, ASU is nationally recognized and more than 57,000 students attend classes at the university's four campuses.

Valley population booms, creating educational need

In the years that followed World War II, Phoenix and the entire Valley of the Sun began a sustained growth spurt that still hasn't shown any signs of stopping. The Valley's expansion of the Fifties, Sixties and early Seventies was dramatically apparent in the West Valley. Cotton fields and orchards north and west of Phoenix were rapidly replaced by housing developments, planned communities, apartment complexes, and business interests. Once quiet towns - Glendale and Peoria, for example - grew and changed dramatically. In short, the West Valley was not simply growing - it also was growing up.

Arizona State University was evolving, too. By the early 1960s, progressive educators and citizens had begun to look west. As early as 1963, the Arizona Legislature was asked to consider setting up a university branch in the West Valley.

Three years later, ASU President Homer Durham sent the state Board of Regents an ambitious report titled: "The Future of Arizona State University: A Recommendation for the Establishment of Branch Campuses." The study made a persuasive argument that multiple branches were the best way the university could reach out to meet the community's ever-expanding educational needs. The Regents liked President Durham's proposal and sent it forward to the Arizona Legislature, which ordered additional studies on the subject.

Meanwhile, the West Valley embraced the idea. The Goodyear Tire and Rubber Company offered to donate land for the new campus in the Litchfield Park area.

But in spite of broad community support, the Legislature surprised many observers by rejecting a $3.9 million request for capital to start work on the West Valley campus. Supporters of the plan were disappointed but not discouraged. Dreams died hard, and as the Phoenix area's population continued to grow dramatically - and grow dramatically west - so did the case for a new ASU campus in the West Valley.

Grassroots support grows for a West Valley campus

By 1972, nearly three-quarters of a million people called the West Valley home, including many thousands of young families that were attracted by affordable home prices and the exceptional quality of life that the area offered.

In many ways, Barbara and Sterling Ridge were typical of the couples who settled in the West Valley in the late Sixties and early Seventies. But the effect they had on higher education in their corner of the world was anything but ordinary.

The Ridges and their four children moved to Glendale in 1968. At the time, Sterling Ridge was an assistant to the president of the Maricopa County Community College District. Later, he would go on to become Glendale's mayor and to serve in the Arizona Legislature. Barbara Ridge
took care of their growing family while she worked on an associate’s degree at nearby Glendale Community College. She looked forward to completing her education at ASU, but she was not looking forward to making the 50-mile round trip from her home to Tempe every day.

With the prospect of a grueling daily commute before her, Barbara picked the topic for one of the final projects she needed to complete her community college degree. In her research paper, Barbara made a compelling case for building an ASU branch campus in the West Valley. Her key finding was that, with a population of 700,000 and still growing, the West Valley was the most heavily populated area in the United States that was not served by a public baccalaureate-level college or university.

Barbara also made the point that many area residents were nontraditional students, including working adults, young parents, returning veterans, and active-duty service members from Luke Air Force Base. Because they often needed to attend classes on evenings and weekends, she said, these students had trouble taking advantage of many course offerings at the ASU campus in Tempe.

Campaign for West Valley campus gains momentum

Barbara Ridge was not alone in her conviction that an ASU campus was a pressing, community need. Around the time she finished her research, a groundswell of public support was building in the West Valley and around the state.

The Ridges joined forces with then-State Representative Anne Lindeman to start the Westside Citizens Committee for Higher Education. Their grassroots movement gained momentum with the support of two influential state senators: future U.S. Supreme Court Justice Sandra Day O’Connor and future Maricopa County Supervisor Fred Kooy. They were quickly joined by like-minded business, community and government leaders, and the committee was soon a force to be reckoned with on the Arizona political landscape. (See Westside Citizens Committee for Higher Education members listed on page 18.)

The Westside Citizens Committee for Higher Education proposed creation of an upper-division branch of ASU, offering junior- and senior-level courses at Glendale Community College. The university conducted a survey that confirmed the need for the new branch, and the Board of Regents approved. In 1974, the Extension Division of ASU got the ball rolling by offering upper-division classes in business administration, liberal arts, and education at Glendale Community College and Glendale’s Apollo High School. Later, classes would be added at Alhambra and Montebello school sites and Metrocenter to keep up with growing demand.

The beginning of ASU classes in Glendale marked a major milestone in the West Valley’s evolution as a growing, thriving region. But it only whetted the appetites of many members of the community for progress yet to come.

Whiteman Report drives effort forward

Outspoken higher-education advocates in the West Valley upped the pressure on their elected state representatives throughout the early 1970s. The campaign reached its peak in 1976 when an aggressive push flooded the offices of House and Senate members with thousands of letters and telephone messages calling for an upper-division university branch to be built in the West Valley.

The public campaign gave Anne Lindeman, by now a state senator, the leverage she needed to win support for a feasibility study. Jack Whiteman, president of Empire Machinery, agreed to head the study even though he was said to be personally skeptical about whether the concept made sense. There was also one other problem: the Legislature did not approve a budget for the project.

Despite these obstacles, the Whiteman Committee pushed forward with private funding and in 1977 delivered its report to the Legislature. The Whiteman Report projected that the West Valley population would continue to grow at an explosive rate for the foreseeable future, underscoring the need for a local campus. In addition, the report strongly supported the notion that the new ASU West should focus initially on an upper-division curricula that would complement, rather than duplicate, the existing freshman- and sophomore-level offerings of the Maricopa County Community College District. (See Whiteman Committee members listed on page 18.)

