Global view

Daylong citizen deliberations will take place Sept. 26 in more than 40 countries as part of World Wide Views on Global Warming – an event, organized globally by the Danish Board of Technology and the Danish Cultural Institute, to offer citizens around the world the opportunity to vote on some of the key issues on climate change and make recommendations to such countries’ corresponding delegates for the United Nations Climate Change Conference (COP15) that will take place in December in Copenhagen.

The Tempe campus is the location for one of seven forums being conducted in the United States. The Consortium for Science, Policy and Outcomes organized the event. Applications are being accepted for the demographically reflective group of 100 participants. Interested members of the public can apply easily by filling out a short survey online at cspo.org/application or by calling (480) 727-9010. The deadline to apply is July 30. Selected participants will be notified in mid-August. Participants will receive a stipend to offset their expenses for the day, and lunch will be provided.

The Tempe forum for the upcoming COP15 summit is to establish a binding global climate agreement, which will apply to the world after 2012. For more information on World Wide Views on Global Warming, visit the Web site http://www.wwviews.org/ or visit the project page for the local forum at www.cspo.org/projects/wwviews/.

Lab safety classes

Employees who work in a campus biology or chemical laboratory, and who are affiliated with the Fulton School of Engineering, the Department of Chemistry and Biochemistry, the Department of Physics, the School of Life Sciences, the Solid State Science, and the College of Liberal Arts and Sciences, must complete introductory sessions of Environmental Health and Safety (EHS) Lab-Fire-Rio safety classes and hazardous waste management courses or take yearly refresher courses. EHS offers special training days for these departments each year before the fall semester.

The courses are scheduled Aug. 11-14, Aug. 18-22, Aug. 25-29, Aug. 29 Sept. 2, and Sept. 5-9. Registration is available online at http://www.asu.edu/ehs/range. For more information, contact John Crazier in the Fulton School at (480) 965-8489, Mike Long in the School of Life Sciences at (480) 965-3339, Robert Scattini in Chemistry and Biochemistry at (480) 965-5492 or Bruce Layton in EHS at (480) 965-9440. Sites for these courses may be located on campus. Courses for all four campuses can be viewed online at http://www.asu.edu/ehs/range.

Walter Cronkite pays tribute to legendary newsmen

Walter Cronkite, who lent his name to ASU journalism school in 1984, died last week at his New York home. The legendary news anchor turns 91.

The Walter Cronkite School of Journalism and Mass Communication at ASU mourned the newshound who was and is the voice and face of a tribute to Cronkite that includes video, photos and tributes from students, faculty, friends and admirers. The Web site can be accessed at http://cronkite.asu.edu/rememeringcronkite.

Known as the "most trusted man in America," Cronkite anchored the CBS Evening News from 1962 to 1981. He reported on the pivotal stories of the era – the assassination of John F. Kennedy, the battles over civil rights, the Vietnam War, the Apollo moon landings and the Watergate scandal.

"Cronkite’s legacy will be experienced for years to come through the ASU school that bears his name," says ASU President Michael M. Crow. "Students who learn the craft of journalism at the university are held to the same basic tenets that Cronkite exemplified throughout his career – accuracy, timeliness and fairness.

"The contributions of this great institution and the school is immesurable," says Christopher Callahan, the dean of ASU’s Walter Cronkite School of Journalism and Mass Communication.

In honor of Cronkite, flags on the four ASU campuses were flown at half-staff during the week following his death. The Cronkite School will hold a tribute to Cronkite in September at the school’s new facility in downtown Phoenix.

Cronkite was intimately involved with ASU, advising the journalism school’s leadership and helping change the university to ensure it would be a place that would attract and support the world’s best. ASU President Michael Crow. "Students who learn the craft of journalism at the university are held to the same basic tenets that Cronkite exemplified throughout his career – accuracy, timeliness and fairness.

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ASU expands online education

By By Natasha Karaczan

Imagine what your life would be like if every night was pitch dark as soon as the sun set. This is reality for villagers of Ghana, living without electricity. But thanks to “Global Resolve” at ASU they can now light their homes with the help of a few twigs and LED lights.

