

# A Community Tribute

April 1994

*On April 18, 1984, Governor Bruce Babbitt signed Senate Bill 1245 officially establishing Arizona State University West. As ASU West celebrates its tenth official year, this special commemorative publication takes a look back at the significant people and events in ASU West's history. We salute those community members who gave of their time and talents to build the campus. We also look at the many ways in which ASU West has given back to the community through its educational programs, cultural events and programs to enhance economic development and social betterment. Finally, we take a look forward to ASU West's unlimited potential in providing service to the community in the decades to follow.*



At a Feb. 26, 1986 groundbreaking ceremony, State Senator Anne Lindeman rang the ASU West bell with the help of two students from Sweetwater Elementary School, which is located adjacent to the site of the ASU West campus.

## ASU West: How It Came To Be

From the initial dream 20 years ago to the bricks and mortar today, the Arizona State University West campus stands as a monument to human persistence and determination. A united effort by hundreds of citizens, legislators and visionaries culminated in the construction of ASU West, one of the few campuses in the country built during the last half of the 20th century.

The first formal efforts for a west campus began in 1972 when housewife Barbara Ridge formed the Westside Citizens Committee for Higher Education. The committee spearheaded an intensive 12-year crusade to build an upper division campus to serve the west side. For working adults, the lengthy commute combined with few evening classes made access to ASU's main campus in Tempe nearly impossible.

The Westside Citizens Committee for Higher Education worked with officials at ASU to convince the legislature of the need for baccalaureate level education facilities complementing those at the community colleges. To accomplish this, the committee testified before the Board of Regents, launched petition drives and spearheaded letter-writing campaigns.

In 1976, after receiving letters from more than 2,000 citizens, the Arizona legislature ordered a feasibility study. The 10-member Whiteman Committee, headed by Jack W. Whiteman with representatives from the Board of Regents, the Maricopa County

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About the 10th Anniversary Theme: ASU West chose the University Gates\* by Albert Paley as the symbol for its 10th Anniversary. The opening gates symbolize a world of opportunity and promise, reflected in the mission of ASU West. The campus has as its mission the enhancement of the educational, cultural, economic and social development needs of the western and northern Maricopa County metropolitan areas. ASU West prepares students to be successful in the global society of the 21st century by engendering a responsiveness to change and an appreciation of intellectual, cultural, gender and generational diversity.

## Reaching out to Community

Sharing ideas. Combining strengths. Offering advice. Collectively reaching a goal that cannot be achieved singly.

### Teamwork.

“Teamwork was the key to the successful grassroots effort that led to the establishment of ASU West,” said Judy C. Knudson, vice provost for university relations. Hundreds of everyday citizens, public officials, prospective students and community leaders banded together with a common goal of bringing additional higher educational resources to the westside.

ASU West is a campus literally created by its community. While it is not possible to chronicle the work of all the people whose tireless efforts led to the birth of ASU West, the individuals mentioned below serve as examples of the dedication exhibited by the campus’ supporters during the past two decades.

### From Class Project to Reality

In 1972 Barbara Ridge was nearing the end of her studies at Glendale Community College when she began a class project to plan for the establishment of a westside ASU campus. That project became her obsession.

With her husband Sterling and state senator Anne Lindeman, Barbara Ridge formed the Westside Citizens Committee for Higher Education. Little did they know at the time that it would take a dozen years of hard work to realize their dream.

“I believe true support happens when individuals become involved in areas that have strong personal meaning in their lives,” Barbara Ridge said. “Because I was a mother of four, I



**Sterling Ridge, Gerald McSheffrey and Barbara Ridge watched as Governor Rose Mofford signed the 1988 lease-purchase agreement allowing completion of the first phase of campus construction at ASU West.**



**Participants in a formative Devils West Alumni meeting were Don Campbell, Diane McCarthy, Phil Hanson and Tom McCarthy.**

could not take the time away from family for the long commute to ASU’s main campus. There were many other people with the same challenge. That’s

what led to the 12-year crusade to establish the campus.”