The report’s findings were so compelling that the committee’s namesake and biggest cynic, Jack Whiteman, was won over. He became one of the
staunchest advocates for a West Valley campus. The committee report made an impression on the Legislature, too, though it would take several more years before a version of Senator Lindeman’s bill establishing ASU West would finally pass.

State picks West Valley site for new campus

The Arizona Legislature could not agree on a law authorizing the ASU West campus in 1977, 1978, or 1979. But that didn’t stop campus supporters from laying the groundwork for the school they were confident would eventually be built.

In fact, in 1970, Deer Valley businessman Ed K. Delph, who represented the John Jacobs interests in Deer Valley on behalf of the family, offered the State Legislature an ASU West campus site of 320 acres at Greenway Road and Interstate 17. This offer included a donation of one-half interest by the Jacobs family, with the other half interest as a purchase from the Jacobs trust. When this idea was rejected presumably due to costs, Ed Delph suggested the present site at 47th Ave. and Thunderbird Road, which was state land and therefore required no funding. While the price was right, the idea did not gain much traction at the time.

But a decade later, Anne Lindeman took a call from a West Phoenix resident who expressed concern about water runoff from that same half-section of property, which had been leased as farm and grazing land to the Sands family. After looking into the taxpayer’s complaint and finding that the land was still owned by the state, Senator Lindeman resurfaced Ed Delph’s original idea. In 1982, the Legislature passed and Gov. Bruce Babbitt signed Senate Bill 1200, setting aside that property for construction of the ASU West campus.

In 1984, a coalition of Republicans and Democrats finally came together to support the legislation that actually created ASU West. On April 18, Governor Babbitt signed Senate Bill 1245 directing the Board of Regents to “maintain an Arizona State University campus in western Maricopa County designated as Arizona State University West campus.” (See 36th Arizona Legislature: Visionaries who signed SB 1245 listed on page 19.)

ASU West builds for success

The following year, Gerald R. McSheffrey was named vice president for ASU West and was handed the formidable task of designing and building the new campus. As the former dean of Arizona State’s College of Architecture and Environmental Design, McSheffrey was more than qualified to take on the challenge.

McSheffrey set out to create a campus that had an ambiance all its own. A native of Northern Ireland, he once told a reporter that his design for ASU West was heavily influenced by the layouts of Oxford and Cambridge Universities in England, incorporating an abundance of courtyards and walkways to encourage students and visitors alike to make connections.

Fletcher Library, the first building completed on the permanent campus, was dedicated in March 1988. Soon after, it received an Honor Award, the top recognition of design excellence from the Southern Arizona Chapter of the American Institute of Architects.

While Gerald McSheffrey concerned himself with bricks and mortar, two other groups set about building something just as important: a strong support system for the community of students, alumni, faculty and administrators who would eventually breathe life into the ASU West campus.

Working with Barbara and Sterling Ridge to establish a West Valley alumni chapter, Diane McCarthy, former state legislator and corporation commissioner, became the first president of the new Devils West Chapter of the ASU Alumni Association. Additional founding officers of Devils West included Calvin Brice, vice president; Deborah Crueze, secretary; Phil Hanson, treasurer; Tony Silva, finance chair; and Jessica Kooy, membership chair. (See Charter ASU Devils West Alumni Chapter members listed on pages 18 and 20.)

The ASU West Provost’s Club also was launched during this period. The Provost’s Club, a group of community leaders who provide counsel to the provost and financial support to the campus, was formed by Barbara Ridge and Karl and Enid Abel. Karl Abel took the lead as president of the new group. (See Provost’s Club Charter Members listed on page 21.)
**ASU West turns to Justice O'Connor at dedication**

When it came time to formally dedicate the first phase of the new ASU West campus on September 12, 1991, university officials turned to a renowned Arizonan who was more than a little familiar with the long journey from concept to concrete. As a state senator, Sandra Day O'Connor had been a vigorous supporter of building a West Valley campus. Now, as the first woman to serve on the U.S. Supreme Court, she was the perfect choice as keynote speaker at its dedication.

Justice O'Connor told the overflow audience: “It is indeed exciting to be here at Arizona’s newest university campus. It has emerged on the west side of the Valley of the Sun to take its place in the state’s education system…. I was still in the Arizona State Senate when Barbara and Sterling Ridge began talking about a West Valley campus. That was in the early Seventies. Even good ideas need time to germinate. And this idea has taken almost 20 years to come to fruition.”

Clearly, ASU West was an idea that was well worth the wait. In the 20 years since the campus was established, ASU West has blossomed to become an integral part of the West Valley community and a respected academic resource for all of Arizona.

**Academic programs flourish in 1990s**

Justice O'Connor's 1991 visit commemorated completion of phase one of the campus infrastructure.

The dedication celebration marked the end of one era and the beginning of another for ASU West. After nearly three decades of faith, hope and hard work, the West Valley community was looking for great things from the new campus and the dedicated cadre of pioneering ASU West educators was not about to let them down.

Academic programs at the university grew and flourished throughout the Nineties. In 1994, the Board of Regents gave ASU West's academic units college and school designations, and the School of Management, College of Arts and Sciences, College of Education, and College of Human Services were formed. Over the next few years, ASU West academic programs earned professional accreditation from such organizations as the Council on Social Work Education, Association to Advance Collegiate Schools of Business, and National Recreation and Park Association.

As the end of the decade neared, the campus added new degree programs including master's degrees in Criminal Justice, Social Work, Interdisciplinary Studies and Communication Studies. Also added was an innovative Bachelor of Applied Science degree, specifically designed to ease the path to a bachelor's degree for students with an associate's degree from an accredited community college.