The "Twig Light" technology – created by Michael Pugliese, an ASU graduate student in the College of Technology and Innovation – uses a combination of water, a thermoelectric generator, pieces of raw wood and LED lights to generate enough electricity to illuminate a small room. It is just one of many sustainable and replicable projects Global Resolve has brought to Ghana.

An ASU team of students and faculty is traveling back to Domeabra this month to check on the progress of their project.

It all started back in 2006 when a group of faculty members ventured to Ghana to find sustainable ways to help meet the basic needs of the poverty-stricken community. Now, thanks to a social entrepreneurship program called “Global Resolve,” the students and faculty are making a difference.

ASU's Global Resolve is a social entrepreneurship program designed to enhance the educational experience for ASU students by involving them in semester-long projects that directly improve the lives of people in underdeveloped nations throughout the world.

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ASU launches 1st undergrad law degree online

By Janie Magruder

An online bachelor’s degree that will offer students the practical theory and skills/knowledge necessary to succeed in today’s expanding legal market will be introduced this fall by the Sandra Day O’Connor College of Law at ASU.

The Bachelor of Science in Legal Studies (BSLS) degree, available only online at http://teach.asu.edu, is the first such program to be developed and delivered by a law school in the United States.

The program is well-suited for individuals seeking a rigorous course of study in the legal field that will train them as paralegals, and legal assistants, as well as for other careers in the law field.

“A primary goal of College of Law’s drive to develop a new model of public legal education for the 21st century, we are transforming the school into a multifaceted legal studies center that educates a wider cross section of the public, not just those law students who become lawyers,” says Paul Schiff Berman, the dean of the Sandra Day O’Connor College of Law. “This online bachelor’s degree will make us the only law school in the country with a comprehensive program designed to train the next generation of legal and paralegal staff around the country.”

The college specifically designed the BSLS curriculum to teach students to research legal issues, utilize legal resources and technology and understand the legal process from the perspective of not just lawyers, but also administrative and law enforcement professionals.

The BSLS is not a juris doctor, or law degree, and is not intended as preparation for law school.


The degree program will prepare students for careers in the public and private sectors, at home and abroad, and in a diversity of fields related to the legal profession and social worker to court representative and law firm administrator.

For more information about the degree program, or to apply, visit the Web site http://teach.asu.edu.
In Memoriam

Jack Pfister was a native Arizonan, a lawyer, water advocate, teacher and early environmentalist. And the words most often associated with Pfister are “gentleman,” “true leader” and “a good man.”

Pfister, who died July 20 at the age of 75, after serving in the administration, Pfister “completed his formal years of service to the university as an active member of the faculty of the School of Public Affairs, teaching, writing and collaborating with his colleagues there, as well as serving as the school’s representative to the ASU Faculty Senate. Coor adds.”

“All the while, he continued to serve on a variety of community and business organizations, bringing a valuable perspective from the university,” he says. “ASU has been greatly enriched by Jack Pfister’s lifetime of service.”

“With Jack’s death, we have lost a family member and a good friend,” Coor says. “He was a dear friend, a valued colleague and a valued member of the ASU family.”

“He served as chairman of the board of the ASU Research Park during its critical and very difficult years as it moved from a concept to a viable and fully functioning entity,” Coor says. “As vice president for Institutional Advancement, he helped bring the university’s major capital campaigns to a successful conclusion and strengthened our external relations program.”

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“Jack’s support for the university system was unswerving,” Calderón says. “For decades, Jack was there to lend support and provide guidance. As a former Regent, he significantly contributed to the enhancement of our university system, working to make a university education affordable and accessible for all.”

“Over the past five years, Jack provided the Board of Regents with informal advice on matters ranging from redundancies to affordability and accessibility. This past year, he provided staunch support as we struggled to provide a quality education to our students as we dealt with the budget situation. His past presidency of the ASU Foundation was a major role in permanently remembering Jack’s legacy of service,” Calderón says.

Services for Jack Pfister will take place at 2 p.m., July 25, at the Orpheum Theatre, located at 203 W. Adams Street in Phoenix. A reception will follow at the theater.

Late Precambrian carbonatite outcropping is visible at the south end of Death Valley, Calif. Carbon isotopes in these layers bear evidence of the first extensive greening of the Earth.

Neoproterozoic limestone.

Knauth and Kennedy’s study looked at a bigger picture.

