



ASU

# Social Embeddedness Report 2016

Collaboration as a Driving Force

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## Design aspirations

ASU's eight design aspirations challenge the basic imperatives on which universities have historically been based. These design elements guide the evolution of the institution and enable it to continue advancing Arizona State University as a leading public research university that is accountable for its social impact.

### 1 Leverage Our Place

ASU embraces its cultural, socioeconomic and physical setting.

### 2 Transform Society

ASU catalyzes social change by being connected to social needs.

### 3 Value Entrepreneurship

ASU uses its knowledge and encourages innovation.

### 4 Conduct Use-Inspired Research

ASU research has purpose and impact.

### 5 Enable Student Success

ASU is committed to the success of each unique student.

### 6 Fuse Intellectual Disciplines

ASU creates knowledge by transcending academic disciplines.

### 7 Be Socially Embedded

ASU connects with communities through mutually beneficial partnerships.

### 8 Engage Globally

ASU engages with people and issues locally, nationally and internationally.

## FROM THE OFFICE OF THE PRESIDENT



Last year, Arizona State University topped the list as the **#1 Most Innovative School in the United States** by U.S. News & World Report, ahead of Stanford and MIT. While earning this prestigious distinction demonstrates our excellence in academics and research, it also underscores our commitment to partnerships as collaboration is the driving force for most innovation.

At ASU, we assume fundamental responsibility for the economic, social, cultural and overall health of the communities we serve. Much of this is done through collaboration, which takes many forms. To be a socially embedded institution requires a conscious

application of all of our resources, people and ideas. As a result, ASU produces relevant cross-disciplinary use-inspired research to address the grand challenges of our society. Our presence is felt throughout Arizona as we strive to drive local economies and increase community access to resources, facilities and expertise. Through collaboration, we enable student success at each stage of the educational continuum to produce civically engaged citizens and leaders who are lifelong learners capable of synthesizing multiple sources of information to make informed decisions about our rapidly changing world. We also partner with community organizations to enhance their capacity

and advance their missions to solve social problems; move innovation to market; and utilize ASU's vast scale and influence to improve lives at a systems level.

Together with our community partners, we share this responsibility for the vitality of our communities. Faculty, staff and students across the university in every field of expertise are mindful of the social impact of their scholarly work. They are engaged in service-learning, consulting, social entrepreneurship, community-based research; holding public events and lectures; offering free clinical services to community members; and providing professional development and capacity-building to improve lives and create opportunities for millions of community members locally and globally, individually and at-scale.

ASU continues to pursue the highest standards of excellence for community engagement and public service and in 2015, ASU was re-classified by the Carnegie Foundation as a top "Community Engaged Institution," the only institution in Arizona to receive this distinction and one of 361 institutions nationally to receive the classification since 2006. We also maintain our status on the "President's Higher

Education Community Service Honor Roll," the highest federal recognition a university can receive for commitment to volunteering, service learning and civic engagement. These designations affirm the steps we have taken to be a socially-embedded institution.

At a time of great need and opportunity in Arizona, the United States and globally, the pursuit of progress requires cooperation at all levels. In fact, there are no insurmountable barriers for educational attainment and technological success—no limit to our capacity to solve grand challenges on a global scale—if we pursue the right creative collaborations.

Sincerely,

**Michael M. Crow**

President  
Arizona State University

# What is social embeddedness?

The advancement of ASU's New American University model requires a willingness to adapt, take risks and collaborate. Social embeddedness is a commitment to partnerships and an accountability to the broader context in which we operate. Social embeddedness is more than the sum of individual community engagement programs. To "assume fundamental responsibility for the economic, cultural and overall health of the communities it serves" as outlined in the ASU charter, requires a ubiquitous approach that permeates the university's culture.

## people



**University Service-Learning** links students and community organizations to create experiential learning opportunities that leverage student curricula to address real-world community needs.

Universities are well-poised to make an impact by engaging people to address society's greatest challenges. ASU goes beyond volunteerism and community service and leverages its rich inventory of expertise and resources to cultivate civically engaged students, increase teacher preparation and nonprofit leader capacity and open its doors to community members for lifelong learning opportunities.

## systems



**Starbucks College Achievement Plan** is an unprecedented partnership that provides free college tuition and advising services to all Starbucks partners. The program serves as a model to increase access to higher education for more working Americans.

The scale of our global challenges requires new organizations, policies, power structures and new ways of thinking. By shifting paradigms and creating more pathways to higher education, driving local economies and advancing research and discovery of public value to market faster, ASU amplifies its impact through a systems approach.

**(RIGHT) Civil Dialogue Series** is a public dialogue experience facilitated by the ASU Hugh Downs School of Human Communication to build bridges across polarized viewpoints on public policy issues.



**(BELOW) Sanford Inspire** offers free, on-demand, online professional development training modules for busy teachers to quickly improve their practices and skills.



