

ASU
ARIZONA STATE UNIVERSITY
WEST

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To: Elaine Maimon

From: Barry Bruns  8/14/97

Subject: The Historical Development of ASU West

Attached please find a synopsis of the highlights of ASU West's development over time. Specific attention was given to ASU West's development as an upper level institution as well as legislative or regent action that may have impacted ASU West in a specific way.

If I or my staff can help to clarify these issues further or assist in some other way, please let me know.

Executive Summary of A Brief Review of ASU West's Historical Development

An overview of ASU West's history suggests that four different stakeholders have played instrumental roles in the campus's development: West Valley citizens; the Arizona legislature; the Arizona Board of Regents; and, ASU. Each stakeholder has had an impact in shaping ASU West.

The citizens of the West Valley have been ASU West's most ardent and consistent supporters as their early 1970's initiatives imply. Most of the historical exchange and debate from the citizens clearly articulates a tacit understanding that ASU West would evolve as an upper level institution so that "you're complementing rather than competing" with the community colleges. While pervasive, documentation that would seem to formalize this understanding is not available.

The Arizona legislature has been an active participant in the development of ASU West since the late 1960s. Legislation to create ASU West emerged three different times in a twenty year period, culminating with the enactment of S.B. 1245 in 1984 amending A.R.S. 15-1601 to read that "the Board shall maintain an Arizona State University campus in western Maricopa county designated as Arizona State University West Campus." While it has entertained discussion about the nature of ASU West over time, it appears that the legislature has never legislated a mission for ASU West in a formal way.

The Arizona Board of Regents have been involved with the development of ASU West from the earliest notions on branch campuses in 1963. Their support has been to ensure that the establishment of branch campuses complement the overall mission of the Arizona University System and the universities' main campuses. It appears that the regents never stipulated ASU West's mission formally, but they did accept ASU's 1990 mission statement in which ASU described ASU West with an upper level and graduate focus. In 1994, however, the regents advised ASU West that further "planning should take place in coordination with community colleges to determine the feasibility of expanding ASU West's mission to include offering lower division classes and programs."

ASU's support of ASU West is highlighted in President Coor's 1990 statement which focuses on ASU's efforts to meet the higher educational needs of Maricopa County. That statement clearly articulates that ASU West "is to provide upper-division and master's-level study" and agrees with ASU's 1990 mission statement.

A Brief Review of ASU West's Historical Development

- 1963** On **November** 30th, ASU submitted a report to the ABOR, entitled "The Next Decade at Arizona State University" which first introduced the concept of a branch campus at ASU.
- 1964** On **November** 28th, ASU submitted a report, entitled "Long Range Planning Data," to the Long Range Planning Committee of the ABOR that projected growing enrollment demand at ASU.
- 1965** On **December** 20th, ASU submitted a report to the ABOR, entitled "Arizona State University: A Report to the Board of Regents on Long Range Planning for the Ten-Year Period Ending June 30, 1975," outlining a need for branch campuses.
- 1966** In **April**, the universities presented a joint report to the ABOR, entitled "Final Report to the Committee on Long Range Planning of the Board of Regents of the Universities of Arizona," which included proposals for ASU branch campuses.
- On **July** 22nd, ASU President Homer Durham recommended to the ABOR in "The Future of Arizona State University: A Recommendation for the Establishment of Branch Campuses" that branch campuses be established. President Durham projected a "scheme of branch campuses of ASU in Maricopa County."
- In **September**, the ABOR issued a report, entitled "Higher Education in Arizona: The Next Decade," that suggested the anticipated demand for higher education in the state be met "by the establishment of branch campuses of the universities and some junior college expansion." The report endorsed ASU's "proposal for an efficient, coordinated system of branch or satellite campuses in its environs and encouraged the president to explore the feasibility of several branch campus sites where land has been offered."
- 1967** In the **spring**, the legislature approved an ASU operating budget for FY 1967-68 that included a planning money for an "ASU - Branch Campus."
- On **May** 13th, ASU accepted a gift of 525 acres of land from the Goodyear Tire and Rubber Company "for the purpose of establishing and maintaining a branch campus of ASU." The branch campus at Litchfield Park was targeted to open in Fall, 1970.
- On **July** 8th, ASU reported the appointment of Richard Landini as dean of the new campus.
- 1968** In the **spring**, the legislature approved a second year of funding to plan ASU - Litchfield Park.
- 1969** In **April**, the legislature rejected a \$3.9 million capital request for ASU - Litchfield Park.
- On **August** 2nd, Goodyear Tire and Rubber Company withdrew its offer of the land.
- 1972** The Westside Citizens Committee for Higher Education was formed to embark "to create an upper-division campus on the Westside."

