**Quality, access place ASU among best U.S. colleges**

ASU Insight

Arizona State University has been named one of America's Best College Buys by Forbes magazine in its 2009 edition of "America's Best Colleges."

ASU ranked 28th on a list of 100 colleges and universities that give students "the most quality for each tuition dollar spent."

The Center for College Affordability and Productivity, a think tank in Washington, D.C., calculated quality scores for 600 schools and divided each by the school's average net price rate for 2003 through 2007.

Quality scores were based on students' satisfaction with their course instruction (25 percent) and indicators of their post-graduate employment success (25 percent), with almost as much weight given to the four-year debt load for typical student borrowers (20 percent). Other factors were four-year graduation rates and student and faculty success in completing their degrees.

The other schools from the Western United States that landed in the top 30 were six California schools: University of California at Los Angeles, UC Berkeley, UC San Diego, UC Riverside, California Maritime Academy and UC Santa Barbara.

For more information on the ranking, and to view the list, visit the Web site http://www.forbes.com/2009/08/02/best-buys-colleges-opinions-value.html.

**‘Green’ initiatives shape West campus retrofits**

ASU opens Barrett, nation's first four-year honors campus

By Sarah Auffret

ASU set a new standard this week when it opened the nation's first comprehensive four-year honors college campus at a major research university. Barrett, the ASU Honors College welcomed 1,700 students to its new seven-building campus in Tempe.

**‘Green’ light special**

Eco-friendly light fixtures come to ASU

By Stephen Dos Georges

Arizona State University's West campus is getting a new color scheme, and there isn't a paint brush or drop-cloth in sight.

Working in conjunction with APS Energy Services (APSES), the liberal arts campus is enhancing its ecological profile with a major interior and exterior lighting retrofit. The six-month project, scheduled for completion in December, will improve the quality of lighting in offices, classrooms and public areas, and reduce the overall energy demand and consumption of the campus.

The project comes on the heels of ASU's recent selection as one of the country's "premier" universities by The Princeton Review for the second consecutive year.

"We have always had a focus on good stewardship and sound ecologi-
New associate general manager at Eight

Kelly McCullough, the general manager of Eight-KAET, has announced the appointment of Kimberly Flack as associate general manager of educational initiatives at Eight.

Flack’s responsibilities will include leading up ASSET (Arizona State Society for Technology in Education) and the college’s distance education outreach unit. Pre-K-12 students across Arizona benefit from outreach programs and educator professional development distributed by ASSET.

Flack has been part of the ASSET professional development team since 2001. She was in charge of educational outreach to pre-kindergarten students in Northern Arizona, including the Navajo Reservation. In 2004, she relocated to the Phoenix area to join the ASSET leadership team at Eight. She has served as the head of the college’s PBS Teachers project and collaborates on grant projects funded by Qwest and other foundations.

“Kimberly’s accomplishments as part of the ASSET team have contributed to the growth and success of this valuable program,” McCullough says. “Her background and experience make her uniquely qualified to help Eight grow our community outreach, distance education, and educational technology initiatives.”

Currently, Flack serves as a board member on the Southwest Maricopa First Things First Regional Council and the Arizona eLearning Task Force. She is involved with the Children’s Challenge Speakers Bureau with the Valley of the Sun United Way and serves on the Helix Professional Advisory Council and the Salado College Early Childhood Advisory Committee. She has served as a volunteer board member to ATEEA (Arizona Technology in Education Alliance), the International Society for Technology in Education (ISTE) local affiliate organization, and served as statewide board president in 2005-2006. She received the ISTE “Making It Happen” award in 2006 for her innovative work with teachers and technology.

Flack has a master’s degree in English and a bachelor’s degree in history and special education from Northern Arizona University. She taught high school for 10 years with the Flagstaff Unified School District and received grant funding and support for the special education department through two national U.S. Department of Education research efforts with the University of Wisconsin Madison and the University of Minnesota.

Eight specializes in the education of children, in-depth news and culture – utilizing the power of noncommercial television, the Internet, educational outreach services and community-based initiatives. Eight ranks among the most-viewed public television stations per capita in the country.

New faculty bring expertise to ASU

By Julie Newberg

Arizona State University is welcoming new tenured and tenure-track faculty to the university this year.

Many faculty members who have been hired are accumulating enrollment growth in popular majors while others are replacing positions that have been vacated because of retirements and resignations. Approximately 50 new scholars have joined the university.

ASU has focused its efforts to fill needs based on enrollment growth and to move forward in areas of targeted excellence,” says Elizabeth D. Capaldi, ASU’s executive vice president and provost.