**(BELOW) ASU Lodestar Center for Philanthropy & Nonprofit Innovation** builds the capacity of the social sector by enhancing leadership effectiveness.



**(BELOW) Public Service Academy** cultivates civic-minded students to have the interdisciplinary and cross-sector leadership skills necessary to solve complex problems at the local, regional and international levels.



**(ABOVE) ASU-Mayo Clinic Partnership** is a transformative collaboration that leverages the assets of each institution for improved outcomes in healthcare delivery and medical innovation, both locally and globally.



**(LEFT) Decision Center for a Desert City** uses modeling and simulations to explore various urban water supply scenarios to help inform sustainable policy and investment decisions in the region.

**(ABOVE) SkySong, the ASU Scottsdale Innovation Center** is a joint venture with the City of Scottsdale, and represents a collection of diverse and growing start-up companies that position greater Phoenix as a leader in the global economy.

## Transforming our society through the advancement of knowledge and innovation

ASU is redefining the 21st-century research university as a knowledge enterprise that emphasizes an interdisciplinary, solutions-based approach to research, entrepreneurship and economic development. Our society's toughest challenges are complex and require entrepreneurial minds from all fields to collaborate toward improved social outcomes. By connecting university research and discovery with communities, we can advance knowledge and innovation for the development of our society.



community-focused research

In response to pressing threats such as widespread chronic and acute disease, water-quality issues that impact public health and tragedies resulting from natural disaster and human conflict, **The ASU Biodesign Institute** develops effective and economical solutions through applied research and discovery. The Biodesign Institute has established 14 research centers, 42 patents, 541 inventions and 11 start-up companies or licensed technologies.



community-based learning and discovery

**Engineering Projects In Community Service (EPICS) @ ASU** is a national award-winning social entrepreneurship program housed in the Ira A. Fulton Schools of Engineering that employs the creativity of ASU engineering students to tackle real-world challenges facing the local and global community. The program has grown to 6 service-learning classes which partner with local not-for-profits, and has 142 students who have won national competition awards for their innovative solutions.



student entrepreneurship

**Changemaker Central @ ASU** provides space, programming and community for and by entrepreneurial-minded students to drive social change in the local and global communities. Located at four ASU metro Phoenix campuses, Changemaker Central helps students to navigate the process of designing and launching their social ventures, to pursue high-impact careers and engage in community service.



cross-disciplinary maker spaces

In partnership with TechShop, **ASU Chandler Innovation Center** offers spaces to encourage creativity and drive entrepreneurship in the communities we serve. The membership-based, do-it-yourself facility provides the public with tools, equipment, training and a vibrant, supportive community of creative people to catalyze ideas. TechShop membership provides access to over \$1 million worth of advanced machines and tools, sophisticated 2D and 3D design software and other professional equipment.



## A LEADER IN INNOVATION

- ASU is **No. 1 in innovation**, ahead of MIT and Stanford (U.S. News & World Report)
- In 2014, ASU was selected as one of the **50 best U.S. colleges for aspiring entrepreneurs** (College Choice)
- In 2016, ASU was honored with the **Entrepreneurial University Award** at the Deshpande Symposium in recognition of the entrepreneurial programs and curriculum across the institution. These include student start-ups, maker spaces and projects aimed at having an immediate positive impact on the world.



technology transfer

**Arizona Technology Enterprises (AzTE)** is the exclusive intellectual property management and technology transfer organization for ASU. AzTE works with faculty, investors and industry partners to translate ASU innovation into broad societal impact.

## AzTE SUCCESS IN NUMBERS FY15

270

invention disclosures submitted

12

start-up companies launched by ASU faculty

62

US patents issued to ASU faculty members

\$40M

raised in venture capital

## Embracing a broad definition of community

ASU's reach extends well beyond its campuses and physical learning centers. ASU embraces the opportunity to make an impact at scale by addressing the needs of our local, regional, national, global and digital communities.

### local

#### Collaboratory on Central

is an interprofessional teaching clinic opened in 2015 in a historic downtown Phoenix high-rise, which serves as affordable housing to nearly 300 elderly and disabled tenants. Students pursuing degrees in nursing, nutrition, therapeutic recreation and social work at the ASU Downtown Phoenix campus provide residents both health and psycho-social services to improve their wellbeing, increase community connections and reduce the number of emergency calls to the building.



### regional

#### Pueblo Indian Doctoral Cohort Program

increases the capacity of tribal communities by integrating formally educated young Pueblo professionals and engaging in work that serves the needs of their communities. Students graduate with doctoral degrees from the ASU School of Social Transformation with concentrations in areas that have been identified by the Leadership Institute at the Santa Fe Indian School as critical focus areas, including Native American language preservation, land and cultural resource protection, education, governance and health. ASU is the only university with an indigenous capacity-building vision that is community-driven and has implications for future partnerships in the region, nationally and internationally.