The effort attracted the support of people from across the Valley. Just a

few examples of the individuals who gave of their time to join the push for ASU West are Raymond Kellis, superintendent of the Peoria Unified School District; Barry Aarons, now a top official in Governor Symington's administration; and Nelda Crowell, now assistant vice president for communications with Thunderbird, The American Graduate School of International Management.

### Legislative Support

The crusade to create, fund and build ASU West could not have been successful without the efforts of key players in the state Legislature. Chief among them were Lindeman, Lela Alston and Sterling Ridge, who was elected to the Legislature in 1982.

It was Lindeman who in 1982 located the 300 acres of state land that became the permanent site for ASU West. It was Ridge who not only drafted the 1984 legislation creating ASU West, but who also drafted the innovative lease-purchase agreement that freed up \$48 million for additional campus construction in 1988.

Among the many members of the Arizona House and Senate to ardently support ASU West were Jan Brewer, Debbie McCune-Davis, Nancy Wessel and Pat Wright. "In order for our efforts to succeed, we had to have a group of legislators who were willing to 'go to the mat' for ASU West, and these people were willing to do exactly that," Ridge said.

Today, ASU West still has its ardent supporters in the Legislature, and campus leaders work hard to maintain open communication with legislators.

### Community Connection Continues

The community support that created ASU West didn't stop when the effort to create the campus ended. ASU West has maintained strong ties with

the community.

The campus of ASU West is especially meaningful to the Sands family of Glendale. In years past, the family ranched the site on which the campus now stands.

John and Marie Sands lent their support to the campus in a number of ways. Marie served as the founder and chair of the ASU West Academic and Cultural Advisory Committee.

This group of community leaders consulted with ASU West faculty and administrators about cultural and



**Marie Sands was one of the many longtime westside residents to lend enthusiastic support to the development of ASU West.**

curricular issues at the campus. Marie Sands, Rea Ludke and Pit Lucking were among the Committee members to organize an exhibition of Southwestern art in Fletcher Library. Held in 1990, the exhibition was one of the first cultural events held on campus.

Today, the community looks to ASU West for cultural opportunities, assistance in economic development, and social enrichment as well as educational opportunities.

As one community leader said, "ASU West, because of its grassroots origin, its location and the times in which we live, is as much of the community as it is for the community."

*"Teamwork was the key to the successful grassroots effort that led to the establishment of ASU West."*

*Judy C. Knudson*



## Academic Leadership Defines ASU West

**I**f you build it, they will come.” More than just a catchy movie line, it’s a fairly accurate description of the growth in ASU West’s faculty since the official creation of the campus in 1984. Thanks to the hard work of its leaders, the campus now has 245 faculty (109 of whom are in full-time, tenured or tenure track positions) teaching in modern facilities. The literal “building” process, in the form of design



In 1990 ASU West obtained the 8,000 volume book collection of internationally renowned journalist and author Max Lerner. Pictured with Lerner are Helen Gater (left) and Marilyn Myers from Fletcher Library.

*“Talented staff, collaborative faculty, supportive administrators and responsive students have been a winning combination.”*

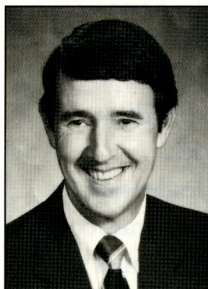
Helen Gater



and construction of the permanent campus site, occupied much of the time of ASU West’s first two top executives.

Paige Mulhollan, who was executive vice president of ASU in Tempe, became chief operating officer of ASU West upon its creation in 1984. Later that year, The NBBJ Group and Cella Barr Associates were selected to serve as consultants for the creation of the master plan for the ASU West campus. Members of the neighborhoods surrounding the campus site gave their input to university officials during several public meetings.

When Mulhollan left in 1985 to become president of Wright State



Paige Mulhollan



Gerald McSheffrey

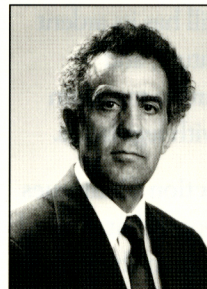
University in Ohio, Gerald McSheffrey assumed the newly created title of Vice President for ASU West. McSheffrey, dean of ASU’s College of Architecture and Environmental Design, brought credentials that were ideally suited to the planning and design process for the permanent campus site.