**Here come the freshmen!**

ASU West has long had a strong track record of helping community college students complete a university degree. After all, that had been one of the primary motivations for establishing a campus in the West Valley in the first place. From 1984 to 2001 it was an upper-division campus, specifically designed for community college transfer students. But as the new century approached, it became increasingly clear that there was strong demand among area residents for a full, four-year university experience.

With the support of the Maricopa Community Colleges, ASU West sought and received Regents' approval to admit its first freshman class on September 1, 2000. During the course of the next 11 months, campus faculty and staff members dedicated themselves to prepare an academic experience worthy of ASU West and its incoming freshmen. The program included an extensive curriculum, a full range of academic support services, and an interesting and valuable slate of extracurricular activities.

On Aug. 20, 2001, those efforts paid off as ASU West welcomed its first class of 251 freshmen. When they stepped onto the campus, those first freshmen found both a welcoming, supportive educational environment and a challenging academic program. The new freshman program included an innovative and highly supportive approach, which made use of themed learning communities. These learning communities have proven very popular with students, helping them achieve academic success and make the most of their university experience. By the 2003 fall semester, the number of first-time freshmen at ASU West had climbed to 357 – a 42 percent increase in just two years.
Enrollment soars, grows more diverse

The addition of freshmen and sophomores was a significant step in the ambitious growth objectives that ASU West Provost Elaine Maimon laid on the table shortly after she arrived at the campus in 1996.

Provost Maimon's strategic planning process identified enrollment growth as ASU West's top goal and set the objective of reaching 5,000 full-time equivalent students by the 2003 Fall Semester. The provost and her team hit the 5,000 FTE mark in Fall 2002 when the campus enrolled 6,630 students—a full year ahead of schedule, which qualified ASU West for critical enrollment growth funding. In all, campus enrollment has grown 53 percent during Provost Maimon's tenure.

While enrollment growth is very important, ASU West also is committed to making sure it is creating a rich and diverse educational environment for its students and the community. For example, the campus embraces its obligation to help people from underrepresented populations earn their university degrees. Since 1993, the percentage of minority students attending ASU West has nearly doubled, to 27 percent, with Hispanic students alone representing 16 percent of the student population.

Student residence creates a 24-hour campus

As ASU West made the jump to a full four-year curriculum, it became clear that one piece of the total university experience still was missing—on-campus housing for students. In mid-2002, the Board of Regents gave its blessing to add student housing at ASU West and construction began on Las Casas, an innovative living-learning village built through a public-private partnership at no cost to Arizona taxpayers.

In August 2003, the first residents of Las Casas moved in to find living arrangements that go well above and beyond the dormitory experience found at many traditional universities. Las Casas extends the learning community concept, creating a community that serves as the focal point for students’ academic and social development. Faculty mentors, academic and social activities, and on-site advising help create a welcoming atmosphere for all residents.

From the dream of a group of determined citizens to a thriving, 24-hour university campus—ASU West has truly come of age during its first two decades.

ASU West Today: Connecting with the community

ASU West built a national reputation for its strong ties to the local community. In 2002, the campus received the top public-engagement ranking among nearly 400 U.S. campuses surveyed by the American Association of State Colleges and Universities. The ranking honors both ASU West's community involvement and its academic performance.

Members of the ASU West faculty are nationally respected scholars in their fields of study, including Fulbright Scholars and recipients of the Carnegie Foundation’s Arizona Professor of the Year award. They share their knowledge, energy, and enthusiasm both with their students in the classroom and with community organizations here in Arizona and around the world. Among the hundreds of projects that ASU West people are working on, in such areas as K-12 education and other children’s issues, economic development, diversity, and cultural enrichment, are the following exemplars.

ASU West’s College of Human Services recently launched the Violence Prevention Academy to help Valley of the Sun schools address the increasingly serious problem of violent crime in our schools. Teams of teachers and administrators are working with ASU West faculty members to design,
implement, and evaluate programs that address violence at its roots, with a focus on bullying. The academy is an offshoot of the work of the Violence Prevention Initiative, which included the City of Phoenix, Arizona Supreme Court, Greater Phoenix Leadership and Dial Corporation. Three area schools are currently taking part, with the program set to expand.

Meeting social service needs is a statewide problem, caused in part by an acute shortage of master's-level social workers in the rural and Native American communities of Northern Arizona. To address this need, faculty members from the Social Work Department worked with colleagues from the ASU Main campus and Northern Arizona University to offer ASU West's Master of Social Work degree to professionals currently working with social service agencies in the northern part of the state. Twenty-five social workers are now enrolled as the program's first group of students.

ASU West adds cultural vitality to the West Valley. For example, the campus offers a wide range of visual and performing arts events produced by faculty and students. We also bring the Phoenix Symphony and other nationally respected arts professionals to our campus for performances that delight our audiences. And, through a partnership with the Challenger Space Center, the university will provide academic expertise to support future programs that integrate innovation, exploration, leadership, and the arts and sciences.

Collaboration between the College of Arts and Sciences and the Heard Museum created ASU West's Native American Summer Art Workshop. Artistically talented Native American high school students from Arizona and around the United States come to ASU West to participate in a week of drawing, photography, and computer graphics workshops, while gaining familiarity with a university campus. Because of the program's success in encouraging Native American students to continue their education and providing a forum for the preservation and expansion of Native American art, it won WESTMARCS 2003 Best of the West award in the Arts, Entertainment, and Sports category.

Faculty from the College of Arts and Sciences took the lead in creating an annual community forum focusing the public's attention on border-justice issues. The inaugural event in 2003 featured a striking visual display of 300 decorated dresses representing the unsolved murders of young women in Juarez, Mexico. The 2004 Migrants, Justice and the Border Conference brings experts and activists to campus to address the complex issues associated with immigration in Arizona and the Southwest.