### national

#### ASU Washington, D.C. Center

houses a number of university programs that are aligned with and engaged in national-level exchanges, partnerships and discourse. These include applied policy centers like the Consortium for Science Policy and Outcomes and the Center on the Future of War, federally funded research projects and the Decision Theater Network. This facility provides a cross-sector space for ASU faculty experts and national leaders and decisionmakers to collaborate and also for connecting students to opportunities in the U.S. capitol.

### global

#### The MasterCard Foundation Scholars Program at ASU

is a scholarship program that educates and prepares 120 young African undergraduate students to receive a degree from ASU and return to their home countries and communities to make a positive impact. In 2016, ASU received a \$21.9 million grant to support four more cohorts of students from select partner universities in Ghana to complete master's degrees at ASU.



### digital

#### Global Freshman Academy

is a revolutionary collaboration between ASU and edX which provides students the opportunity to complete their entire university freshman year coursework online, risk-free, and pay for the credit earned after successfully completing the course with a C or better. Through Global Freshman Academy, ASU is changing the higher education paradigm by significantly reducing the financial risk students undertake when they enroll in a college-level course. To date, GFA has enrolled nearly 200,000 students. With only the desire to learn, anyone, anywhere can now achieve the dream of a university education.



# Strengthening the education continuum

In addition to increased economic prosperity and quality of life, educational attainment is an important driver of an engaged citizenry and healthy communities. A central component of ASU's vision as a New American University is to increase access to higher education by strengthening the educational prospects of students at all stages and developing master learners of all ages – capable of learning throughout a lifetime.

early childhood and pre-K



**Mary Lou Fulton Teachers College Preschool**  
ASU offers a pre-K learning experience to help children develop positive self-esteem, self-governance and respect for diversity

**Infant Child Research Programs**  
ASU strengthens the relationships between children, families and communities through interdisciplinary research

elementary and secondary



**ASU Preparatory Academy**  
ASU operates public charter schools providing over 2,100 PreK-12 students the experiences necessary to be college-ready

**America Reads**  
ASU matches children from low-income communities with an ASU student who serves as a literacy tutor/mentor

planning for college



**me3**  
ASU helps high school students explore careers and map a higher education path to achieve their goals

**Earn to Learn**  
ASU's Earn to Learn program provides an 8-to-1 scholarship funding match (up to \$4,000) for students who have created their own educational savings account

transitioning to college



**Access ASU**  
ASU builds the pipeline of Arizona youth to ASU through programs and initiatives that serve K-12 schools, families and students

**The ASSIST Study**  
ASU seeks to better understand the challenges students face as they move from high school into college while developing tools for a successful transition

college student achievement



**Changemaker Central @ ASU**  
ASU has launched an award-winning, one-of-a-kind community of like-minded students who are leading social change in our local and global communities

**Global Freshman Academy**  
Global Freshman Academy breaks down the barriers to a quality college education by allowing students to complete their freshman year online risk-free

**University Service-Learning**  
ASU links academic curricula with service to provide students with experiences that enhance learning and make a difference in our communities

returning to college



**Starbucks College Achievement Plan**  
ASU has joined with Starbucks to advance this first-of-its-kind program offering a college degree to qualified Starbucks employees via ASU Online at no cost

lifelong learning



**Osher Lifelong Learning Institute**  
ASU helps older adults develop new skills and insights, compelling them to become active resources and leaders in their communities



## Tackling diverse challenges

In addition to improving access to quality education for more people, ASU assumes fundamental responsibility for the economic, social, cultural and overall health of the communities we serve. Below is a curated list of community programs that demonstrates how ASU leverages its resources to address a wide range of community needs.

### arts and culture

**First Saturdays for Families** presents a variety of free art-making activities for children and families led by local artist in conjunction with current exhibits. (ASU Art Museum)

**PAVE Program in Arts Entrepreneurship** supports students launching community-engaged arts enterprises in its arts venture incubator and hosts public programming to support the development of creative opportunities for all artists. (Herberger Institute Enterprise and Entrepreneurship)

**Urban Sol** promotes the urban artist culture of DJs, MCs, graffiti artists and dancers in the Valley of the Sun. (Herberger Institute Enterprise and Entrepreneurship)

### at-risk youth and child safety

**Asphalt Arts** partners student artists with youth for an entire year to express identity, concerns and hopes through the arts. (Kax Herberger Center for the Arts, Design and Youth)

**Detecting Child Abuse and Neglect** is one of the Sanford Inspire on-demand online training modules that helps teachers recognize child abuse and neglect in a school setting. (School of Social Work)

**Research and Education Advancing Children's Health (REACH) Institute** partners with scientists, policy makers and community stakeholders across diverse service sectors to bridge the gap between research and practice to advance education, health and wellbeing of children and families. (Department of Psychology)