- 1974** In **April**, ASU issued a study, entitled "Feasibility Study For Upper Division Course Offerings In The Glendale Area," which surveyed students at GCC and students at PC, whose homes were west of Central Avenue and north of McDowell Road, about their educational interests beyond the community college. 6,900 of the 18,000 surveyed (57.5%) responded. Nearly 74% of the respondents indicated an interest in attending upper division classes offered by ASU in the Glendale area.
- 1975** In **December**, an article in the magazine, Arizona, discussed the failures of the 1967 legislative proposal for a four year branch campus that "drowned in a political mud puddle." Anne Lindeman is quoted as suggesting that a senior division branch campus might be a solution because "then you're complementing rather than competing."
- 1976** West Side University Committee was formed from the Westside Citizens Committee for Higher Education to provide support for the anticipated legislative bill promoting a study of a westside campus of ASU.
- In **January**, Anne Lindeman introduced H.B. 2143 requesting a feasibility study on a westside university.
- On **May 18th**, the governor signed H.B. 2143 into law. This bill created a committee to "study and make recommendations relating to the feasibility of establishing a branch of Arizona State University in western Maricopa County."
- 1977** In **February**, the ASU Branch Campus Study Committee submitted "A Report To The Thirty-Third Legislature Of The State Of Arizona On The Feasibility Of Establishing A Branch Of Arizona State University In Western Maricopa County," known as The Whiteman Report after chairman Jack W. Whiteman. While recognizing that "not all upper level universities are an unqualified success," the committee recommended "an upper division university located in Western Maricopa County... And that appropriations be made for planning in the 1977-78 budget."
- On **February 15th**, S.B. 1289 was introduced to establish a committee to plan for and establish a branch of ASU in western Maricopa County. An industrial development board was to be established for issuing bonds and leasing facilities. The campus was to offer upper division, and, possibly, graduate coursework. Cooperation with the community colleges to facilitate student transfer of credit was mandated. A \$2 million appropriation was included.
- In **March**, The Whiteman Report was presented formally to the ABOR at its monthly meeting.
- On **April 16th**, the ABOR decided not to take a position on SB 1289. Individual regents met with legislators during the next few months. Issues relating to the use of bonding as an alternative means of financing were discussed. SB 1289 passed the senate, but no house vote was taken.
- 1978** On **January 13th**, the ABOR discussed anticipated legislation on a westside campus, noting concerns about whether its financing would detract from other financing issues for the existing campuses and the degree to which extension efforts could reduce pressure for a new campus.

On **January** 18th, SB 1102 was introduced. This bill differed from SB 1289 only in the elimination of the industrial development board. Instead, bonding authority was given to the ABOR. This bill was seen as a means to circumvent capital funding problems in the earlier bill, yet test the market for additional sites in the west valley. The bill died in session.

In the **fall**, ASU started extending services directly to the west side community by offering courses at leased facilities.

1979

In the **spring**, the legislature appropriated funds to the ABOR for the purpose of planning a site on the west side.

On **March** 10th, the ABOR appointed a committee to update the 1977 Whiteman Report.