As the Valley of the Sun's retiree population continues to grow, ASU West supports the idea that learning is a never-ending process. The campus partners with Del Webb Corporation to operate the Sun City Grand Lifelong Learning Academy, providing community residents a variety of classes and access to ASU West's academic resources. The academy, which helps retirees stay active and involved in their community, was launched in 2001 with 10 classes and about 200 students. Today, we offer 25 classes and the number of participants has grown to more than 450.

Thousands of Arizonans of all ages will call the new Verrado planned community in Buckeye home. Working with developer DMB Corporation and three school districts, ASU West's College of Education offers its accelerated teaching certificate program on site to this new community in the Southwest Valley. The program is designed to help create an adequate supply of talented teachers to staff Verrado elementary, middle, and high schools. The first class of 10 students is scheduled to graduate from the program in May 2004. Beyond teacher preparation, the ASU West campus is working with Verrado to infuse educational and cultural life into the new rooftops that will constitute this planned community.
Supporting high-quality K-12 education is the goal of ASU West’s Leadership for Educational Entrepreneurs (LEE) program. So far, this master’s degree program has bridged College of Education and School of Management curricula to give 24 charter school administrators from around the United States the business and education skills they need to successfully operate their programs. A $2.9 million grant from the U.S. Department of Education will enable us to double the size and scope of the program in 2004.

ASU West embraces a strong commitment to addressing issues affecting Arizona’s children. Our campus has been designated a University of Promise by the national organization America’s Promise: The Alliance for Youth. ASU West coordinates the Arizona’s Promise Internet site, which provides a clearinghouse for youth-serving groups around the state. So far, 78 agencies have become partners on the site, which has attracted some 9,500 on-line visitors in its first year of operation. This effort is coordinated by ASU West’s Volunteer Services office, led by longtime campus supporter and volunteer Pit Lucking.

ASU West’s leadership in the West Valley Think Tank, a partnership with 22 school districts and two community colleges, led to the creation of a new, one-credit substitute-teacher preparation course. Offered by the ASU West College of Education, the course enables prospective substitutes to complete all the required training and application steps in one weekend. The program is helping Arizona deal with an ongoing shortage of certified substitute teachers.

ASU West supports the work of WESTMARC – the Western Maricopa Coalition – which promotes public policies leading to responsible growth, a positive quality of life, a healthy environment, strong community development and a favorable public image for the West Valley. The campus is helping to create a databank that will promote the organization’s business development efforts. ASU West Provost Elaine Maimon serves as WESTMARC Chairman of the Board of Directors.

Professors from the ASU West School of Management lend their expertise to Valley of the Sun companies, including PETSMART and American Express, as these firms position to meet the demands of an increasingly global economy. MBA students work in teams on projects designed to help public and private organizations operate more efficiently and effectively. Faculty in the Recreation and Tourism Management Department collaborate with state tourism officials to help promote rural tourism in Arizona.

ASU West celebrates Native American cultures through its traditional powwows, which include participants from tribes around the state. Visual art exhibitions are part of our annual celebration of Hispanic Heritage Month; a variety of lectures, discussions, and film screenings are featured activities during Black History Month and International Week. During the Martin Luther King Jr. Celebration Week, we host hundreds of school children who experience a reenactment of Dr. King’s inspiring “I Have a Dream” speech, performed by faculty member Charles St. Clair.

WESTMARC has recognized the excellence of ASU West’s academic and cultural programs by selecting the campus for several Best of the West Awards. ASU West winners include the University-College Center, a collaborative program with Glendale Community College (1997). Other Best of the West recipients include Martin Luther King, Jr. Celebration Week (2000), ASU West’s transition to a full four-year curriculum, which received the prestigious Chairman’s Award (2001), the Interdisciplinary Arts and Performance Department’s series of public performances (2002), and the Native American Summer Art Workshop (2003).

As a campus that was literally created by our community, ASU West is strongly committed to making the West Valley a better place for people to live, work and raise families. Two decades after a determined group of citizens succeeded in establishing the campus, ASU West’s community connections grow stronger every day.
ASU West graduates: Our most significant accomplishment

While we are justifiably proud of our many community partnerships, we never forget that our primary reason for existing is to provide outstanding, research-based education programs to the thousands of students who choose to attend ASU West.

More than 12,000 ASU West alumni are applying the skills, knowledge and principles they developed during their classroom, internship, and extracurricular experiences at the university. In Arizona and in nearly every corner of the world, ASU West graduates are making significant contributions to their employers, families, and society.

While there is no such thing as a “typical” ASU West graduate, the stories of these four alumni demonstrate the difference that a high-quality university experience can make in the lives of our graduates, and the people whose lives they touch.

Kimberly Allen

Kimberly Allen never does anything at half speed. So, no one was surprised when Kimberly earned her master's degree in one year instead of the typical two, while working full-time. She received her degree in Educational Administration and Supervision from the ASU West College of Education in May 2000 and later that year received a $25,000 Milken Family Foundation National Educator Award.

Kimberly was chosen for the award by an Arizona Department of Education panel, which recognized her work on programs that helped reduce student conflicts and drug, alcohol, and tobacco incidents at Cordova Middle School in Phoenix.

"I'm living proof that you can accomplish anything you set your mind to achieve," Kimberly said, in reaction to receiving the prestigious Milken Award. Kimberly credits her experience as a student at ASU West with helping her grow as an educator. "Three professors—Ron Glass, Suzanne Painter and Eleanor Perry—made an especially significant impact on me with their encouragement, guidance, and leadership. I would not be where I am without their help," she says.