### civic participation

**Citizens' Initiative Review** is a participatory democracy project, based on a model created by Health Democracy, that empowers a representative group of voters to study a complex ballot measure and share their key findings and pro/con statements with all Arizona voters in clear, everyday language. (Morrison Institute for Public Policy)

**Delivering Democracy Annual Lecture Series** provides a platform for innovative, solution-oriented speakers to present major intellectual and new idea-based statements on participatory democracy in Arizona and beyond. (Center for Race and Democracy)

**Public Allies Arizona** is an AmeriCorps Program that places dedicated service-minded individuals in 10-month paid apprenticeships at Phoenix nonprofits in order to develop the next generation of civic leaders. (ASU Lodestar Center for Philanthropy and Nonprofit Innovation)

**Public Service Academy** prepares undergraduate students to embrace a social mission with their academic major, cultivating cross-sector leaders committed to public service. (College of Public Service & Community Solutions)



(ABOVE) THE ANNUAL URBAN SOL EVENT TAKES PLACE AT NELSON FINE ARTS PLAZA



(ABOVE) ASU TEACHERS HELP AN INMATE WITH MATH HOMEWORK

### community vitality and economic development

**Annual Forum on Nonprofit Effectiveness** provides a setting for impactful dialogue about strategies, techniques and methods for building the capacity of nonprofit organizations effectively and efficiently. (ASU Lodestar Center for Philanthropy and Nonprofit Innovation)

**Small Business Leadership Academy** is an 8-week program for small business owners to develop skill sets and competitiveness in the small business community. (W. P. Carey School of Business)

### crime, violence, drug and alcohol abuse

**The Arizona Violent Death Reporting System** collects violent death data such as suicide and homicides from multiple sources to assist stakeholders in strategic planning and prevention efforts. (ASU Center for Violence Prevention)

**Living in 2 Worlds** is a culturally-grounded community-driven substance abuse prevention program for urban American Indian middle school students. (Southwest Interdisciplinary Research Center)

**Prison Education Programming** aims to break the cycle of criminality and re-incarceration by offering educational services to incarcerated adults in Arizona and New Mexico. (Department of English)

### education

**America Reads** partners with local community organizations and Title 1 schools to provide tutoring and mentoring programs. (Mary Lou Fulton Teachers College)

**GSV Education Innovation Summit** is a catalyst for elevating dialogue and building community around raising educational outcomes through scaled innovation. (Ed Plus at ASU)

**Hispanic Mother-Daughter Program** increases the number of first-generation students who complete a bachelor's degree by directly involving the family in the educational process. (Educational Outreach and Student Services)

### environment and sustainability

**Community Assessments** invites ASU students to co-create community solutions for local challenges related to community resources and development. (Center for Sustainable Tourism)

**Listen(n) Project** is an interdisciplinary collaboration grounded in the field of acoustic ecology which studies sounds of the Arizona environment as an indicator of wildlife and environmental health. (Institute for Humanities Research, Global Institute of Sustainability and Herberger Institute for Design and the Arts)

**Sustainability Teachers' Academy** provides teachers with online sustainability curriculum that was collaboratively designed by sustainability researchers and education experts. (Walton Sustainability Solutions Initiatives)

**WaterSim** is an interactive web simulation platform for water supply and demand scenarios which explores water policies and how factors like population, drought and climate change may influence water sustainability at the local and national level. (Decision Center for a Desert City)



(ABOVE) LISTEN(N) PROJECT DIRECTOR DR. GARTH PAINE EXPLORES DESERT ACOUSTIC ECOLOGY



## health and mental health

**The Family Check-up** is a low-cost evidenced-based counseling program for families with children ages 2 to 18. The service involves a brief assessment and support for improving family relationships and improving family wellbeing. (Clinical Psychology Center)

**Obesity Solutions** connects university researchers and clinical experts with community leaders to find, test and scale better solutions that work for real people in the real world. (ASU-Mayo Clinic partnership)

**Student Health Outreach for Wellness (S.H.O.W.) Clinic** is a service-learning program that provides free healthcare and health education in Phoenix. (College of Nursing and Health Innovation)



(ABOVE) STUDENTS PERFORM AT THE ANNUAL WORLD FESTIVAL

## human rights, tolerance and diversity

**A. Wade Smith Memorial Lecture on Race Relations** is a free public lecture that promotes improved race relations within the greater Phoenix metropolitan area community. (College of Liberal Arts and Sciences)

**Annual World Festival** brings together diverse communities to celebrate cultures from around the world, and includes cultural performances, local and international cultural organizations and cultural food. (Educational Outreach and Student Services)