“There are three atoms of oxygen for every atom of carbon in limestone,” Knauth says.

“We looked at the oxygen isotopes as well, which allowed us to see that there was a positive carbon isotope signature previously interpreted in terms of catastrophes was always associated with intrusions of continental ground waters during the burial transformation of initial mottled muds into rock. It’s the same as we see in limestones forming today.”

Brave new world

By gathering all of these published measurements, and carefully plotting carbon isotopic data against oxygen isotopic data, a process Knauth says took three years, the researchers began to formulate a very different type of scenario for what led to complex life on Earth. Rather than a world subject to a period of life altering catastrophes, they began to see a world that first greened up with primitive plants.

“The greening of Earth made soils which were able to hold oxygen in the surrounding air, or even a heartbeat.” Sodano says. “The ambient energy can be generated from simple things such as the impact of a shoe against the ground, the temperature difference between a person’s body and the surrounding air, or even a heartbeat.”


ASU is sponsoring a professional design competition for architects and developers who might find new uses for the private land immediately adjacent to some of the Valley’s major canals. “It is a big misunderstanding that we’re talking about ‘cultural beautification,’” says Nan Ellis, director of urban and metropolitan studies. Ellis says it isn’t meant to replace the organization of set of “canal” projects. The plan is to promote development on private land adjacent to public bars. Arizona Republic, July 12.

Some therapists, scientists and others are joining a movement that says the diet industry and helps that all people can eat whatever they want while improving their physical health and maintaining their weight. While some nutritionists are skeptical they agree that no clinical trial has found a diet that keeps weight of long-term for a majority. “If they really worked, we’d be running out of dieters,” says Golda Ojchar. “We have been told that energy can be generated from simple things such as the impact of a shoe against the ground, the temperature difference between a person’s body and the surrounding air, or even a heartbeat.” Phoenix Business Journal, June 26.

Correction: In the article “Phoenix, Portland study brings policy into focus that appeared on page 7 of the July 10, 2009 issue of Insight, Nick Gerbis was incorrectly listed as a writer with the Decision Theater for a Desert City. Gerbis is a writer with the Decision Center for a Desert City.
Cronkite spirit lives on in journalism award

B yron Williams, the anchor and managing editor of "NBC Nightly News," will be this year's recipient of the Walter Cronkite Award for Excellence in Journalism.

As someone who grew up idolizing Walter and having come to know him in adult life, I know that there is no greater name in our profession," Williams says. "It only helps me in my work, the moving and tradition of this house. Walter Cronkite is the only reason I entered the field of television journalism."

Williams has been a Cronkite Award recipient from ASU, Walter Cronkite School of Journalism and Mass Communication at a luncheon ceremony Nov. 18 at the Sheraton Phoenix Downtown Hotel. Williams became the seventh anchor and managing editor of "NBC Nightly News" in 2014, replacing Tom Brokaw, who won the Cronkite Award three years ago.

"Cronkite and I are the same age," said Williams.

The award is one of the most coveted in American journalism today. Past recipients include Jon Lauer, Robert MacNeil, Jane Pauley, Tom Brokaw, Bob Woodward and Helen Thomas.

This year's recipient is Brian Williams, who will receive the 2016 Cronkite Award at a luncheon ceremony Nov. 18 at the Sheraton Phoenix Downtown Hotel. For many years, Cronkite presented the award himself and always made time to visit the school, speaking to classes and granting interviews to student journalists.

"One of the great pleasures in my life has been watching Walter with his students," Callahan says. "Though separated by generations, the bond was deep and real."}

Cronkite spirit lives on in journalism award

Friends, colleagues recall memories of Walter Cronkite

"He loved being Cronkite. He loved that everywhere he went people admired his work. But he loved more that he was able to do the work. He loved that he was there, that he helped us through November 1963 and through Vietnam and Watergate and now on the news and the reality of his death. He loved being a reporter. As much as anyone I've ever known, he cherished his honor of having the box seat for the great events of our lives, cherished being the one to tell the great stories."