In 2003, Kimberly moved to Las Vegas to become principal and director of the Andre Agassi College Preparatory Academy. Located in the city's most at-risk neighborhood, the school was created specifically to address the academic needs of Las Vegas' most challenged children. "This is an amazing place," Kimberly says. "With all the resources we have, we are providing a private school-caliber education in a public charter school setting."

Her move to Las Vegas led to sacrifices for Kimberly and her family. Her husband remained in the Valley with their son, who will graduate from high school in May, while their daughter moved with Kimberly to Las Vegas. Kimberly is now racking up frequent-flier miles between Phoenix and Las Vegas at a rapid pace—just what you would expect from someone with a reputation for traveling at jet speed.

Steve Lazere

As a social worker with Child Protective Services, Steve Lazere is on the front lines when it comes to protecting Arizona’s children. A five-year CPS employee, Steve recently became supervisor of a unit that investigates allegations of child abuse and neglect in licensed foster homes and group homes.

Steve, who earned a bachelor's degree in Sociology nearly 20 years ago, completed ASU West's Master of Social Work degree program in May 2003. "I was a little nervous about returning to school," Steve says, "but the atmosphere at ASU West made me feel very comfortable. I felt I was part of a tight-knit community and the professors went to great lengths to be accessible to all their students."

Steve completed his degree thanks to an innovative partnership between the ASU West Social Work Department and the Arizona Department of Economic Security. Under the program, CPS employees are eligible to receive financial support if they pursue a master's degree in Social Work and agree to keep working for CPS for at least as long as they spend working on their degree.

As part of his degree requirements, Steve completed an applied project that addressed an organizational challenge at Children’s Action Alliance, a Phoenix-based nonprofit agency that promotes the well-being of Arizona’s children and families. "It was a great experience to synthesize all I had learned in the master's program and put it into that project," he says.
Steve's mother spent nearly 30 years as a social worker and Steve says his upbringing taught him the value of caring and respecting the dignity of others. "I can't take credit for what other people do with their lives," he says. "But if I can help others reach their goals and improve their lives, there's nothing better I can do with my life. I'm very proud to be a social worker."

**Theresa Garcia**

Like many ASU West students, Theresa Garcia was born and raised in the Valley of the Sun, was the first person in her family to graduate from college, and began her university studies after gaining experience in the workforce. And, like many students, she worked to support herself while attending the university.

After graduating summa cum laude in 1997 with bachelor's degrees in Political Science and Communication Studies, Theresa headed to the University of Chicago's prestigious Irving B. Harris Graduate School of Public Policy Studies, where she received a full-tuition scholarship and earned a Master's of Public Policy degree. She's back in Arizona now, working as a senior budget analyst in the Governor's Office of Strategic Planning and Budgeting. "My work is challenging and rewarding – there's always something new to learn," Theresa says.

"I wasn't thinking of pursuing a master's degree when I first came to ASU West," Theresa says. "My professors sparked my interest in public policy and international affairs, which led me to graduate school." Among the many ASU West professors who inspired Theresa were Manuel Avalos, Julie Murphy Erfani and Suzanne Vaughan in the Social and Behavioral Sciences Department.

Theresa's experience at ASU West was enriched by her participation in special programs. She was selected for an intensive, seven-week summer course at the University of Washington, where she studied domestic and international policy issues. Theresa also received a Mitsui Foundation scholarship to travel to Mexico as part of a School of Management survey of international business practices. "There was a great feeling of camaraderie and support among my fellow students and the faculty at ASU West," Theresa says. "I made lots of friends and I'm still in contact with many of them."

**Robert Stokes**

It is no surprise that Robert Stokes approaches the business world with a performer's flair and energy. After receiving his bachelor's degree, Robert formed a theater company and spent nearly two years touring the East Coast, performing in shows that he wrote and directed.

That creative streak has served Robert well as his career path turned to marketing and advertising. With more than 18 years of experience, he now is president and executive manager of Parker Madison Marketing Studio in Phoenix. Robert also currently serves as president of the Phoenix Advertising Club.

Robert earned his MBA at the ASU West School of Management in 1990. "The credentials of having an MBA are good, but far more important is the usefulness of the business training," Robert says. "I've found that I use the business tools gleaned from the MBA program almost every day." He speaks highly of his ASU West professors. "They were dynamic experts in their fields who pushed us to gain a firm foundation of business knowledge that is useable day-in and day-out."

Besides his involvement with the Phoenix Ad Club and American Advertising Federation, Robert is active on the board of directors of the Central and Northern Arizona Better Business Bureau and committees of Arizona's High Tech Industry Cluster, AIDS Project Arizona, and the Arizona Technology Council's Governor's Celebration of Innovation Competition and Awards Gala.

"Giving back to the community is important to me," he says. "I get a great deal of satisfaction from doing what I can to promote a better quality of life in the Valley."

In addition to his professional and civic focus, Robert's true fulfillment comes from what he describes as, "The true joys of my life, which are derived from time spent with my wife, Debra, and our three children."
1966
ASU President Homer Durham recommends the Board of Regents establish branch campuses in Maricopa County.

1967
ASU accepts a gift of 525 acres from Goodyear Tire and Rubber Company, a proposed site of a West Valley campus. The offer is withdrawn when the Arizona Legislature rejects a capital request for the campus.

1970

1972
A grassroots Westside Citizens Committee for Higher Education forms "to create an upper-division campus in the West Valley."

1974
An ASU feasibility study shows strong interest among residents in attending upper-division classes in the Glendale area.