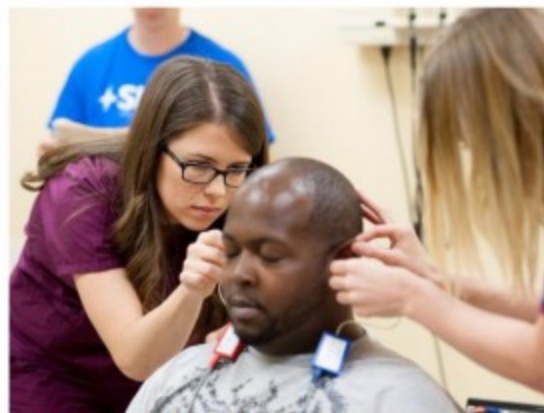
**Performance in the Borderland** collaborates with students and community members to develop new work that grapples with identity, politics and art. (School of Film, Dance and Theatre)

**State of LGBTQ in Arizona** provides LGBTQ Arizona specific data on demographics, healthcare, entertainment and media technologies, workplace inclusion and civic engagement. (Office of Community and Municipal Relations)

## immigration issues

**Arizona Department of Education-Conexiones Migrant Program** is a network of teachers and administrators dedicated to the increased academic performance of migrant students. (School of Transborder Studies)

**The ASU Refugee Empowerment Program** serves newly arrived refugees in a culturally grounded manner that facilitates their integration into Arizona communities. (School of Social Work)



(ABOVE) STUDENT HEALTH OUTREACH FOR WELLNESS STUDENTS ASSIST AT A HOMELESS CLINIC

## inequality and access

**Center for Gender Equity in Science and Technology** is a research unit that establishes best practices for culturally responsive STEM programs for girls of color. (College of Liberal Arts and Sciences)

**Gila River Early Educators Attaining Excellence (GRE<sup>2</sup>ATE) Program** is just one collaboration with the Gila River Indian Community to engage and support community educators to obtain their Bachelor's degrees and Master's degrees from ASU.

**WiSE Girls' Make-A-Thon** is a joint event with the Society of Women Engineers that provides 8th-12th grade girls an opportunity to learn how to make a career in engineering, participate in a challenge event and network. (Ira A. Fulton Schools of Engineering)

## international development/relations

**Thunderbird for Good** provides nontraditional students with business and management skills to improve living conditions in their communities. (Thunderbird School of Global Management)

**USAID Global Development Lab Research and Innovation Fellowships** is funded by USAID and strives to address Pakistan's energy needs by focusing on applied research and producing skilled graduates in the energy field. (School of Sustainability)

**U.S.-Pakistan Center for Advanced Studies in Energy** focuses on applied research relevant to Pakistan's energy needs and serves as a bridge between the governments. (Ira A. Fulton Schools of Engineering)



(ABOVE) THOUSANDS OF RUNNERS, WALKERS AND SPECTATORS MEET FOR PAT'S RUN IN TEMPE

## law and ethics

**ASU Law Clinics** affords law students the opportunity to manage real cases and represent clients in hearings and trials before courts and administrative agencies, assist in the commercialization and monetization of new technologies and mediate cases pending in the judicial system under the supervision of faculty members. (Sandra Day O'Connor College of Law)

**ASU Lincoln Center for Applied Ethics** provides ethical consideration for students, researchers, innovators, engineers, health care providers, government officials, business leaders, public policy makers and local citizens at the local, state and national levels. (College of Liberal Arts and Sciences)

## poverty, homelessness and hunger

**Sun Devils UNITE** is a student-driven fundraising campaign for the Valley of the Sun United Way that raises awareness about their objectives to ensure children succeed, end hunger and homelessness and increase family financial stability. (Educational Outreach and Student Success)

## veterans and active military support

**Pat's Run** is a signature annual fundraising event for the Pat Tillman Foundation that brings together more than 35,000 community members to Tempe, AZ to participate in a 4.2-mile run/walk in memory of Sun Devil and soldier Pat Tillman.

**Poetry Memoir Workshop for Veterans** allows veterans to express their emotions through poetry to help ease their transition back into society. (College of Letters and Sciences)

**Salute to Service** is an annual series of events, trainings and discussions around Veteran's Day to honor veterans and active members of the military. (Pat Tillman Veterans Center)

## workforce development

**ASU-Mayo Clinic Authentic Connections** is administering an intervention to foster resilience among women physicians and other populations known to be at high risk for burnout and depression. (ASU-Mayo Clinic partnership)

**The Economic Club of Phoenix (ECP)** is designed to enhance discussion of economic and business issues among academic, business, labor and public sectors in the Phoenix metropolitan area. (W. P. Carey School of Business)



(ABOVE) A STUDENT PREPARES TO BE PHOTOGRAPHED FOR PROJECT DREAMCATCHER, A THUNDERBIRD FOR GOOD INITIATIVE

## Building capacity through community partnerships

The annual President's Medal for Social Embeddedness recognizes transdisciplinary teams of faculty and staff who have successfully worked in mutually-beneficial community partnerships to develop and implement solutions and achieve positive social outcomes.