In **July**, ABOR staff published the update of the Whiteman Report which concluded that the available pool of graduates from Arizona high schools would remain constant over the decade and, therefore, it would be difficult to justify building additional capacity through 1990. Further, the update report stated that any decision to establish additional higher education facilities in western Maricopa county should be based on the need for greater accessibility and not any view that additional capacity was needed. The report concluded that the Whiteman Report considered only one approach, the upper level university, to address greater accessibility. However, the update report stated that no upper level institution in the country has realized its projected enrollment. The report discussed several alternatives to building an upper level institution including courses at off-campus centers, offering upper level courses at a variety of locations, or creating a four year institution by adding junior and senior levels on a limited basis at an existing community college.

In **September**, ASU's Office of Institutional Studies and Planning issued "Off-Campus Courses: Analysis of Past and Present Conditions With Implications for Further Growth." This report found that the west side region of Phoenix was the greatest distance from ASU Main and data suggested that the region held potential for increased course offerings.

On **November** 9th, the ABOR authorized ASU to rent the Alhambra Elementary School as a site at which classes could be offered.

1980

In **January**, the ABOR appointed a Regents' Mission and Scope Subcommittee to work with university administrators and staff in the development of a consistent Mission and Scope Statement. That committee recommended "the development of a modified upper-level, primarily non-residential, branch institution of Arizona State University."

On **September** 6th, the ABOR deferred action on a proposed timetable for the westside branch campus pending further work by the Mission and Scope Subcommittee.

On **October** 11th, the ABOR deferred action on the selection of a site for the westside campus until further information could be developed.

On **December** 13th, the ABOR designated the Thunderbird Road location for a proposed branch campus. Course offerings were to be at the upper division and graduate level.

1982

On **April 27th**, S.B. 1200 was enacted. This legislation provided an exchange of 171.66 acres of general revenue lands for "approximately 300 acres of state trust land in Maricopa County."

In the **spring**, "Arizona University System Mission and Scope Statements, 1982-1983" was issued. ASU West was to "develop as a high quality, modified upper-level institution on a primarily non-residential campus situated in western Maricopa County with academic degree programs in "Business Administration, Engineering and Computer Technologies, Education and Liberal Arts."

In **April**, ASU issued a preliminary study entitled "Off-campus Educational Services Provided By Arizona State University: A Study and Needs Assessment for Off-campus University Educational Services within Maricopa County." This study found that the upper level university relies heavily on a "steady and stable flow of graduates from the community college" and suggested that the steady flow did not exist as the report projected that the 1995 output of graduates from the Maricopa County community colleges would be less than that of 1979. This report examined other alternatives to the ULU approach: expanded interactive television; purchase of an under-utilized public school building; and, the expansion of ASU Main.

1983

In **January**, H.B. 2287 is introduced amending A.R.S. 15-1425 and 15-1466 and authorizing the state board of directors for community colleges to establish senior colleges "which offer a four year course of study or a two year course of study for the last two years of a four year course of study. On completion of a four year course of study at a senior college, a student is eligible to receive a bachelor's degree." Both the MCCCDCD chancellor and the ASU vice president for academic affairs voiced strong opposition to H.B. 2287. The bill was not enacted during the first regular session of the thirty-six legislature.

In **April**, ASU re-issued "Off-campus Educational Services Provided by Arizona State University: A Study and Needs Assessment for Off-campus University Educational Services Within Maricopa County." Part of this study examined the strengths and weaknesses as well as the cost/benefit of the upper level university.

On **November 18th**, ASU prepared the "ASU-West Campus Report" for an ABOR study session. This report proposed an organizational structure, an array of academic programs and support services, necessary facilities and operating cost projections for an upper level university with considerable support from ASU Main. The board discussed a possible \$4.3 million general fund appropriation request to proceed with the establishment of a westside campus.