1976/77
Representative Anne Lindeman introduces a bill creating a committee to study the feasibility of establishing a West Valley branch of ASU. The Whiteman Report recommends establishing an upper-division university.

1980
The Arizona Board of Regents designates the Thunderbird Road location as site of a proposed branch campus.

1982
The Legislature approves a bill exchanging general revenue lands for the 300 acres of state trust land on Thunderbird Road.

1984
On April 18, Gov. Bruce Babbitt signs Senate Bill 1245, officially establishing ASU West.

1985
The Arizona Board of Regents approves 29 degree programs for ASU West.

1986
At a Feb. 26 groundbreaking ceremony, Anne Lindeman rings the ASU West bell with help from two students at the adjacent Sweetwater Elementary School. ASU West hires its first group of charter faculty.

Paige Mulholland becomes ASU West's Chief Operating Officer.
1988
The campus dedicates Fletcher Library, named in honor of the Robert Fletcher family. A gift of property in 1988 from the Fletchers resulted in the naming of the Fletcher Library at ASU West. The sale of property created an endowment supporting the Fletcher Library in perpetuity.

The Legislature approves a lease-purchase financing plan enabling ASU West to complete construction on the initial set of campus buildings.

ASU West adopts charter of "building research-based, professional and traditional academic programs that share a liberal arts foundation and an interdisciplinary emphasis."

1989
The Sands Classroom Building, named for the Sands family, opens for spring classes.

Vernon Lattin becomes ASU West's provost.

1990
ASU West's Child Development and Family Studies Lab School opens, offering high-quality child care and research opportunities for child development issues.

1991
Supreme Court Justice Sandra Day O'Connor delivers the keynote address at the dedication of the first phase of the new campus.

ASU West's Art Gallery opens with an inaugural exhibition of paintings by Interdisciplinary Arts and Performance faculty member Gayle J. Novak.

1993
ASU implements a campus identification project enabling ASU West to identify students as being specifically affiliated with the west campus.

The Bachelor of Social Work degree program receives accreditation from the Council on Social Work Education.

1994
A pledge of $1 million from Louis Sands results in the naming of the Sands Family Classroom Building at ASU West in honor of the Sands Family. Utilizing these funds, the Buzz Sands Chevrolet Endowed Scholarship was established in 2001 to benefit students attending ASU West.

Regents approve the designation of campus academic units as schools: the College of Arts and Sciences, College of Education, College of Human Services, and School of Management.

1994
The Japan External Trade Organization selects ASU West as a site for a Japan Business Library, housed within Fletcher Library.

Dozens of executives from the public and private sectors serve as guest lecturers in classes across the curriculum as part of ASU West's inaugural Executives in Residence Day.

School of Management academic programs receive accreditation from AACSB International.

ASU West collaborates with Banner Thunderbird Medical Center to host the first Crossroads of Childhood parent-conference.
1995
The bachelor's degree program in Recreation and Tourism Management receives accreditation from the National Recreation and Park Association.

The College of Human Services establishes the Partnership for Community Development to work with civic and business organizations in meeting critical needs among diverse Valley populations.

1996
Elaine P. Maimon becomes the first woman provost of ASU West and vice president of Arizona State University.

1996/97
A campus-wide strategic planning process sets the goal of reaching 5,000 full-time equivalent students by fall 2003.

1998
The School of Management brings its MBA degree to the Scottsdale Airpark area through the Scottsdale MBA program.

1995
An agreement between the School of Management and Thunderbird, the American Graduate School of International Management, enables students to earn dual MBA and Master of International Management degrees.

1996
Communication Studies faculty member Vince Waldron is selected as Arizona Professor of the Year by the Carnegie Foundation for the Advancement of Teaching.

1997
ASU West and Glendale Community College collaborate to establish the University-College Center, which offers GCC classes on the ASU West campus.

1998
The College of Education collaborates with Southwest Valley school districts and Estrella Mountain Community College to found the "inspire.teach" program to encourage students to pursue teaching careers.
1999
Edwin K. and Margaret Jacobs Delph contribute a $1 million gift that establishes three endowed funds at ASU West. The John M. and Hellen S. Jacobs Visiting Professorship in Ethics supports an annual residency by a visiting scholar. The Grant E. and Edna R. Delph Academic Achievement Scholarship supports ASU West honors students. The Edwin K. and Margaret Jacobs Delph Scholarship supports full-tuition scholarships at ASU West.

2000
ASU West joins with K-12 school districts and community colleges to form the West Valley Think Tank, dedicated to addressing critical educational issues. The national America's Promise: The Alliance for Youth organization designates the campus as a University of Promise. The program is led by campus volunteer and Valley native Pit Lucking.

2001
ASU West welcomes its inaugural class of 251 freshmen, less than one year after receiving Board of Regents approval to add lower-division coursework. ASU West collaborates with Del Webb Corp. to open the Sun City Grand Lifelong Learning Academy.

A major gift commitment by Howard and Jacki Bowers initiates the Bowers Family Spirit Scholarship to provide scholarship assistance to eligible clients of Homeward Bound, as well as to ASU West students.

2003
ASU West's first student residents move in to Las Casas, a modern apartment-style complex on the west side of campus.

Psychology faculty member Tom McGovern is selected as Arizona Professor of the Year by the Carnegie Foundation for the Advancement of Teaching. The Master of Social Work degree program receives accreditation.

1999/2000
The Regents approve five new degree programs: the Bachelor of Applied Science degree and Master's degrees in Criminal Justice, Social Work, Interdisciplinary Studies, and Communication Studies.

2000
ASU West initiates a summer art workshop program, in collaboration with the Heard Museum, for Native American high school students.