Areas of ASU that are experiencing substantial student growth include criminology, education, business, technology and liberal arts and sciences. Among the new faces at ASU are:

• Usha Menon, who joins the College of Nursing and Health Innovation as the Pamela Kidd Distinguished Research Professor from the University of Illinois at Chicago College of Nursing. Her National Institutes of Health-funded research focuses on the development and testing of tailored interventions to increase cancer screening behavior. A major emphasis of this research has been on the reduction of health disparities in cancer prevention and increasing early detection among vulnerable populations. Menon teaches across nursing curricula including graduate elective courses in conducting interventions with diverse populations and conducting integrative literature reviews. She is the 2006 recipient of the first Investigator with a Brilliant Future Award from the American Academy of Nursing/Association for the Advancement of Science and a recognized expert in behavior change theory and interventions.

• Vladimiro Mujica, who comes to ASU to teach chemistry and biochemistry and the College of Liberal Arts and Sciences from Northwestern University where he was a chemistry research professor. He also held a joint appointment with Argonne National Laboratory. He has been a visiting professor at universities in Spain, France, Korea, Germany, Israel and Sweden. Before joining Northwestern, he was a chemistry professor at the Central University in Venezuela, his home country, where he also was a member of the National Research Council board of directors. Mujica’s research focuses on theoretical chemistry. He is a leading expert in molecular electronics where he did groundbreaking work in developing models to explain electronic transport across molecules in nanodevices. He is currently interested in change transfer in interfaces, a subject of considerable practical interest in solar energy.

• Shirley Rose, who brings to ASU’s College of Liberal Arts and Sciences experience in social work and more than 25 years as a social work practicing program administration. She is an established expert in the field who has had a strong impact on the profession through her scholarship, administrative roles and national leadership in writing program administration. Her stature was recognized when she was voted president of the Council of Writing Program Administrators, a position she held from 2005 to 2007. Her scholarly work includes exploring and understanding writing program administrative work as an intellectual endeavor, a position that contributes to an innovative vision of writing programs and writing pedagogy. She has co-edited two collections on the subject: “The WPA as Researcher: Inquiry in Ac- tion” and “The WPA as Theorist: Making Knowledge Work.”

• Janet Franklin, who is a landscape ecologist and biogeo- grapher interested in natural disturbance and dynamics of plants and communities and human impacts on the environment.

An expert on mapping the distributions of species to support conservation planning and global change studies. Her book on this subject will be published by Cambridge University Press in December. Franklin comes to ASU’s College of Liberal Arts and Sciences’ School of Geographical and Urban Planning and the School of Life Sciences with more than 25 years of experience as an environmental scientist. She conducts multidisciplinary research with colleagues and students and combats wildland fire with her research and models to understand impacts of humans on ecosystems.

• Damian J. Martinez joins ASU’s School of Criminology and Criminal Justice from Rutgers University where he held a joint appointment with the School of Criminal Justice and the Department of Social Work. Martinez’s background includes evaluating evidence-based interventions, training prison staff, evaluating prisoners reintegration and resettlement, support mechanisms for released prisoners and offender rehabilitation. He co-edited “How Offenders Transform Themselves” and extensively examines former prisoners reintegrating into society, their family relationships after release and Hispanics in the criminal justice system.

• Odesma O. Dalrymple, who is a native of the Republic of Trinidad and Tobago, will teach engineering in the College of Technology and Innovation at ASU. Dalrymple’s research interests include identifying and improving instructional practices that motivate students and prepare them to adapt their skills to accommodate the ever-changing field of engineering. Her dis- tinction research on the perpetuation of gender biases in the ES is part of her initial work in this area. She also is interested in understanding the experiences of engineering students and has explored the role of extracurricular activities and inter- professional preparation of engineering students, factors influencing engineering students’ choice of the discipline, and the underrep- resentation of minorities and women in engineering.

Newberg, with the Office of Public Affairs, can be reached at (480) 727-3116 or julie.newberg@asu.edu.

By Debbie Freeman

Health insurance is now a major topic of discussion for lawmakers and average Americans trying to figure out what their future coverage will look like. Each year, re- searchers at Arizona State University re- cently received a major international award for their research on how insurance markets really work and whether existing insurance “risk pools” really work.

Michael Keane, a distinguished research professor of economics at the W. P. Carey School of Business at ASU, accepted the Ken Arrow Award, named for a Nobel Lau- riate, with two colleagues in Beijing this month. They were honored by the Interna- tional Health Economics Association for writing the best health economics paper of 2008. Previous winners of this prestigious award also have been recognized with the Nobel Prize, the John Bates Clark Medal and the Nobel Prize in Economics.