With assistance from Jack DeBartolo of the architectural firm Anderson DeBartolo Pan, Inc., McSheffrey further refined the master plan to a form that is reflected in the current campus layout. But the physical building process wasn’t the only area in which significant developments occurred during McSheffrey’s tenure; ASU West also hired its first group of permanent faculty.

Dell Felder, then ASU West dean of faculty, oversaw the hiring of the 12 “charter faculty” in 1986. The opportunity to be a part of building a new university campus attracted more than 1,200 applicants for a dozen positions.

“I remember us talking about how nice it would be someday when there were actually people out there in the community who had graduated from ASU West,” said Nancy Haas, associate professor of education and one of the charter faculty. “Now, we’re placing student interns in local school districts to work with teachers who are ASU West graduates.”

Stephen Pyne, professor of history, is another charter faculty member still with the campus. Pyne praised the ASU



Vernon Lattin



Ben Forsyth

West Fletcher Library staff, under the direction of Helen Gater, as being consistently reliable throughout the campus's growth process.

"Both practically and symbolically, the Library had to succeed in order for the rest of the campus to succeed, and it did," Pyne said.

"Developing a quality library has been exciting and rewarding for all of us," said Gater, who has served as ASU West library director since September 1984. "Talented staff, collaborative faculty, supportive administrators and responsive students have been a winning combination."

In 1989 the title of Provost and Vice President passed from McSheffrey, who

returned to the College of Architecture in Tempe, to Vernon Lattin. By the time Lattin left in 1992 to become president of Brooklyn College in New York, the permanent faculty roster had grown to 76. And in 1991, the ASU West Academic Senate had been officially created to provide a forum for issues important to faculty and academic professionals.

"It's nice to note that the Senate was not created out of unrest, but as part of ASU West's natural growth process," said Marilyn Myers, Fletcher Library's head of collection development and bibliographic services, who served as the first Senate president.

Under the leadership of current

Provost Ben Forsyth, the full-time faculty number has grown to 109. "The group of talented, energetic faculty now in place at ASU West is a tremendous source of pride for me," Forsyth said. "They not only are respected teachers and scholars but also show a great willingness to become involved in efforts to make our community a better place to live."

As Lattin left in 1992, ASU West was also reaching a significant milestone — receiving accreditation from the North Central Association of Colleges and Schools. This designation allows ASU West to create academic programs that are different from those offered at ASU Main. This in turn gives students more choices in academic offerings from ASU.

## It's a Whole New World for ASU West Graduates

"ASU West opened up a whole new chapter in my life, and I am forever grateful for its existence," said Maricopa County School Superintendent Sandra Dowling, one of nearly 1,600 students who have participated in ASU West commencement or convocation ceremonies since classes began in 1978. Dowling received her master's degree from ASU West in December 1991.

"I'm one of those westsiders who was struggling with getting my educational program together because of the time and distance problems involved," Dowling continued. "ASU West was not only convenient, they cared about me as a student."

Graduates from ASU West have ranged in age from their early 20s to Sun City resident Patrick Morrison, 78, who graduated in May 1993 with a bachelor's degree in accountancy.

After graduation many students continue their affiliation with the

university by joining the Devils West Alumni Association. The association includes both ASU Main and ASU West graduates living in the West Valley. Devils West is one of the fastest growing and most active of the Association's chapters. The chapter has won numerous accolades including Outstanding Chapter, Most Improved Chapter, Award of Merit and Award for Continued Program Excellence.

In September 1986, the new chapter was officially recognized with an ASU Alumni Association charter, and Diane McCarthy was named the chapter's first president. Devils West presidents since then include Calvin Brice, Phil Hanson, Jan Baxter-Smith, Linda Austen, Tony Silva and Susan Gardner. The incoming president is Greg Kerr.

The Chapter hosts a number of special events annually to advance members' professional lives through career development, networking, lectures and social programs. In addition, Devils West members receive a number of free and discounted services.