2002
Engaged in more than 200 community partnerships, ASU West is recognized as the nation's top campus for public engagement by the American Association of State Colleges and Universities.

ASU West surpasses 5,000 full-time equivalent students a year ahead of schedule. Student head count reaches 6,630. Full-time enrollment has grown 48 percent from 1997 to 2002.

The College of Education launches an accelerated 10-month teacher certificate program to provide a greater supply of talented teachers for West Valley schools. ASU West awards its 10,000th college degree.

2004
ASU student population reaches 7,100, with the majority of students studying full-time.

The second phase of the New Classroom Building opens, addressing a critical need for additional laboratory and lecture classroom space on our growing campus.
ASU West: Preparing for tomorrow

Arizona State University is evolving rapidly, just as the state and the metropolitan area of which it is such an integral part. Under the leadership of President Michael Crow, ASU is poised to emerge as a comprehensive metropolitan research university – The New American University. President Crow’s vision for the university focuses on continued development of individual schools that garner national and international reputations for academic excellence. ASU also aims to expand its influence as a societal problem-solving force and knowledge resource.

The ASU West campus is an important part of the university’s integrated approach, which is encapsulated in the phrase, “one university, reaching out in many places.” ASU West is now home to four schools: the School of Management, the College of Arts and Sciences, the College of Education, and the College of Human Services. Each school is committed to meet the needs of ASU West students and the community at large with talented faculty, innovative academic programs, and value-adding community outreach activities.

Exciting new developments are on the way in graduate education. All four ASU campuses are expected to offer a full range of degree programs, including doctoral degrees. Look for one or more of ASU West’s schools to produce doctoral graduates in the years to come.

The strong enrollment growth that ASU West has experienced in the last half-dozen years is projected to continue in the foreseeable future. A recent study forecasts that 20,000 students will attend classes at ASU West each year by the year 2020 and that the campus will graduate 3,800 students annually. National statistics suggest that at least 3,000 of these new graduates will remain in Arizona, providing a nucleus for the highly educated workforce the state needs to compete effectively in a global economy.

In addition to the significant contribution that thousands of ASU West graduates will make to the economic vitality of Western Maricopa County in the coming decade, the campus contributes to the local economy in many other ways. For example, the campus currently employs more than 1,000 faculty and staff, and the annual payroll exceeds $31 million. These figures will only increase as the campus and the number of students it serves continue to grow.

ASU West’s spending with local suppliers and service providers echoes positively through the economy, and many local businesses benefit from the people drawn to our campus. Finally, ASU West’s talented faculty and research capabilities have attracted more than $13.5 million of external funding to the Valley, a number that will continue to grow along with the prestige and influence of the campus.

New undergraduate and graduate academic programs will strengthen ASU West’s focus on metropolitan public service. Integral to that focus is a strong commitment to address the needs of diverse populations in the Valley and beyond. Valley residents also can count on ASU West to continue to fulfill its role as a cultural and intellectual focal point for the community. A robust intellectual environment translates into social and economic vitality that benefits the entire region.

ASU West’s undergraduate experience is evolving as more students choose to live on campus. The Las Casas student residence, a living-learning community, opened in August 2003. This modern, apartment-style facility attracts a growing population of students who are looking for the experience of connecting the classroom and the dorm room. Las Casas creates a very special social-learning environment by offering faculty mentoring and a wide range of special-interest programs.

At the same time, ASU West will continue to work hard to provide a welcoming and supportive environment for students who live off campus, including the large number of adults who come to ASU West to continue their education.

With 20 years of achievement behind us, ASU West is justly proud of all that we have accomplished. But, like the visionary men and women who first saw the potential of a university campus in the West Valley, we are never satisfied. Our eyes are firmly fixed on the future, on the contributions we are yet to make, and on the community connections that are the essence of a very special place called Arizona State University West.
The Westside Citizens Committee for Higher Education

Juan Acosta
Cathy Alba
Arizona Sen. Lela Alston
Lauraella Alvio
Shirley Bader
Evelyn Barber
Patricia Barnes
Beverly Bashaw
Catherine Basla
Dr. Lee Baxter
Wanda Baxter
Bob Beckley
Dr. Fred Bedford
Mal Bevins
Gary Blair
Harry Broderick
Jane Cash
Pat Coates
Fred Cox
Norman Crowell
Nelda Crowell
Ray Dad
Jean Dad
Dr. Robert Easley
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Sterling Ridge
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Stan Stewart
Min Takiguchi
Masako Takiguchi
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Harriet Wahlers
Dr. John Waltrip
Cleo Woods
Arizona Rep. Pat Wright
Paul Wright

The Whiteman Committee

Jack Whiteman, committee chairman, President of Empire Machinery

Allen Rosenberg, committee vice-chairman

William Berry, Phoenix College executive dean

Rudy Campbell, former Tempe mayor and Arizona Board of Regents member

Larry Mehren, citizen

Senator Anne Lindeman

Dwight Patterson, farmer, rancher and developer and Arizona Board of Regents member

Harold Porter, Agua Fria School District superintendent

J.A. (Ted) Riggins, Jr., attorney

Bob Robertson, Maricopa County Community College District board member

Senator Ed Sawyer

John Schwada, ASU president

Charles Thomas Moore, citizen

Delbert Weber, ASU College of Education dean
The 36th Arizona Legislature: Visionaries who signed SB 1245, the bill to create ASU West