“Keane’s work is recog- nized as having a real impact on society, especially in the climate where health care reform is being discussed,” says Keane. “Health care research looks at the longstand- ing ‘selection’ theory in economics. As applied to health insurance, it predicts that people with worse health risks will buy the best health insurance, thus raising the overall risk (and cost) of insur- ing health on an individual basis. Belief in the theory is the reason ‘risk pools’ exist whereby individuals of varying health risk are grouped together through an employer or even a country, such as England, and are required to participate in one negotiated contract,” says Keane.

This has the benefit of lowering the average price of insurance.

Research on this long-held theory has been challenged when tested with data. In- stead, recent research seems to indicate that better people tend to buy more insurance, a direct challenge to the ad- verse selection principle. The new research from Keane and his colleagues is a common thread that smarter people tend to demand more insurance, and smarter people are usually healthy. According to this tendency, they then provided strong support for the adverse selection theory, finding that, among healthy people, compara- ble intelligence levels, those who are less healthy do indeed buy more insurance.

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ASU experts frequently are called upon by the local and national news media to provide insight and opinion on current events and issues of public interest. Following are excerpts of recent news articles quoting ASU representatives.

**The Telegraph**

Web sites that advertise cell phone spyware claim it is for such uses as preventing theft of your locate. But they know they have to advertise it in a fashion that is consistent with the law," says law professor Andrew Ackland. "But they know it will be stranger on stranger and that is clearly illegal." ABC 15, July 30.

A new study suggests that people who feel that they have more trouble falling and staying asleep, are more likely to experience a decline in their quality of life than those less aware of the problem. Graciela Silva, an assistant nursing professor, who led the research, says that the results were surprising. "While we were expecting an association between quality of sleep and quality of life, it was surprising that we did not find a significant association between objective measures of quality of sleep and quality of life, but only (with) subjective measures of sleep," Silva says. The Telegraph, Aug. 1.

**Arizona Republic**

The way stroke victims rehabilitate is changing due to a partnership between ASU researchers and Banner Baywood Medical Center in Mesa, Ariz. The Mixed Reality Rehabilitation system is a virtual-reality system that combines patient interaction with audiovisual elements to provide patients with physical therapy. "When we get the stroke survivor actively involved, we're aiming for more extensive learning, more complete integration and faster recovery," Thanassis Rikakis, director of ASU's Arts, Media and Engineering Program. KTVP-STV, Aug. 6.

A joint effort involving ASU is bringing a new business accelerator near the Phoenix-Mesa Gateway Airport where researchers can bring innovative ideas for development, form small businesses and generate businesses to sell them. ASU vice president Keith Hjelmstad says ASU's research expertise will be crucial. "Everyone's working on some interesting things," at the Polytechnic campus, he says. "You're really looking at people that have an interest in getting things done, not just coming in and sitting there to pursue their own idea through to some purpose." Arizona Republic, Aug. 13.

An experimental vaccine for the viral gastrointestinal infection norovirus has been bioengineered in a tobacco plant and could offer more efficient and cheaper ways to bring vaccines to the public quickly, researchers say. Bioengineered viruses in plants are decoys that are harmless to humans, says Charles Anten, a biology professor. "When you assemble your own vaccine delivery system and inoculate a tobacco plant, you can have a low-cost, field-deployable system." "Oh, I'm being invaded by a norovirus," Anten says. "You get a full-blow immune response which provides protection from subsequent disease." CIBC News, Aug. 18.
Events are free, unless otherwise noted. Items in the “Exhibitions” section run at exhibit opening and on the first of each month only. Building abbreviations are listed according to the official ASU phone directory. Send information to Judith Smith at jps@asu.edu or fax (480) 965-2159. For information about ASU events, visit the Web at eventsasu.asu.edu.