Another important service performed

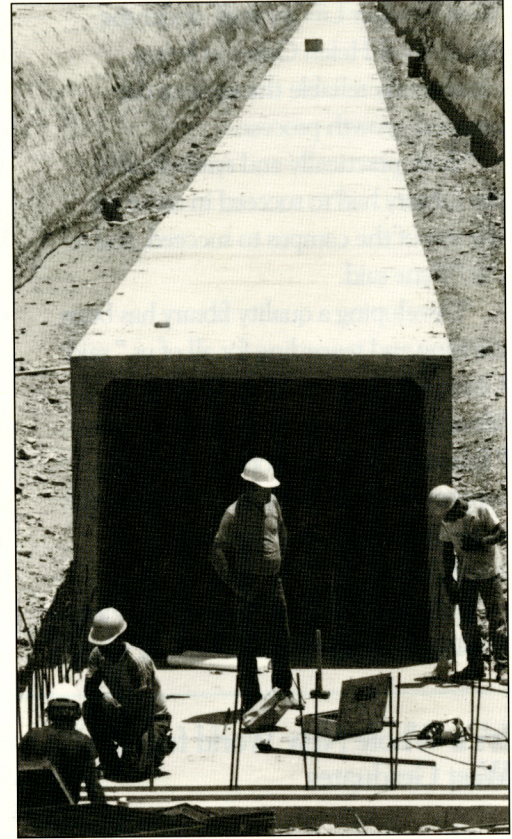


by Devils West is its scholarship program, inaugurated in 1987 with a \$10,000 endowment from American Greyhound Racing Foundation. The chapter now administers more than \$35,000 in scholarship funds. The group awarded its first scholarship in 1988 and has repeated the process 15 times. More than 100 alumni have been scholarship donors.

"Whether you are a student or a graduate, Devils West is the best way to take part in the rewarding relationship between alumni and students," said ASU West alumni coordinator Bobbi Magdaleno. "Devils West serves as a continuation of ASU West's excellent educational experience."



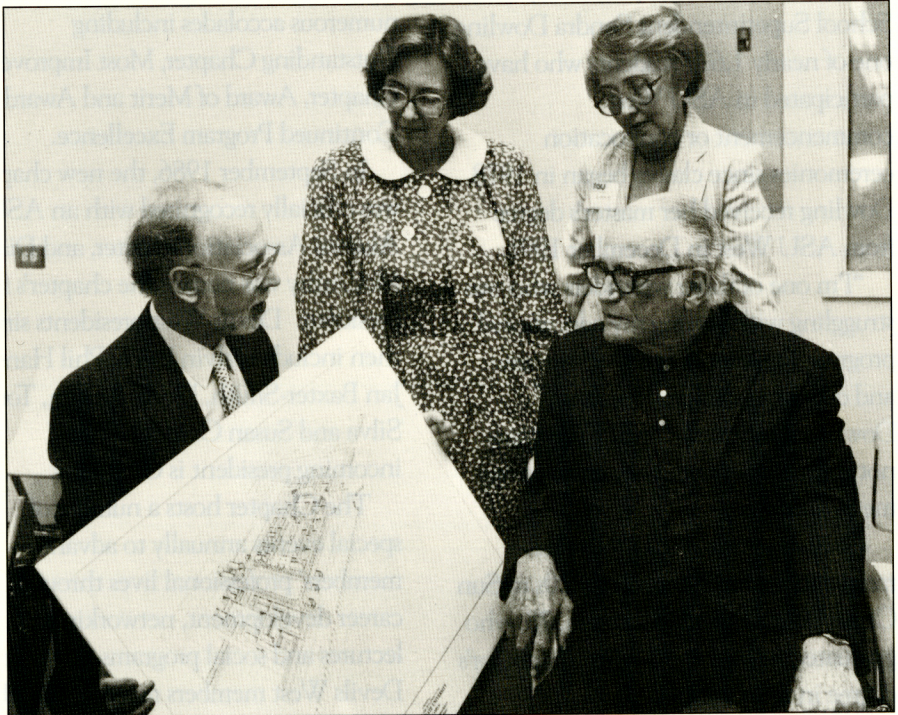
At the 1991 ceremony celebrating the completion of ASU West's core campus, a crowd of 1,300 listened as U.S. Supreme Court Justice Sandra Day O'Connor gave the keynote address.