SENATORS
Lela Alston
Bill Davis
Bill DeLong
Tony Gabaldon
Polly Getzwiller
Luis A. Gonzales
Peter Kay
Carl J. Kunasek
Anne Lindeman
Greg Lunn
Jones Osborn
Manuel "Lito" Pena Jr.
Peter D. Rios
S.H. "Hal" Runyan
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James Hartdegen
Larry Hawke
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Pete (Freddy) Hershberger
Chris Herstam
Jesus “Chuy” Higuera
Cal Holman
Roy Hudson
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Frank McElhaney
Robert J. (Bob) McLendon
Jim Meredith
Paul R. Messinger
Richard Pacheco
Sterling Ridge
Elizabeth A. Rockwell
Polly Rosenbaum
James J. Sossaman
Lela Steffey
Rhonda Thomas
Doug Todd
Steve Vuckevich
Carolyn Walker
Nancy K. Wessel
Earl V. Wilcox
Patricia D. (Pat) Wright

Charter ASU Devils West Alumni Chapter members

Twenty years ago, the ASU Devils West Alumni Charter group that petitioned ASU for recognition and approval included the following campus visionaries.

Sen. Lela Alston
John and Kath Baxla
Max Beyer
Calvin Brice
Don Campbell
Dan Coleman
Deborah Cruze
Charles and Joan Emig
Dell Felder
Rep. Trent Franks
Kathleen Gunn
Ian and Sharon Hugh
Phil Hanson
John Jacobs
Barbara King
Fred Koory
Jessica Koory
Sen. Anne Lindeman
Becki Maynes
Tom and Diane McCarthy
Rep. Debbie McCune
Charter ASU Devils West Alumni Chapter continued

Gerald and Norma McSheffrey
Pat Miller
Marion Porch
Susanne Prontock
Sterling, Barbara, Jennifer, Jamie, Beth, and Polly Ridge
Tony Silva
Bill and Gayle Steele
U.S. Congressman Bob Stump
Min and Masako Takiguchi
Bill and Darlene Toops
Bob and Vera Stumpf
Dr. Mark Trueblood
Marty Vanacour
Linda Vance
Merle and Rep. Nancy Wessel
Rep. Pat Wright
Connie Young

Michael Brophy
Mildred Bulitt
Stan and LaVonne Butterworth
Norman and Nelda Crowell
Robert Easley
Joe Falbo
Robert Fletcher
Tom and Susan Gardner
Bruce Heatwole
Bill and Gertie Hickman
Roy Hugh
Rep. Bob Hungerford
Rudolph Johnson
Ray Kells
Max and Betty Klass
John and Steffany Knirsch
Bob and Claudelle L'Ecuyer
Arthur Lindberg
Peg Mosley
Harold Porter
George and Pam Renner
Phil and Bess Rice
John and Marie Sands
Tony and Betty Sands
Joanne Smith
Bill and Gaylene Steele
Roger Trueblood

Leadership Committee Members

During the early years of the ASU West campus, the Leadership Committee was responsible for seeking donor sponsorships of buildings and rooms.

Nelson Butler
Wendell DeCross
Cesford Francis
Don Jarmagin
Dick Jones
Jim Kane
Ed LeGendre
Dale Lillard
Ed Lynch
Mac McKenna, president
Dewey Porter
Dan Roblado
Mark Trueblood

ASU West Campus Leaders

Paige Mulholland, Chief Operating Officer, 1984-85
Gerald McSheffrey, ASU Vice President, 1985-89
Vernon Lattin, Provost, 1989-92
Ben Forsyth, Provost, 1992-96
Elaine Maimon, Provost, ASU West and ASU Vice President, 1996-present
Provost's Club Charter Members

Provost's Club members provide scholarship funds through an annual membership fee. Benefits include annual learning, networking social activities and the personal satisfaction of providing much-needed scholarship support for deserving students who otherwise could not afford to attend college. All donations are tax-deductible. For more information, contact 602-543-5318.

Karl Abel, President
Jonathan and Jeanne Abel
Karl and Enid Abel
James and Marty Allyn
Ralph and Katie Baskett, Jr.
Glenn and Ethel Burton
Joseph and Edith Callan
Joseph and Pamela Charles
Brandon and Jacquelyn Chappell,
Security Pacific Bank Arizona
Christopher and Patricia Coover
Edwin K. and Margaret J. Delph
James and Carol Dorethy
Frank and Barbara Edwards, Dial Corp.
Gesford and Joan Francis
Jack and Carol Francis
Larry and Ellen Glazman
Alfredo Gutierrez
Oliver and Sharon Harper
Bill and Gertie Hickman
Rudolph and Eileen Johnson
Jim and Su Kane, Southwest Gas
John F. and Mary Long
John and Pit Lucking
Howard and Ruth Lydic
Robert and Fran McGee
Mac and Donna McKenna,
M&I Thunderbird Bank
Gilbert and Sali Ortega
Robin and Marilyn Parke
Dwight and Ruby Patterson
Jack and Pat Pfister
Gavin and June Roles
Ray Roles
Louis “Buzz” Sands IV
John and Marie Sands
Bill and Betty Stephens
Min and Masako Takiguchi
Charlie and Kay Thompson,
Arizona Public Service Co.
Bill and Darlene Toops
Keith and Rae Turley
Rafael and Linda Valenzuela, Jr.
Phil VanDenBerg
James and Ellen (Randy) Williams,
American Express
Leyton and Oleta Woolf, Sr.
Ben and Grace Youngker, Jr.

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ASU West
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and Vice President, ASU

Barbara and Sterling Ridge, Campus Visionaries,
who also provided archival photos and memories
about events leading up to ASU West's establishment.

Tim Trumble, Photographer, ASU

Mike Eller Photography
"University Gates" by Albert Paley.
Symbolizing a world of opportunity and promise, the gates are located along University Way North, at the entrance to the ASU West campus.

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