Lectures
- Friday, Aug. 21
- Wednesday, Aug. 26
  “Strategic Science: Research Intermediaries and The Governance of Innovation,” 11:30 a.m.-1 p.m., Life Sciences Center (L5) E-104. Speaker: Matthew Wernich, research associate, Department of Geography, Durham University, U.K. Sponsored by the Center for Nanotechnology and Society. For more information http://www.public.asu.edu/~rdwheelo/cns/wienroth.htm.
- Thursday, Aug. 27
  “Immigration and Sociality: The Role of Neural Mirroring,” 8:30-10:30 a.m., Memorial Union (MU) Alumni Lounge (202). Speaker: Marco Jacobs, professor; Department of Psychiatry and Biobehavioral Sciences, and director, Transcranial Magnetic Stimulation Lab. Also, Amnon-Leocean Brain Mapping Center, David Goffen School of Medicine, UCLA. Sponsored by Department of Psychiatry and Psychology at ASU.
- Friday, Aug. 28
  “Native Confluence: Sustaining Cultures,” 11 a.m., ASU Art Museum. Speaker: Peter Field, curator, and part of the Concordations @11 series. Information: (480) 965-2877.
- Friday, Aug. 28
  “FISH as a Tool to Monitor Hematological Malig-
nancies,” 2:30-4 p.m., Life Sciences Center (L5) B204. Speaker: Carlos Tirado, University of Texas Medical School, Galveston. Sponsored by School of Life Sciences. Information: barb.hoffman@asu.edu.
- Tuesday, Sept. 1
  “New Diagnoses of Disease and Treatment of Cancer: Through the Fascinating World of Radiol-
ogy,” 2:30-4 p.m., Fulton Center, 6th Floor Board Room. Speaker: Eric vanSonenberg, Professor Emeritus of Medicine, Harvard University. Sponsored by Emeritus College. Information: (480) 965-0002.
- Wednesday, Sept. 2
  Water/Climate Briefing: “The Water-Energy Nexus,” noon-1:30 p.m., Brickyard Orchid House (BYOH) room 175, 216 E. 6th St., Suite 1268, Tempe. Sponsored by Decision Center for a Desert City. R.S.V.P. (480) 965-3367 or estella.chan@asu.edu.

EMPLOYMENT

The following positions are available as of Aug. 21 and are subject to change. All positions will remain open until filled. For the list of the departments and programs at which positions are available, please visit http://jobs.asu.edu. Applications must be completed and submitted to the designated ASU human resources department by the indicated deadline.

ASU Positions
- A full-time, non-tenure-track, 9-month position with an expected teaching load of 5 courses per semester. The position is located at the Arizona Health Sciences Campus in Tempe. The expected starting date is fall 2009. To apply, visit http://jobs.asu.edu or call (480) 965-3000.

STAFF POSITIONS

TEMPE CAMPUS
Professional
Academic Success Specialist CO9439 (O) – ASU’s Full School of Engineering (Aug. 31)
Graduate Student Assistant C2926D (O) – University Registrar (Aug. 26)
Marketing Support Coordinator C62886 – 907 W. Carey School of Business Marketing and Communications (Aug. 16)
Web Application Developer Specialist (ST) C12375 (Part-time) (Aug. 27) – College of Agriculture and Life Sciences (Aug. 27)

Administrative Support
Administrative Assistant C22888 (O) – College of Education (Aug. 20)
Office Specialist (Part-time) C22935 (O) – Graduate College (Aug. 16)
Office Assistant/Receptionist C22882 (O) – University Housing (Aug. 26)

ServiceField/Crafts/ Maintenance
Environmental Services Specialist C29270 – 900 Third Street (Aug. 26)

DOWNTOWN PHOENIX CAMPUS
Professional
Program Coordinator C41272 – New Student Orientation/Discovers Phoenix Campus (Aug. 16)

ACADEMIC POSITIONS

TEMPE CAMPUS
Graduate Student
Graduate Research Assistant C29261 – College of Arts and Sciences (Fall 2009)
Graduate Research Assistant C29261 (Part-time) – College of Education (Fall 2009)

Friday, Sept. 4
“Reprogramming,” 2-3:30 p.m., Life Sciences Center (L5) E-104. Barbara King, Senior principal investigator, Institute of Medical Biology, Agency for Science, Technology and Research (A*STAR), Singapore, presents the inaugu-
ral Professor of Life Sciences Distinguished Alumni Lecture. Information: barb.hoffman@asu.edu.

Friday, Sept. 4
Tailgate Buffet, 5 p.m., University Club, prior to ASU vs. Idaho State game. Cost: $15. R.S.V.P. (480) 965-1071.

Exhibitions
Archives, Luhrs Gallery – Every Monday, Friday, Hayden library, fourth floor. Information: (480) 965-4925.

Through Aug. 31, “Native Mexican Manuscripts.” See colorful and unusual facsimiles of Aztec, Alcoeuh, Mexica, Mixtec and Maya court documents, maps and Pre-Hispanic records of text and imagery of several Spanish Colonial Period and Pre-Columbian manuscripts in this exhibit, drawn from Special Collections in the Department of Archives and Special Collections, ASU Libraries.