In 2016, FitPHX Energy Zones received the President's Medal for Social Embeddedness for its work in increasing healthy communities through creative collaborations. The program is reinventing public libraries as active after-school health learning sites for youth in vulnerable neighborhoods. They offer free fitness and nutrition education to middle school students at public libraries. By leveraging community partnerships with municipalities, nonprofits, health organizations, libraries, schools and parents, FitPHX can provide a solution at scale that fits the needs of the community. The program also leverages ASU resources such as undergraduate students to lead fitness classes and collect data to evaluate impact.

FitPHX is a collaborative partnership between the Mayo Clinic/ASU Obesity Solutions Initiative; City of Phoenix's parks and recreation department, libraries and mayor's



office; Mayo Clinic; Maricopa County Department of Public Health; and several ASU schools and colleges.

University Initiatives Director of Social Embeddedness Lindsey Beagley sat down with Obesity Solutions Associate Director Deborah Williams to learn more about how the winner of the 2016 President's Medal for Social Embeddedness realizes its mission through community partnerships.

**LB: As the winner of the 2016 President's Medal for Social Embeddedness, what does it mean to the FitPHX Energy Zones team to be "socially embedded?"**

DW: For us, being socially embedded means putting something in place that matches the needs and concerns of a community, then building on and connecting existing programs for a solution that is more sustainable. It's also about connecting our students to our communities and helping them discover how knowledge can be translated to impact others in positive ways.

**LB: How did you determine that there was actually a need in the Phoenix community for fitness and nutrition education among Phoenix middle schoolers?**

DW: We were aware of a generalized need. We knew that one in five children

and teens have a problem with obesity, that Arizona is actually ranked No. 17 in the nation for obesity among 10-to-17-year olds and that this correlates with minority and poorer populations. We also did a three-year community-based participatory research project in one of the neighborhoods we serve, and learned that residents cared deeply about the high rates of childhood obesity in their community, so we knew that the community wanted an intervention.

**LB: How did you match that need with this particular solution?**

DW: We realized that kids were already going to the library after school. Libraries are largely seen as safe environments for kids to hang out after school until parents are home from work. They were also going there for the snacks provided by St. Mary's food program, but they were primarily playing on the computers or doing some homework. The librarians do a fantastic job of offering programming for kids, but they were stretched so thin trying to reach all of these kids of different ages who hang out at the library.

**LB: How did you determine which community partners you needed to engage for this program to be successful? How does each uniquely contribute to program goals?**

DW: We knew we needed a variety of stakeholders who all shared our



mission. The City of Phoenix created recruitment materials in English and Spanish and did background checks. Mayo Clinic provided in-kind support such as supplies and accelerometers, alongside valuable information on public health. Phoenix Parks and Recreation and Phoenix Libraries provided safe spaces and community access. We at Obesity Solutions used our expertise and access to undergraduate students to adapt and facilitate delivery of a health program that's been shown to be successful. St. Mary's was already providing snacks. Maricopa County was involved in the design and conceptualization.

We also knew we needed local knowledge about the communities, including constraints in particular neighborhoods. Parks and Recreation,

the librarians and parents have been key in letting us know how the needs are changing over time.

**LB: What outcomes indicate success for this program? How will you know it's been successful?**

DW: We're tracking several things. In general, we find that students increase their activity and meet federal activity guidelines on program days, just not on days when the program doesn't meet. Part of that is constrained by their limited after-school options. We've seen an increase in nutritional knowledge and increases in self-efficacy. Youth realize they have control over their own health, though not necessarily their own food options. They can at least identify what a healthy meal is. Another indicator of

success is that students who come into the program at 10 years old continue to participate until age 14, and then ask if they can continue when they are 15.

**LB: What are the outcomes for the ASU student interns? What does the program mean for them?**

DW: Student interns learn valuable research skills and gain hands-on experience in delivering a community program. We're very enthusiastic because we've had at least four or five students seek out jobs in local nonprofits after they've interned, we've had students change majors and become more engaged with community issues and students who go on to graduate school to be more prepared to make an impact. One student from Barrett, The Honors College was awarded a grant to provide a healthy dinner for parents of participating students. This was the first time parents actually saw what their children were learning. I encouraged other ASU programs to establish internships in the community to increase student engagement and real-world applications of the curriculum.



**LINDSEY BEAGLEY**  
Lindsey is the director of social embeddedness in the Office of University Initiatives. She is passionate about designing solutions that bridge higher education and the community. Lindsey has a Master of Public Administration from Arizona State University.



**DEBORAH WILLIAMS**  
Deborah is the associate director of Obesity Solutions, a joint initiative with Mayo Clinic to promote innovative, agile solutions in obesity and community health. Deborah is a sociocultural anthropologist and registered nurse. Her research interests focus on the centrality of place in cultural identity, health and social practice.