The first structural development began in 1986 with construction of a mile-long underground utility tunnel that would contain electrical and telecommunication lines and water pipes.



The oldest member of the first class of official ASU West graduates, in May 1993, was 78-year-old Patrick Morrison, who earned a degree in accountancy.



Former U.S. Senator Barry Goldwater visited ASU West in 1986 to speak to a political science class at the Montebello site. Viewing the plans for ASU West's permanent site with Goldwater were Vice President Gerald McSheffrey, Dean of Faculty Dell Felder and faculty member Barbara Burt.



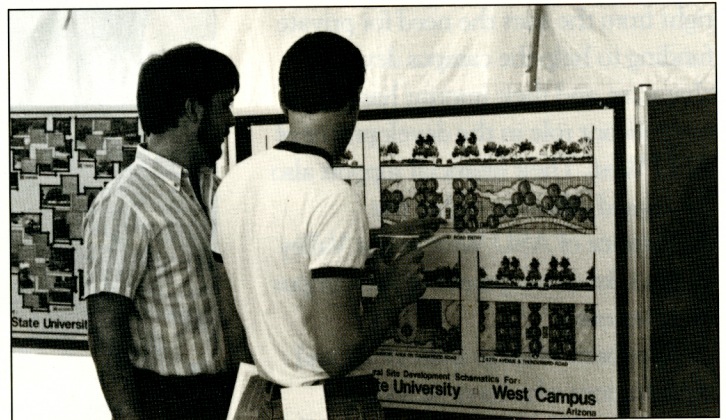
These ASU West students posed in 1987 in front of the partially constructed Fletcher Library.



ASU West's site at the former Montebello Elementary School served the campus from 1985 until 1991.



State legislators Sterling Ridge (left) and Lela Alston joined ASU President J. Russell Nelson as ground was broken in 1986 at the permanent campus location at 47th Avenue and Thunderbird Road.



The campus master plan was on display at the 1986 groundbreaking ceremony.



The 1991 opening of the University Center Building gave students access to facilities including a bookstore, cafeteria and child development center.

## ASU West Donors Make Lasting Impression

Webster's Dictionary offers several definitions of the word "gift." One of these reads, "the act, right or power of giving." ASU West is an institution that was created and continues to thrive on generous and selfless acts of giving, large and small. The campus is also living testimony to the considerable power of giving. Arizona State University President Lattie Coor observes, "ASU West's donors realized right from the start the need for private funding to help the campus develop its character, and their imprint has played a significant role in the development of ASU West. Their financial support also has caused others to realize the importance of ASU West to the Valley and to take development of the campus more seriously."

The roster of those individuals and organizations who have provided support for ASU West is long indeed. Whether that support has been monetary, material or service, it has demonstrated that this campus was built of much more than brick and limestone. "Any great institution needs a loyal following," said Judy C. Knudson, ASU West's vice provost for university relations. "We are very fortunate to have many dedicated donors who, through their high level of service, advocacy and involvement, have provided us with the support ASU West needs to grow and flourish. In today's economic climate, this commitment is increasingly important."

The first campus building was the Fletcher Library, endowed by Robert and Sally Fletcher in honor of their family. The Fletcher family's love of the land has evolved from traditional



**Sally and Robert Fletcher (right) received a plaque and flowers in appreciation for their contribution to the ASU West Fletcher Library. Making the presentation in a 1988 ceremony were ASU Vice President C.R. Haden and State Senator Anne Lindeman.**

farming activities to responsible land development activities in the West Valley, and they have played a major role in the growth of this area. With the ASU West Library, the Fletchers saw an opportunity to also make an investment in the intellectual development of the area.

Louis "Buzz" Sands IV endowed funds to support the Sands Classroom building, in the name of his family. Arizona pioneers and a vital force in the development of the West Valley, the Sands family, particularly the late John and Marie Sands, also have been active in their support of ASU West through the Provost's Club and other organizations.

A number of generous individuals and organizations have sponsored

rooms or departments. Their gifts have become part of ASU West's academic endowment, providing for the growth and stability of academic programs for generations to come.