Guest curator was Emily Umiberger, art history profes-
or in the Herberger Institute for Design and the Arts. As an apprentice with the research were students in her art his-
tory seminar studying 16th century Mexico.

ASU Art Museum, Nelson Fine Arts Center—

Regular hours: 11 a.m.-9 p.m., Tuesday; 11 a.m.-5 p.m., Wednesday-Saturday. Admission: $5; Thursday: 10 a.m.-5 p.m., Tuesday-Saturday. Information: (480) 965-2878.

Through Aug. 30, 10th Annual Summer Family Exhibi-
tion, “Food Feasts for the Eyes: A Symposium in Art and Science Collection.” The ASU Art Museum presents the annual summer exhibition for visitors of all ages and families looking for free educational and fun outings during the hot summer months. For 10 years, summer family exhibition themes have ranged from “What I Did on My Summer Vacation” to “Out of the Woods,” with an environmental theme reminding visiters of the importance of renewable resources. This year’s theme of “Food” will be a feast for the eyes, food for thought and tastefully exhibited. Hands-on art activities in the gallery and at Family Fun Day emphasize the ideas found in the exhibition, and the Changing Hands Reading area provides books on related themes and comfortable chairs on which to curl up and read.

Through Sep. 19, “Figuring Prominently: The ASU Art Museum Collection” presents major works from the ASU Art Museum’s collection which explore the human figure in a range of media from painting and papier-mâché to discarded materials and electronics. Artists include Naim Jun Paik (born in Korea, worked in the U.S.), Jim Campbell (United States), Hung Liu (born in China, works in the U.S.), Jon Haddock (Arizona), Karl Appel (the Netherlands), Los Carpinteros (Cuba), Deby Butterfield (United States) and Alejandro Col-
unga (Mexico).

Through Sep. 19, “I Never Saw So Clearly” explores how human experience is translated into the visual arts by drawing on contemporary and 20th century paint-

ings, prints and mixed media works from the collection of the ASU Art Museum. Working in figurative styles, the diverse range of artists offer insights into their worlds and responds to traditional images and art from history and popular culture. The exhibition is curated by Leihla Hernandez, curatorial assistant and graduate student in art history.

Through Oct. 29, “Hits from the ‘60s & ’70s: Selections from the ASU Art Museum Print Collection” highlights prints made by internationally renowned artists from the ASU Art Museum Print Collection. Artists include John Chamberlin, Jasper Johns, Robert Indiana, Roy Lichten-
esten, Louise Nevelson, Frank Stella and Andy Warhol.

The Rock Art Center—9 a.m.-5 p.m., Tuesday-Saturday, noon-5 p.m., Sunday, 3711 W. Deer Valley Road, 2 miles west of I-17. Information: (623) 582-8007.

Oct. 18, “The Rock Art Paintings of Huaco Tanks.” An exhibit of 19 photographs by artist Clay Martin, the 1997 winner of the American Rock Art Research Association’s Oliver Award. Martin’s photos are designed to educate visitors about Huaco Tanks, a spectacular site of 3,000 pictographs. “The astonishing abundance, cultural diversity, and degree of aesthetic achievement found in these pictographs have few paral-
lew – says Martin. Information: (623) 582-8007.
Summer intern brings fresh perspective to research institute

By Matt Cram

Rubbing elbows with world-class researchers is not a bad way to spend one’s summer vacation, especially if you are an Arizona State University student with an insatiable appetite to get your hands on highly relevant scientific tools.

Jane Kruchowsky is one of just 16 students selected from 150 applicants for a summer internship with Banner Sun Health Research Institute (SHRI) in Sun City, Arizona. Kruchowsky, who is double-majoring in life sciences and psychology through the New College of Interdisciplinary Arts and Sciences at ASU, worked with adult progenitor cells under the guidance of SHRI scientists. Her work contributed to research into Parkinson’s and Alzheimer’s diseases.

“My experiences in this internship have been extremely valuable as I aim to further my career goals,” says Kruchowsky, a Glendale resident and Mountain Ridge High School graduate.

“The research experience, feeding the adult progenitor cells and observing the changes that follow, that’s fascinating,” she says. “The study results have the potential to make changes in people’s quality of life. My work pushed together the things I learned in genetics, cell biology and physiological psychology into real-life experience with relevance to the things I learned in genetics, cell biology and physiology.”

Kruchowsky says internships bring a sense of freshness to the work conducted at SHRI.

“Interns often are underappreciated, but at SHRI we utilize our student’s talents and offer them their own projects,” he says. “This benefits the students as well as the institute.”