In **December**, the Center for Urban Studies in the College of Public Programs at ASU issued a report, entitled "Support for an A.S.U. Campus In the West Valley," suggesting that 77% of the respondents felt a need for a campus and that 64% of the households believe that "someone in the home might be interested in taking a class at a westside A.S.U. Campus."

In **December**, the ABOR reduced ASU's request for \$4.3 million to \$1 million to begin a comprehensive study that would: evaluate the type of program to be offered and the impact of that program on the University system; provide the administrative support for the programmatic effort; and, evaluate a NAU proposal concerning a possible consortium on the west side.

1984

In a **January 25th** article in the northwest section of the Phoenix Gazette outlining the organization of a committee to support the development of a west-side campus, ASU Executive Vice President Paige Mulhollan described the proposed campus as offering "modified upper level instruction with an emphasis on business administration and engineering."

On **February 21st**, H.B. 2376 is introduced amending A.R.S. 15-1601 to read that "the Board shall maintain an Arizona State University campus in western Maricopa county designated as Arizona State University West Campus."

On **April 18th**, Governor Bruce Babbitt signed S.B. 1245 amending A.R.S. 15-1601 to read that "the Board shall maintain an Arizona State University campus in western Maricopa county designated as Arizona State University West Campus."

At its **June 1-2** meeting, the ABOR approved an operating budget for FY 1984-85 of \$1.9 million for ASU West.

At its **July 13-14** meeting, the ABOR approved an ASU project to prepare a facility master plan for ASU West, based on an appropriation of \$400,000 from the legislature.

On **July 20th**, President J. Russell Nelson hosted a flag-raising ceremony at the permanent site located at 43rd Avenue and Thunderbird Road.

At its **September 14-15** meeting, the ABOR received a staff report on the "Potential Impact of ASU West Enrollments on Other University Campuses."

In the **fall**, ASU's Department of Higher and Adult Education issued a research report, entitled "Mission and Priorities of Arizona Universities," that examined the survey responses of four different groups (external constituencies, regents, internal stakeholders, and students) on the importance of the activities carried out by the three universities and the degree to which those activities were performed. Regents ranked offering "selected courses or degree programs at off-campus or branch campuses" as the third most important activity for the universities.

In a **November 27th** memorandum, President J. Russell Nelson established the Advisory Committee on The West Campus and charged the group "to advise the President of the University on the development of the westcampus." ASU West is described as a "modified upper-level university."

1985

On **March 1st**, The ABOR approved the rental by ASU of space at Montebello School to consolidate offerings on the west side.

On **May 31st**, the ABOR approved ASU West development and authorized ASU to initiate the process to select a project management consultant.

In **August**, The NBBJ Group/Cella Barr Associates submitted the ASU West Campus Plan, a two volume document detailing both the plan and the information and analyses used in the planning process.

In the **fall**, ASU West began to offer courses at the Montebello elementary school site in Phoenix and continued offering courses at its Alhambra site, as well.

At its **September** 6-7 meeting, the ABOR authorized contracts for project management services and authorized the selection of an engineer/architect. The ABOR also approved a FY 1986-87 General Fund Capital Request of \$17.5 million for ASU West.

At its **November** meeting, the ABOR approved the first programs for ASU West. Twenty-nine programs were approved.

1986 On **February** 26th, ground was broken at 43rd Avenue and Thunderbird Road.

In **spring**, the first faculty members were hired.

In the **summer**, the first structural development began with the construction of a mile-long underground utility tunnel to house electrical and telecommunication lines and water pipes.

In **October**, initial construction started on the library and the main entrance to ASU West.

1987 In **January**, the first ASU West Mission and Scope Statement was submitted as an information agenda item for the ABOR meeting.