The Jarnagins, a prominent westside family, sponsored a classroom in the Sands Building. In honor of Dr. Harold W. Smith, the Glendale Rotary Club provided sponsorship of another classroom. M&I Thunderbird Bank, a Valley-wide success story with roots on the westside, sponsored a third classroom in this building.

The Sverdrup Corporation, which provided construction management service in completing the initial phase of campus construction, sponsored the Engineering Hardware Lab in the Classroom/Laboratory Building.



Southwest Gas is the sponsor of the Library Research Center. Such corporate sponsorships resonate strongly in ASU West's development efforts. In many cases key individuals in these organizations have also made strong personal contributions to the growth of the campus.

Margaret Francis, a longtime westside resident and generous philanthropist, contributed funds to ASU West to establish an endowment for the Disability Resource Center. During the first phase of campus construction, Margaret suggested design modifications to allow better access for people with disabilities. Thanks in part to her recommendations, the entire campus is wheelchair accessible with ramps for the entrances. All first-level entrances are equipped with automatic door openers. This project became so dear to her, in fact, that she decided to endow a scholarship fund for disabled students at ASU West. Margaret Francis' suggestions and support have helped to provide a more favorable environment for the disabled community on campus.

Other members of the Francis family have also been generous in their support. Gesford and Jack Francis, sons of Margaret, and their wives Joan and Carol, are founding members of the Provost's Club, and have been active in their service and advocacy.

The Provost's Club is the leading group of individual and corporate annual donors to ASU West. Members are generous not only with their financial support, but also with their energy and expertise in terms of advocacy, public relations and helping to create a vision for the University's future. Founding members whose efforts have been significant in the continued development of ASU West



**ASU West Provost Vernon Lattin and Elizabeth Sands watched as Louis "Buzz" Sands IV unveiled the plaque commemorating the 1989 dedication of the Sands Classroom Building.**

include Karl and Enid Abel (Karl is the founding and current president), and Mac and Donna McKenna, co-chairs of the 10th Anniversary Celebration.

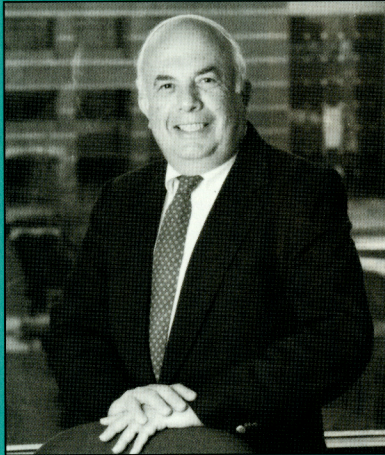
Support for ASU West comes from many other quarters. Individual and organizational donors with particular interests in special programs have provided equipment and programming funds. In-kind contributions have enhanced the aesthetic value of the campus while others have provided improved academic service. Participants in the Scholarship Walk and other contributors to various ASU West scholarship funds all provide threads that are woven into the fabric of support and service that is so vital to this campus and the communities it serves.

ASU West's mission in the West Valley goes beyond the academic to many issues of cultural, economic and social development, providing a focal point and a strongly progressive image that truly reflects the west side as it is today. It is the continuation and expansion of community support, as demonstrated in its first ten years, that will allow ASU West to grow and mature into the next century and beyond.

*“ASU West’s donors realized right from the start the need for private funding to help the campus develop its character.”*

*Lattie Coor*





ASU West Provost Ben Forsyth is guiding the important process of completing the development of degree programs authorized by the Board of Regents.

*“A significant number of people who otherwise wouldn’t have access to higher education will be able to complete a degree.”*

*Ben Forsyth*



## A Strong Beginning; A Bright Future

In the ten years since the concept of ASU West became a reality, change has occurred rapidly. A campus that didn’t exist in 1984 now offers more than 20 bachelor’s and master’s degree programs in beautiful, modern facilities. It reaches out to the community through a variety of innovative programs and services. What role will ASU West play in the future of metropolitan Phoenix?

“Above all, the existence of this campus means a significant number of people who otherwise wouldn’t have access to higher education will be able to complete a degree,” said Ben Forsyth, ASU West provost. “This positive impact on the lives of real people is a fact that sometimes doesn’t receive the attention it deserves.”