Ninety-eight percent of SHRI summer interns have pursued bachelor’s degrees in science or health care, with many more going on to pursue graduate degrees in the field, says Brian Browne, the director of communications and education for SHRI.

ASU excels in training America’s teachers

College of Teacher Education and Leadership conduct highly rated Teach for America institute

By Jenni Thomas

This summer’s 600 Teach for America (TFA) recruits participated in one of the nation’s highly rated TFA teacher training institutes – the Teach For America Phoenix Institute. A national program that places promising recent college graduates who commit to teach for at least two years in underserved public schools, Teach for America partnered with Arizona State University’s College of Teacher Education and Leadership to offer graduates from universities such as Stanford, Harvard, Princeton and Gonzaga a rigorous and highly rated teacher training.

Widely recognized summer school to elementary students in the Agua Fria and Roosevelt districts, corps members used ASU Tempe campus as home base, staying in residence halls and utilizing the university’s classrooms, dining services and recreational facilities.

This is the second year that ASU has hosted TFA teacher training institute.

“Because of the success of its inaugural year, ASU was awarded a three-year contract to host the Phoenix Institute,” says Heather Cutter, the director of community partnerships and special projects for the College of Teacher Education and Leadership (CTEL). “We collaborate with more than 30 ASU academic units as part of the institute’s success, including both academic and student service areas.”

Last spring, 168 students comprised TFA corps members participating in the Phoenix Institute that teach this fall in the Phoenix area, Greater New Orleans, New Mexico and South Louisiana.

According to Teach For America officials, over the last two years the TFA corps members have increased educational opportunities and made academic gains with more than 5,000 children from pre-K through 12th grade in the Roosevelt and Agua Fria school districts. In 2008, TFA found that more than two-thirds of the students grew a full year in reading ability within the five-week summer program.

“Hiring the Teach For America corps members for their training institute is an important strong partnership to provide TFA members the opportunity to earn their master’s degree in education with a tailored program that includes clinical and classroom support,” says Mari Koerner, the dean of the College of Teacher Education and Leadership.

“Best of all, both of our organizations share the goal of retaining outstanding college graduates of various academic majors in educational careers,” says Koerner.

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“Best of all, both of our organizations share the goal of retaining outstanding college graduates of various academic majors in educational careers, and build upon their ongoing engagement and leadership in education beyond their two-year teaching assignment.”

Since 2007, CTEL has partnered with TFA to provide instruction to corps members leading to a master’s degree in education while they work teaching as corps members in high-need schools.

“Classes are scheduled at convenient times for the corps members and are offered throughout the two-year teaching assignment,” CTEL professor Lucas Johnson says. “Classes are not only focused on teaching strategies, but also integrate the TFA corps members personal teaching experience.

“Interns often are underappreciated, but at SHRI we utilize our student’s talents and offer them their own projects,” he says. “This benefits the students as well as the institute.”

Conductor of a TFA summer program for the first time, Boyd says: “It’s a time commitment, but it’s clear that it is necessary.”

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“TFA corps members days were filled with teaching, participating in clinics and training and preparing for their next school assignment,” he says. “The SHRI Summer Internship Program creates a direct pipeline to nurture the next generation of high-caliber individuals to fulfill the growing need of the nation’s and Arizona’s medical and bioscience industries,” Browne says.

“The hands-on nature of the program and its access to world-class research, coupled with individual mentorship by some of the greatest research minds, is an opportunity for a lifetime for these students.”

Pamela Marshall, an assistant professor of biology in the Division of Mathematical and Natural Sciences within ASU’s New College, encouraged Kruchowsky to apply for the SHRI internship.

“The summer research internships at Sun Health Research Institute are valuable in helping students get the hands-on research experience needed in order to get into a graduate school of interest in science to the next level,” Marshall says. “SHRI should be commended and supported for their investment in these budding scientists’ research futures.”

Kruchowsky took a “Fundamentals of Genetics” course taught by Marshall last spring. Marshall describes her as a student who is incredibly curious and asks excellent questions. Kruchowsky’s interest in biological and social sciences began developing in earnest when she was in high school and took advanced courses in biology, chemistry and psychology.

“I have had a number of excellent instructors in New College who have continued to challenge me to learn,” Kruchowsky says. “The small class sizes allow for interaction with both professors and developing mentorship to work to develop that has helped me discover my love of the research process.”

Herberger starts up season

Ready, set, show! The ASU Herberger Institute for Design and the Arts invites the public to explore creativity and innovation in dance, music, theatrical, opera and theatre during the 2009-2010 season.