-- Aaron Brown, Cronkite Professor of Journalism

"Though separated by generations, the bonds were deep and real."
Scientists suggest model to study social-ecological systems

By Carol Hughes

The off-sized one-size-fits-all approach to policies aimed at achieving sustainable social-ecological systems is in need of an update, according to ASU’s Elinor Ostrom, a social scientist and political economist who in 1994 won the Nobel prize for her research on how to organize self-help systems. The Nobel laureate says the field needs a diagnostic tool that will help scholars from multiple disciplines better frame questions and think through the variables.

“Scholars have tended to develop theoretical models to analyze aspects of resource problems and to prescribe universal solutions,” Ostrom writes in a Perspective article that appeared in the July 24 Science special section on complexity.

“A common, causality framework is needed to facilitate interdisciplinary efforts toward a better understanding of complex social-ecological systems,” writes Ostrom, who holds research and faculty positions at ASU and Indiana University. “Understanding a complex whole requires knowledge about specific variables and how their component parts are related.”

In the writing, she provides an example identifying 10 subsystems that describe the likelihood of self-organization in efforts to achieve a sustainable social-ecological system.

“Each of the 10 KISs [knowledge is simple, stupid] approaches,” she says, “If we keep it too simple, we lose an understanding of what’s going on out there. On the other hand, if we get too complex and always have to focus in on a subset of all the variables operating in a complex system.”

Ostrom is well known for her study of institutions – conceptualized as sets of rules – and how they affect the incentives of individuals interacting in repetitive and structured settings. She is a research professor and founding director of ASU’s Center for the Study of Institutional Diversity. The center, established in 2000, is needed in the School of Human Evolution and Social Change in ASU’s College of Liberal Arts and Sciences.

At Indiana University, Ostrom and her colleagues at the Workshop in Political Theory and Policy Analysis developed the institutional analysis and development framework that a team of scholars use for searches on urban and environmental policy issues over many years. The framework enables the researchers to analyze diverse structured markets, hierarchies, common-property regimes and local public economies using a multilevel, nested framework.

In her essay, Ostrom poses a question to help explain how a social-ecological systems framework can help prescribe universal solutions: “When will users of a resource invest time and energy to avert ‘a tragedy of the commons?’”

She looks at 10 second-level variables, out of nearly three dozen possibilities, that could positively or negatively affect the likelihood of users’ self-organizing to manage a resource. One of those variables is “knowledge of the social-ecological system.”

“When users share common knowledge of relevant (social-ecological systems) attributes, how their actions affect each other, and rules used in other (social-ecological) systems, they will preserve lesser knowledge of organizing,” Ostrom writes.

“If the resource system regenerates slowly while the population grows, such as on the Easter Islands, users may not understand the carrying capacity of the resource, fail to organize, and destroy the resource.”

In another example, Ostrom turns to the social “resource unit mobility.” In this scenario Ostrom writes that “due to the costs of observing and managing self-organization is less likely, such as on Easter Islands, users may not understand the carrying capacity of the resource, fail to organize, and destroy the resource.”

In the current issue of Ostrom also points out that “without a framework to organize relevant variables and hypotheses, theoretical and exploratory research, isolated knowledge acquired from studies of diverse resource systems in different countries by behavioral and social scientists is not likely to cumulate.”

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‘Greening’ the marketplace: ASU takes 1st step

(Continued from page 1)

make a visible difference Arizone State University and the University of Arizona are committed to leading an effort that will change the way we perceive their impact on the environment.”

“We are at the beginning stages of something great,” says G. David Gearhart, University of Arkansas chancellor. “This initiative will transform the way product value is measured, and I am pleased that the University of Arizona is playing a significant role in the growth and progress of sustainable practices.”

At the core of its charge, The Sustainability Consortium will develop science-based tools to create life cycle inventories and analysis for thousands of products that are manufactured and used around the globe. This transparent database will eventually allow retailers and consumers the ability to examine one product against another in a variety of areas. The analysis will factor standardized data beginning with the acquisition of the raw materials, the manufacturing process and distribution channels, consumer use and post-use.

Additionally, the consortium will provide decision-makers and policymakers with a broader understanding of how new and innovative organizational strategies and technologies can assist in meeting various environmental, economic and national security goals.

“As one of the world’s largest corporations, Wal-Mart is a proven and effective change agent in the movement toward a more sustainable future,” says Rob Melnick, the executive dean of ASU’s Global Institute of Sustainability. “By recognizing the necessity and power of broad, multi-sector, global collaboration, this science-based index will ultimately transform the consumer market as we know it today from product source through disposal, from supplier to buyer. It is a tremendous model of doing good and doing well.”