The thousands of Arizonans who will look to ASU West for access to higher education in the years to come will do so at a campus that has a clearly defined role, thanks to the leadership of ASU President Lattie Coor. ASU West is the newest component of ASU’s vision to serve the entire Valley with centers and campuses located to meet community needs.



Some potential future ASU West students seek an autograph from ASU President Lattie Coor.

“It’s gratifying to see ASU West now developing its own personality as it grows to meet the unique needs of the westside,” Coor said. “The impending development of ASU East will be more clearly defined by ASU West’s successful development to date.”

In the near future, growth in ASU West’s academic offerings will concentrate on fully developing existing programs authorized by the Arizona Board of Regents. ASU West offers courses in the arts and sciences, business, education, engineering, human services, nursing and women’s studies.

The campus is preparing for a doubling of the current student population of approximately 5,000. “Once we are closer to hiring the additional faculty and adding the classes needed to fully develop existing academic programs, we can begin to look at the possibility of adding other programs,” Forsyth said. “How long this process will take depends on legislative appropriations.”

ASU West also is investigating innovative, cost-effective partnerships to speed program development, Forsyth said. One example is an agreement with Sun Health Research Institute in Sun City West through which Institute scientists are teaching life sciences courses at ASU West. The campus plans to offer pre-medical biology degrees soon using this approach.

“Innovative academic program development is just one way in which ASU West is building community partnerships,” Forsyth said. ASU West also is becoming a center for arts performances in the West Valley, offering a variety of theatre, music, art and dance events.

In its quest to promote economic development and serve the business community, ASU West recently became one of only two sites in the

United States to house a Japan Business Library, containing a wealth of information useful to firms looking to do business in Japan.

"We are firmly committed to maintaining and strengthening our community ties as the campus grows," Forsyth said. "Our faculty and staff continually seek opportunities to

enhance the quality of life for Maricopa County citizens."

Recently ASU West students and faculty developed unique educational kits for homeless children, provided award-winning business consulting services to small firms, and hosted an innovative executives-in-residence program inviting top community and

business leaders to guest lecture in classrooms.

At ASU West, the first decade is complete. The campus's work to enrich the quality of life for the community through educational offerings, cultural events, enhanced economic development opportunities and social betterment has only just begun.

## How It Came To Be

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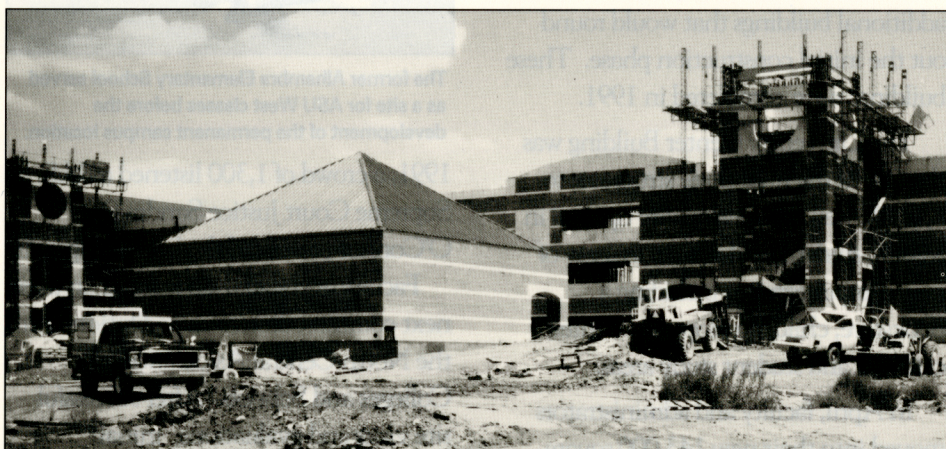
Community College Board, ASU, the Legislature and the community at large, concluded in 1977 that ASU West was urgently needed. The committee unanimously recommended an upper division campus be developed to complement the Maricopa County Community College system.