Contact the Herberger Institute for Design and the Arts at (480) 965-6447, or visit the Web site http://herbergerinstitute.asu.edu/events for season events and specific dates of performances. Seating is available for patrons who have physical disabilities. To reserve tickets, contact (480) 965-6447.

Herberger offers exhibit

Photographer Jeremy Schlosser keeps his camera at the ready when he travels around the United States. He particularly enjoys photographing landscapes that are remote or difficult to get to.

Some of those photos will be on display Aug. 19 through Oct. 25 at ASU’s Gammage Performing Arts Center, kicking off the 2009-2010 exhibition season.

Schlosser, of Scottsdale, says his passion for photography was kindled in middle school when he began using a pinhole camera. Throughout college, he continued his photography, seeking out interesting subjects and media.

Schlosser “captures visions in a way that allows others to have similar connections,” he adds.

He reproduces his photographs with a chromatic metallic process that more easily allows viewers to make their own connections to the subject matter.

Schlosser has shown his work in state, national and international festivals and special exhibitions. He recently won first place in photography at the Arizona Art Alliance Juried show at the Pronto Festival in Phoenix.

Viewing hours at ASU Gammage are 1 to 4 p.m. Mondays, or by appointment. It is advisable to call the day of attendance to ensure viewing hours since they are subject to cancellation without notice due to rehearsals, event set-up, special events and holidays.

Parking is available at meters around the perimeter of ASU Gammage. Entrance is through the east lobby doors at the Bus Office.

For more information, or to schedule a tour, call Brad Myers at (480) 965-6912.
Discovery sheds new light on early modern human cognition

Change in ASU’s College of Liberal Arts and Sciences.

“The knowledge is now passing on, and in a way unique to humans, the technology is slowly ratcheted up in complexity as the control of the hearth increased, control taking gains in sophistication,” Marean says.

This creates a long-chain technological process that the researchers explain requires a complex cognition, and probably language, to learn and teach.

Barbecuing rocks

“Here are the beginnings of fire and engineering, the bridge to more recent ceramic and metal technology,” Brown says.

According to Marean, the silcrete bifaces are re-usable tools with many potent functions effective hunting weapons, excellent knives and items of value for exchange. “This explains why people would invest so much effort at wood collection and heat treatment for their production,” Marean says.

“The origin of the human species must have been somewhere in Africa” (Continued from page 1)

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Software grant to enrich engineering education

By Joe Kullman and Mendi Paschal

ASU will enrich its engineering education and provide students with more advanced preparation for the work through an in-kind software grant from Siemens PLM Software to ASU’s Ira A Fulton Schools of Engineering.

Siemens PLM Software is a division of the Siemens Industry Automation Division and a leading global provider of product lifecycle management (PLM) software and services. With a commercial value of nearly $245 million, it is the largest in-kind grant in the university’s history.

The grant was made through the Siemens PLM Global Initiatives in Product Lifecycle Management program, called GO PLM™, and includes engineering software and in-kind software certification programs. ASU graduates with training on such in-kind-use engineering software are more attractive to prospective employers.

“Advanced tools such as the PLM Software are essential to preparing our engineers for the challenges they will face in an increasingly complex and global economy,” says Deirdre Meldrum, the dean of the Ira A. Fulton Schools of Engineering. “They will be able to better demand for designing and analyzing systems that transcend traditional boundaries.”

“True software needs to align with our vision of leading engineering education and research that sparks innovation, and enables engineers to ‘reduce the quality of life,’” Meldrum says.

“This is our first opportunity working with Siemens Global Initiatives and a great teaching tool that will definitely open more doors.”

-Jamie Shah, ASU’s Chief Information Officer

“Having access to this innovative technology gives us a clear advantage in the work force.”

-Jamie Shah, ASU’s Chief Information Officer

“Any new facilities at the West campus are expected to increase lamp life and further reduce electrical demand and consumption.”

-Plute also notes that future West campus facilities also will be designed to meet the needs of employees and the university.

“We will be evaluating everything from processes to training classes to our messaging to provide consistent, quality service to our customers,” Salcido says.

“We will continue to refine our practices and programs, and eventually, we would like to become more involved in business practices such as succession planning and organizational development.”

A native of Phoenix, Salcido holds a bachelor’s degree in accounting and is a master of business administration (MBA) degree from ASU.

“We are grateful for the strong, professional human resources leadership that Matt McElrath has provided for the university.