For more information about The Sustainability Consortium, visit the Web site www.sustainabilityconsortium.org. A list of the consortium’s corporate, NGO and agency partners is available online at http://www.sustainabilityconsortium.org/partners.

For more information about the Global Institute of Sustainability, the hub for ASU’s sustainability initiatives, visit the Web site http://sustainability.asu.edu. The institute also can be followed on Twitter at asuSOS. GIOS.

For more information on the University of Arizona’s sustainability efforts, visit the Web site http://sustainability.uark.edu. Information about the Applied Sustainability Center is available online at http://asc.uark.edu.

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Partnership to strengthen regional eco efforts

By Karen Leland, Michelle Schwartz and Susan Koehler

As part of Sam’s Club’s commitment to give back to the communities it serves, company executives presented ASU with a $60,000 grant for its Sustainable Cities Network. The contribution is a market grant, with money pooled from 33 Sam’s Club stores in the Phoenix, Tucson and Prescott areas.

“The Sustainable Cities Network represents the cities we serve, and it works to promote sustainability which is one of the major focuses of our grants,” says Keith Lowe, the club manager for the Gilbert store.

“We want to be a partner in making the Sustainable Cities Network a better organization and offering our expertise as a large company in cooperation with what ASU is doing as a large university,” says Sam’s Club’s sustainability specialist. “We include creating zero waste and operating with 100 percent renewable energy.”

Designed to be a bridge between ASU’s research and technical capabilities in sustainability and the front-line challenges facing cities, the Sustainable Cities Network’s membership now includes 25 Arizona cities, three Native American communities, Maricopa County, the Maricopa Association of Governments and ASU’s Global Institute of Sustainability as a leader and a convener.

Working together, the network partners plan to make sustainability a core value in city planning, policy and operations. In addition, they will systematically share knowledge and explore innovative practices to aid in accelerating the Valley toward national leadership on sustainability.

Sam’s Club will add a very valuable business perspective to the Sustainable Cities Network,” says Rob Melnick, the executive dean of ASU’s Global Institute of Sustainability. “This will strengthen our collective efforts to make sustainability central to our choices and will help Arizona become known for its innova-

Sam’s Club is a division of Wal-Mart Stores, Inc. For more information about Sam’s Club, visit the Web site www.samsclub.com.

More information about the Global Institute of Sustainability, the hub of ASU’s sustainability initiatives, is available online on Twitter at asuSOS. GIOS.

For more information on the Sustainable Cities Network, visit the Web site http://sustainablecities.asu.edu.

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Moon pictures bring Apollo missions into focus

Exploration in ASU’s College of Liberal Arts and Sciences. “The LROC team anxiously awaited each image. Of course, we were very interested to get our first peak at the lunar module descent stages just for the thrill—and to see how well the cameras had come into focus. For additional information about the LROC instrument and to view the first Apollo landing site images, visit the Web site http://lroc.asu.edu.

The white’s current elliptical orbit resulted in image resolutions from the NACs that were slightly different for each site, but all were about four feet per pixel. Since the deck of the descent stage is about 14 feet in diameter, Apollo relics, themselves, fill about four pixels. Because the Sun was low to the horizon when the images were acquired, even subtle variations in topography create long shadows. Standing just over 10 feet above the surface, each Apollo descent stage creates a distinct shadow that fills roughly 20 pixels. For the five landing site images photographed by LROC, the biggest variables are spacecraft altitude (ground scale) and time and day, which translates into signal strength,” Robinson says. “In the current collection of images, the best discrimination of features is in the Apollo 14 scene even though the highest resolution picture covers the Apollo 16 site.”

Broadcast worldwide on NASA TV, that comment was enough to start the story all over. By the time Christensen got back to campus after the initial rover landing activities, the first rocks had started to arrive. Dozens of rocks followed. Then hundreds of rocks. Then still more. Amid the growing piles of mailbags and boxes—boxes of mailbags and boxes – the Rock Around the World program was born.

“The campus mail service wasn’t exactly thrilled with us,” Christensen says. Soon, though, the arrival of rocks in the mail became routine. The average now runs 50 to 100 rocks each month.

