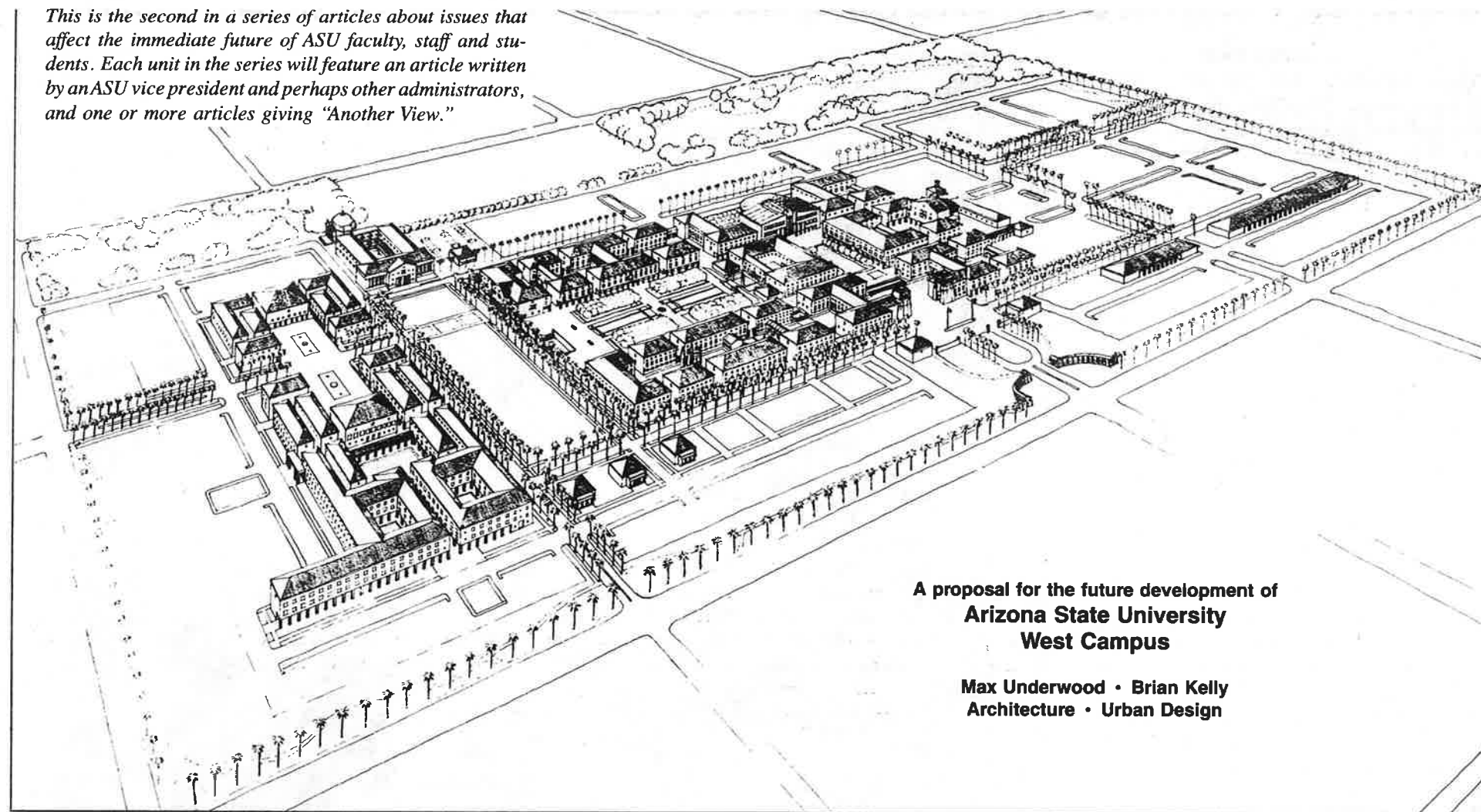


This is the second in a series of articles about issues that affect the immediate future of ASU faculty, staff and students. Each unit in the series will feature an article written by an ASU vice president and perhaps other administrators, and one or more articles giving "Another View."



**A proposal for the future development of
Arizona State University
West Campus**

**Max Underwood • Brian Kelly
Architecture • Urban Design**

ASU West Campus — off to a good start

**By Gerald R. McSheffrey
Vice President, ASU West Campus**

Branch campuses vary in character relative to their role as designated by the flagship campus or other governing body. They may be restricted in size or not, they can be feeder colleges for main campus programs, a location for extension programs, or as in major metropolitan systems, a free-standing institution bound to other institutions by common academic policies, common degrees and common conditions of employment for faculty and staff.

ASU West Campus has been designated as an upper level branch campus of ASU to be built in two phases initially for 5,000 FTE students and capping out at approximately 10,000 FTE before the year 2000. It will offer baccalaureate and some masters programs, but not doctoral programs. While many upper level universities have not been able to maintain their status because of enrollment and other difficulties, those that have been successful have in common a location in areas of rapid growth and a proximity to high quality community colleges. Since both these conditions exist in Western Maricopa County, with the Maricopa Community College District recognized as one of the premier community college institutions in the nation, and with ASU currently gaining national recognition for many of its research and professional based programs, the potential for the success of the West Campus is high. It should be recognized, however, that the West Campus just

may be one of a number of centers and campuses as ASU becomes a multi-campus institution towards the turn of the century. The decentralization of ASU becomes necessary as student demand rises to a point where the physical facilities at ASU can no longer accommodate the demand or where difficulties of accessibility become a barrier for students wishing to pursue a degree. The 30 or 40 miles travel distance for the west side commuter student has been a barrier for more than 20 years. But the access problem combined with overcrowding has meant that ASU must decentralize to maintain quality and effectiveness in its academic goals.

The likelihood of West Campus becoming a competitor, or as some fear, another university, depends very much on how the current and future administrations and faculty treat the new kid on the block. Attempts to stamp a second class status on the new branch or to control it from the center, giving it little or no autonomy, will prepare the ground for future separation at some stage. Conversely a willingness to nurture the new institution and to work with its faculty and administrators as equals will bring about a complementary institution that represents an essential part of Arizona State University, and that can take on a major role in implementing ASU's urban mission. It is this latter model which we here at West Campus have been attempting to build with the help of the administration and many faculty from ASU.

In a metropolitan setting the success of the urban mission, of serving the needs of professional communities, transfer students from community colleges and part-time and re-entry students of all ages, guarantees and expands community and state support for the institution. The development of the West Campus, therefore, provides an opportunity for Arizona State University to be recognized nationally by meeting these needs. This can be achieved through the development of innovative delivery systems and quality interdisciplinary programs independent of the constraints normally imposed in traditional academic settings.

We have made significant progress in our first two and a half years, both in building physical facilities, accommodating the needs of 3,000 students, and laying the groundwork for the establishment of new complementary academic programs. In addition, we see ASU West becoming the hub of cultural activities as we build bridges between the west side communities, the community college system, and ASU. West Campus can become the embodiment of ASU in the west valley, accommodating a fusion of educational interests, addressing the needs of west valley communities, and reflecting regional and environmental issues endemic in its location. As one learns in physics, starting friction is greater than moving friction, and as the West Campus begins to move forward, many of the start-up problems and impediments are being left behind.