“With McElrath in developing ASU’s strategic initiatives also will be his unique contributions in the private sectors,” says Morgan Olsen, executive vice president for Business and Finance. “We are confident Kevin will continue the momentum of our continuous improvement trajectory and make his own unique contributions in this appointment.”

Salcido has been in the human resources field for more than 20 years, holding executive and senior management positions in the retail, consumer products, newspaper and utility industries. His major areas of interest include employee and labor relations, organizational development, culture and coaching for performance.

Barrett welcomes 1,700 students to new honors college campus

(Continued from page 1)

Almost 800 upper-division students eagerly signed up to live in the 123-room complex, 57 apartments, five floors for 250 students in a Sustainability House and an in-kind software grant from Siemens PLM Software Global Opportunities (GO PLM™) – and includes engineering software and in-kind software certification programs. Siemens PLM Software GO PLM™ initiates lead the industry in the commercial value of the in-kind software grant provides and brings together four complementary community involvement programs focused on academic partnerships, regional community development, youth and displaced worker development, and the PACE (Partners for the Advancement of Collaborative Engineering Education) program.

GO PLM provides PLM technology to more than 1,000,000 students yearly at nearly 10,200 global institutions, where it is used at every academic level – from high school to graduate engineering research programs. For more information on the GO PLM program, please visit the Web site http://www.plm.automation.siemens.com/en_us/about_us/geoplms/index.html.

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With Siemens, with Siemens Corporation, can be reached at (972) 987-3210 or mendi.paschal@siemens.com.
Professor to study dynamics of health care settings

By Chris Lambrikis

In June, Nancy Cooke, an applied psychology professor, learned that the proposal she collaborated on was chosen as one of four national Veterans Engineering Resource Centers (VERC), a $27 million, 5-year project. The VERC project will help VHA develop more effective and efficient ways to provide care at the nearly 1,400 Veterans Administration medical centers and clinics located across the United States, especially those in rural areas.

Cooke and graduate students will collaborate with experts from medicine, operational systems engineering and human factors in academic and health care settings, including four Veterans Integrated Service Networks, located throughout the Midwest and mountain regions. Together, these units make up the MidWest, Mountain VERC (MWM-VERC), based in Omaha, and covers mountain regions. Together, these units make up the Mid

W. P. Carey School of Business at Arizona State University is naming 10 businesses as this year’s Spirit of Entrepreneur Award finalists. The awards recognize companies that demonstrate ethics, energy and excellence in entrepreneurship.

Past award winners include such names as Cold Stone Creamery and Sandt Construction, Inc., as well as success stories such as the resurrection of the Scout Group 226 after it was saved from near-bankruptcy to a flourishing business.

This year's finalists are:

• Inter-Communications, a telephone answering and remote receptionist service that emphasizes efficiency and excellent customer service throughout the extensive use of technology, in addition to participating in two community benefits each month.

• Galante Construction, Inc., a woman-owned construction company with a repeat-client/referral rate above 85 percent, which has actually added employees and expects to see a 20-percent increase in revenue this year, despite the recession.

• D. P. Electric, Inc., a fast-growing electrical contractor with a safety incentive program, an employee profit-sharing program and an in-house mentoring program for other minority businesses.

• Eklectic, a company specializing in technology, telecommunications and commercial relocation, which has a 99-percent customer satisfaction rate, extensive commercial space development and a truck record that includes tripling its gross revenues in one year, putting it on the “Inc. 500” list.

• Express Digital Solutions, an authorized Xerox Corp. Agency that also specializes in electronic document management and paper document scanning. The company partners with Tompkins Habilitation Center to employ more than 30 adults with disabilities.

• Green Ideas, environmental building consultants who promote energy-efficient, water-efficient and healthy building practices that are sustainable building practices and who were key in achieving the highest-possible “green building” certification for the only four Arizona buildings to receive that designation.

• JBL Management, an integrated towing, storage, transport and auto-recycling service that works closely with local law enforcement to assist with metal theft investigations and that doubled in business for four consecutive years.

• Orchard Medical Consulting, a health care consulting and management company that strives to get severely injured workers back to their lives and jobs, and which has been named among the “Best Places to Work in the Valley” twice.

• Scott Business Group, LLC, a recruiting, temp staffing and payroll services company that offers 24-hour customer support service, a comprehensive screening process and a focus on personalizing the job placement process.

• Tarrants, an award-winning interactive marketing and technology services firm that is an interactive partner with brands like P
count executive.

The awards are just one focus of the Spirit of Arizona Business, which helps hundreds of businesses each year. They encourage companies to gain a new track record that includes tripling its gross revenues in one year, putting it on the “Inc. 500” list.

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