## Advancing social embeddedness through faculty and student leadership

Passionate and knowledgeable faculty, students and staff from all disciplines apply their expertise to real life issues through public outreach, social entrepreneurship and community-based, use-inspired research. Through mutually beneficial partnerships, communities can influence and inspire academic learning, while faculty and students demonstrate accountability for the impact of their scholarly work.



Kenja Hassan

### State of Black Arizona

In 2008, Kenja Hassan, director of community relations on the ASU Downtown Phoenix campus launched the State of Black Arizona (SBAZ), a continuous report on the status, issues, concerns and achievements of African-Americans in Arizona. Incubated at ASU, SBAZ has since grown into a cross-sector, community-based organization and has inspired similar reports on other minority groups in the state. Data produced from these reports inform both decision-makers and the grassroots community, compelling more concerted action on solutions that improve the lives of Arizonans. Kenja was recently honored with the SBAZ Community Luminary Award for her work in deepening dialogue between communities and ASU.



David Coon, Robin Rio, Marianne McCarthy

### The Music and Memory Project

In partnership with the Phoenix Symphony, ASU health and music therapy faculty researchers David Coon, Robin Rio and Marianna McCarthy are leading a research initiative to improve the quality of life for individuals with dementia at the Huger Mercy Living Center and other health care facilities in Phoenix through live music performances by Phoenix Symphony musicians. Music serves as a vital tool that can facilitate a shared experience and communication between patients, family members and staff. However, this research suggests it also has a significant impact on elevating mood and reducing anxiety both immediately after the performance and later in the day in the often stressful event of bathing. The Music and Memory Project is one of the many medical humanities efforts at ASU that brings together experts from multiple disciplines to create new types of care.



Michael Thompson and Victoria Serrano

### Micro Air Vehicle Club Outreach Program

In 2012, ASU Ira A. Fulton School of Engineering doctoral student Michael Thompson launched the Micro Air Vehicle Club Outreach Program to demystify mathematics, technology and research for middle and high school students through weekend lessons and hands-on activities. The program has since been funded by a grant from NASA and grown over eight semesters to include more classroom tools and technology. Thompson and club vice president Victoria Serrano have built long-term relationships with vulnerable school districts and engaged the ASU and Phoenix chapters of the Society of Hispanic Professional Engineers, as well as major companies. To date, the program has worked with more than 160 youth and plans to draw as many as 80 more by spring 2017.



Jake Savona

### GreenLight Solutions

In 2015, student leader of GreenLight Solutions (GLS) Jake Savona won a Woodside Community Action Grant through Changemaker Central @ ASU to transform the outdoor learning environment at a local school into a living laboratory for exploration of desert-adapted vegetation, ecosystem services and biophilia. GLS was developed by ASU students to implement similar projects which bridge the gap between ASU expertise in sustainability and the needs of local organizations who need cost-effective ways to embrace sustainable practices. Acting as consultants for their clients, GLS students research and develop innovative solutions, draw upon their network of academic and professional resources at ASU and implement the solution for their client.



Jordan Bates, Bin Hong Lee and Pat Pataranutaporn

### ARKHumanity

After joining forces at the ASU Project Humanities Hacks4Humanity event, three ASU students (Jordan Bates, Pat Pataranutaporn and Bin Hong Lee) in conjunction with two community members applied social media and big data technologies to develop a software that could prevent suicide. By searching Twitter for "crisis keywords," their invention detects users who are in distress and connects them to resources and counseling in real time. After winning Hacks4Humanity, the team went on to win the 2015 ASU Changemaker Challenge, was a finalist in the 2016 Pakis Social Entrepreneurship competition and earned the 2016 ASU Pitchfork Award. The team continues to develop their solution and will deploy it at colleges around the country for more compassionate and proactive crisis triage and outreach.

## Driving the local economy

ASU embraces the philosophy of “one university in many places” providing the community with a constellation of resources and facilities throughout the state to build capacity and drive innovation. As a community-embedded institution, ASU is not merely a place, but a force with the capacity to create opportunities for thriving communities.

### ASU'S ECONOMIC IMPACT IN FY15



### ONE UNIVERSITY IN MANY PLACES



Phoenix  
Downtown campus



Mesa  
Polytechnic campus



Chandler  
ASU Chandler Innovation Center



Glendale  
West campus



Glendale  
Thunderbird School of Global Management



Tempe  
Tempe campus



Havasu  
Colleges at Lake Havasu City



Tempe  
ASU Research Park

#### PARTNERS INCLUDE

- 161** K-12 schools and districts
- 123** colleges and universities
- 195** governmental organizations
- 31** Fortune 500 companies
- 431** nonprofits
- 9** state tribes



SkySong, the ASU Innovation Center

SkySong, the ASU Scottsdale Innovation Center, is a public-private partnership that is designed to drive regional impact in Greater Phoenix by linking technology, research, education and entrepreneurship initiatives at ASU with private industry and the broader community. In 2013, the Greater Phoenix Economic Council reported that SkySong's economic output was over \$580M in the Greater Phoenix region since it opened in 2009. As the facility grows to 1.2 million square feet of office, residential and retail space, the projected 30-year regional impact will top \$32 billion with \$29 billion of that output benefiting the City of Scottsdale. The finished facility will account for over 10,000 direct and indirect jobs region-wide.