In response to Whiteman Report recommendations, ASU initiated extension courses at the Metrocenter shopping mall in 1978 and at Alhambra Elementary School in 1980. Increased student enrollment in these extension courses supported the community view that university level educational services on the west side were required.

### **Permanent Campus Location Found in 1982**

In 1982, the Legislature set aside 300 acres of state land between 43rd and 51st Avenues south of Thunderbird Road as a campus site. That same year, the Board of Regents approved "the development of a modified, upper-level, primarily non-residential branch institution of Arizona State University in the urban area of west Maricopa County."

On April 18, 1984, Gov. Bruce Babbitt signed the legislation requiring the Board of Regents to maintain an Arizona State University west campus. The Legislature then approved funding for the first steps toward construction.



**Construction was well under way on the Sands Classroom Building in this 1988 photo.**

Later that year on July 20, 1984, ASU President J. Russell Nelson hosted a flag-raising ceremony at the permanent campus site.

As a next step, ASU hired planning consultants, the NBBJ Group and Cella Barr Associates. The consultants hosted a series of public meetings to allow the community a voice in the campus's design.

The Metrocenter facility was closed in 1985 and replaced by larger leased space at Montebello Elementary School.

Also in 1985, the Arizona Board of Regents gave ASU West initial approval for academic programs leading to 29 degrees in business, education, arts and sciences, nursing and social work.

By Spring 1986, nearly 2,700 students attended ASU West at four sites, Montebello, Alhambra Elementary, Glendale Community College and The American Graduate School of International Management.

### **Bell Rings at 1986 Groundbreaking**

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

By December, construction began on the campus' second structure, a 72,000-square-foot classroom building.

### **Campus Dedicates Fletcher Library in 1988**

The first building to open, Fletcher Library, named in honor of the westside's Fletcher family, was dedicated on March 30, 1988. The library initially housed not only books, but administrative offices and even some classrooms. Other classes were held in temporary modular buildings.

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### **Sands Classroom Building Opens in 1989**

The first permanent classrooms opened in 1989 with the formal opening of the Sands Classroom Building. Nearly 600 people attended the March 3 dedication of the new facility, named in honor of longtime Glendale residents, the Sands family.

In 1989, work also began on the three additional buildings that would round out the initial construction phase. These buildings were completed in 1991.

The University Center Building was the first of the final three structures to open. When the new facility opened in March, students welcomed an array of new campus services including a bookstore, child development center, cafeteria and student study areas.

In April, faculty and administrators moved into their new 143,000 square-foot office building. At the same time, the new Classroom/Laboratory Building opened with wet and dry laboratories and computer-linked classrooms.

### **Campus Dedication Celebrated**

With the core campus construction completed, faculty, staff and students worked together to plan the campus's dedication ceremony. On Sept. 12,



**The former Alhambra Elementary School served as a site for ASU West classes before the development of the permanent campus location.**

1991, a crowd of 1,300 listened as U.S. Supreme Court Justice Sandra Day O'Connor presented the keynote speech.

Faculty and staff then focused on their next common dream: accreditation from the North Central Association of Colleges and Schools. After successful site visits and evaluations, initial accreditation was granted on August 7, 1992. The accreditation allows ASU West to create academic programs that are different from, yet complementary to, those offered at ASU Main.

### **Today ASU West Serves Community**

Currently, ASU West offers junior, senior and graduate level courses in the arts and sciences, business, education,

engineering, human services, nursing and women's studies. Nearly 5,000 students enjoy a variety of day and evening courses designed for both traditional students and working adults.

As the campus grows, ASU West will continue to develop new academic programs to meet community needs. The campus also strives to enrich the cultural, social and economic climate of the Phoenix metropolitan area.

ASU West serves the community with a full slate of cultural and artistic programs showcasing the talents of faculty and students as well as local and national performers.

Enriching the community involves assisting in the development of a robust business climate as well. ASU West students have been actively involved in assisting local small business under a program affiliated with the U. S. Small Business Administration. Students conduct research, perform case studies and serve as consultants for local firms.

ASU West students, faculty and staff strive to continue building partnerships like those that made the campus a reality. ASU West is proud to be the newest component in ASU's mission to build a multi-campus university serving the entire Valley of the Sun.

Arizona State University

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