1988 In **January**, H.B. 2037 was introduced into the second session of the 38th legislature of the State of Arizona which authorized the Department of Administration to proceed with planning, construction and lease-purchase of certain buildings and facilities. "The Arizona board of regents may proceed with further construction at the Arizona state university west campus by utilizing lease-purchase financing." \$48,000,000 was designated as a lease/purchase project by the JLBC to "complete construction of: Infrastructure and Site Improvements; Student Services Building; Faculty Office Building; Administration Building; Central Plant Phase III; Complete Classroom Bldg. 1; and Classroom/Lab Computing Center."

On **March** 30th, Fletcher Library, named in honor of the westside's Fletcher family, was dedicated.

In the **summer**, ASU West issued the results of its first strategic planning effort. Entitled Visions of the Future, this document outlined the campus' focus on "building research-based, professional and traditional academic programs that share a liberal arts foundation and an interdisciplinary emphasis."

1989 On **January** 17th, the Sands classroom building opened for Spring semester classes.

In the **spring**, S.B. 1206 is enacted to make a technical correction in the legal description of a parcel of land that was exchanged in connection with the creation of ASU West.

The **December** 6th issue of The Chronicle of Higher Education outlined the strengths of the ASU's branch campus approach to absorbing new students.

1990 On **June** 1, 1990 President Lattie F. Coor issued a statement expressing the relationship between ASU and ASU West. The statement referred to three features that describe ASU West: it is an integral part of ASU; it is to provide upper-division and master's level study; and, it is to provide high quality education directed primarily to the population and needs of the west valley.

In **July**, the ABOR approved a new system mission statement and six system strategic directions, as well as individual university mission statements and five year strategic plans and directions. ASU West Campus in northwest Phoenix is described as part of ASU, a "rapidly growing, multicampus public research university."

In **July**, the ABOR approved the ASU Mission Statement which included mention of ASU West. That statement describes ASU West's "focus on the development and implementation of upper division instruction."

1991 In the **spring**, all ASU West classes are offered at the Thunderbird Road site for the first time.

In **April**, an ASU West committee submitted a draft report on the "Impact of Accepting Freshman and Sophomore Students at ASU West" to Provost Lattin. The report included data on the potential increase in enrollment; the impact on the instructional program, library and student services; strategies for implementation; and, budget implications.

1992 In the **spring**, ASU West received its initial accreditation from the North Central Association of Colleges and Schools.

1993 In the **spring** semester, the campus identification project was implemented. Students had to affiliate with a campus of ASU. This was the first time that ASU West could identify its students.

In the **spring**, the Department of Social Work's B.S.W. program was accredited by the Council on Social Work Education.

1994 In the **spring**, the School of Management and the Accountancy Program received accreditation from the American Assembly of Collegiate Schools of Business Administration.

In **September**, the ABOR adopted "A Plan for Meeting Enrollment Growth Through 2010." The recommendations included both short term (1994-2001) and long-term (2001-2010) plans. As part of its short term plan, recommendations included: "At this time do not change the mission of ASU-West, but allow it to grow to its anticipated 10,000 students. Continue ASU-West remaining part of ASU with evaluation at appropriate intervals. Planning should take place in coordination with community colleges to determine the feasibility of expanding ASU-West's mission to include offering lower division classes and programs to reflect projected demand." As part of its long term plan, recommendations included: "ASU West will be further developed....ASU believes that in Maricopa County, the East Valley Campus and ASU-West should be integral parts of ASU."

1995 In the **spring**, the Department of Recreation and Tourism Management's B.S. in Recreation and Tourism was accredited by the National Recreation and Park Association/American Association for Leisure and Recreation, the national accrediting body of the leisure services profession.

In its **August** meeting, the ABOR accepted an information item, entitled "Update on Enrollment Growth Demand Projects," which concluded that ASU-West should continue to grow to 10,000 students.

1996

In the **fall**, Provost Maimon initiated a campus-wide strategic planning process which is designed to build on earlier processes and position the campus for the 21st century.

1997

In the **spring**, ASU West was re-accredited by the North Central Association of Colleges and Schools.