The Mars Space Flight Facility has one of the world’s largest libraries of infrared mineral spectra, with many thousands of sample spectra made available to scientists. Every rock sent to the Rock Around the World program has its infrared spectra taken and added to the online library. “Coming from all over the world, the rocks people send have great scientific interest,” Christensen says. “No one could afford to go out and collect so many rocks from so many places.” And, he adds, while these are all Earth rocks, they’re also useful in extraterrestrial ways.

Christensen also sends back Mars Space Flight Facility’s infrared scans to the rocks on the Way stations. The images of rocks helps provide the mission and the Rock Around the World program with the kind of information and validation needed to determine how the LROC team’s Mini-TES speciﬁcally measured the heat environment, as well as demonstrate new technologies. By returning detailed lunar data, the LRO mission will help NASA identify safe and compelling landing areas for future explorers, locate potential resources, describe the moon’s radiation environment, as well as demonstrate new technologies. In other words, LRO’s primary focus is to pave the way for future exploration.

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Earthlings: Please send us your rocks

It’s Earth Day this week. Is there an interesting rock laying around your house? Do you have a few minutes to spare? Send us a rock.

For additional information about the LROC instrument and to view the first Apollo landing site images, visit the Web site http://lroc.asu.edu.

Karaczan, with Media Relations, can be reached at natasha.karaczan@asu.edu.
By Stephen Des Georges

Put down your preconceived notions. The global universe that we live in today is not a modern invention. That, says Mary Bjork, an assistant professor of English at ASU, is one of a number of topics that are open to presentation, discussion and exploration during the second annual Undergraduate Conference on Medieval and Renaissance Studies titled, "Disciplined Juncal: Students Connected Through the Middle Ages and Renaissance." The conference is scheduled to take place Oct. 30 at ASU's West campus and is presented by the university's New College of Interdisciplinary Arts and Sciences and the Arizona Center for Medieval and Renaissance Studies (ACMRS), a trans-university research center (ASU, University of Arizona and Northern Arizona University) on ASU's Tempe campus.

Before then, however, comes the call for papers and presentations, the very stuff of which the fall conference is made.

"This is an opportunity for undergraduate students who are interested in Medieval or Renaissance culture to present their research or project to a group of peers and others," says Bjork, a faculty member in the New College's Department of Humanities, Arts & Cultural Studies on the West campus.

"Increasingly, students are being called upon to be self-directed, individualized and collaborative," explains Bjork.

"Graduate schools and professional programs seek applicants who have demonstrated a commitment to their areas of study. This conference was conceived as a way to help give students the confidence to think seriously about presenting themselves as professionals.

The deadline to submit a short abstract of 200 words for a 15- to 20-minute presentation is July 31, and spring 2009 graduates are still eligible to participate.

Last year's inaugural conference featured 50 students from ASU and universities in Kansas, Ohio, Florida, Texas and Canada. Students presented research on subjects ranging from "Beowulf" to Milton. The top three papers were selected to be presented at the ACMRS international conference last February, a practice that will continue this year.

This year's best conference papers also will be published online on the ACMRS Web site www.asu.edu/asc/amcrs.

The Latin discussion journals transmutes as "students connected.

"We wanted a name that reflected the importance of the contact between students that is at the heart of this endeavor and the multidisciplinary nature of the conference while also acknowledging its placement in the Middle Ages and Renaissance," Bjork says. "In the years roughly between the 5th century and the 14th century, Latin enabled people otherwise unable to share a language to communicate with each other.

Bjork says the study of the Middle Ages, commonly dated from the fall of the Western Roman Empire in the 5th century to the beginning of the Early Modern Period in the 16th century, is important in gaining a greater understanding of the world we live in today and even what lies ahead.

"Pre-modern studies are by definition global studies," Bjork says, who is an editorial board member of the Mediterranean Studies Association and is working on a book about Renaissance playwright John Fletcher.

"The way we understand borders and identity was born in these periods.

Bjork says, "Many of the conflicts of the world is still engaged in today. Islam versus Christianity for example, were born centuries ago. By understanding the ways in which people of the past attempted to make sense of the world in which they lived, we stand a better chance of making sense of our own times and even, perhaps, of negotiating a more viable and equitable future."