Entrepreneurship Outreach Network

The Entrepreneurship Outreach Network is a collaborative network of libraries that advance and promote local innovation and entrepreneurship through knowledge sharing. The partners in the network provide community members with broad access to continuing education in entrepreneurship, mentors, service providers and other community-based resources for current and aspiring small-business owners.

## Our accomplishments

“Collaborations with community leaders and organizations have enabled us to design a higher education institution that is responsive to constituents’ needs.”

### ASU National Standings and Awards

- Top 25 large colleges and university for producing **Peace Corps volunteers** (2016)
- ASU named an **“Innovation and Economic Prosperity University”** for its strong commitment to economic engagement by the Association for Public and Land-grant Universities (2016)
- 4th among large U.S. universities contributing volunteers to **Teach for America** (2015)
- ASU named to the **President’s Higher Education Community Service Honor Roll** for 5 consecutive years (2014)
- ASU selected to receive the **Community Engagement Classification** from the Carnegie Foundation (2015)
- ASU **exceeded its annual United Way fundraising campaign goal by collecting a total of \$810,472** to help meet the needs of individuals and families in Maricopa County (2015)
- ASU is an **Ashoka U Changemaker Campus**

### A THANK YOU TO OUR PARTNERS



“Alone we can do so little; together we can do so much.”

- Helen Keller

This report provides a snapshot of ASU’s social embeddedness programs and initiatives based on a university-wide survey my office conducted. We reviewed hundreds of submissions about service-learning courses, health and legal clinics, alliances, centers, lecture series and research collaborations. We remain astounded by the variety of issues tackled and grateful for our nearly 1,300 forward-thinking partner organizations. Each partner acts with the resilience and drive to boldly transform our society for the better. The diverse talents, backgrounds and experiences of our partners form the fabric of our shared social mission to improve people’s lives.

Our rapidly expanding Phoenix metropolitan area invites immense possibility to advance our community’s well-being, together. As evidenced by our partners’ milestones and achievements below, the Valley of the Sun is fertile ground for progress and continued advancement.

- Arizona’s nonprofit sector now includes **21,000** organizations, contributes at least **\$22.4 billion** to the state’s economy, employs more than **324,000** people and generates at least **\$2.1 billion** in annual sales, payroll and property taxes.

- Valley of the Sun United Way created **1,000** units of permanent support housing, provided academic assistance to **90,000** students and assisted **4,000** individuals to complete job training and obtain employment.
- Mayo Clinic has earned more number one rankings than any other hospital in the nation and serves more than **100,000** patients each year in Arizona with more than **65** medical and surgical disciplines.
- AmeriCorps has engaged more than **19,000** Arizona residents who have served more than **20 million** hours and have qualified for Segal AmeriCorps Education Awards totaling more than **\$48,090,000** since 1994.

These organizations are powerful agents for change, gathering insights into our communities that few others have. They play a vital role in helping us define the local, national and global challenges of our time which serves as the impetus for our use-inspired research and discovery. As a result of collaboration between scholarship and practice, we are more

thoughtful about the complexity of these real-world challenges and better able to affect positive change at a systems level. Collaborations with community leaders and organizations have enabled us to design a higher education institution that is responsive to constituents’ needs.

We look forward to sharing our future successes with you and we thank you for your continued support.

Sincerely,

Jacqueline V. Smith, J. D.

Assistant Vice President and Advisor to the President on Social Embeddedness Office of University Initiatives

## ASU Charter

ASU is a comprehensive public research university, measured not by whom it excludes, but rather by whom it includes and how they succeed; advancing research and discovery of public value; and **assuming fundamental responsibility for the economic, social, cultural and overall health of the communities it serves.**



Arizona State University (ASU) is the largest public research university in the United States under a single administration. Ranked one of the most innovative universities in the country, our New American University responds swiftly to opportunities that positively impact our students as well as the economic, social, cultural and environmental health of the communities we serve. Our research is inspired by real world application blurring the boundaries that traditionally separate academic disciplines. ASU champions intellectual and cultural diversity, and engages over 83,000 students from all fifty states and more than one hundred nations across the globe.

For more information, please visit:  
[asu.edu](http://asu.edu)





**ASU**  
community.asu.edu