What is social embeddedness?
Leveraging partnerships to impact the lives of people and transform systems

Transforming our society through the advancement of knowledge and innovation
Connecting university research and discovery with communities to transform society and improve lives

Embracing a broad definition of community
Addressing the needs of our local, regional, national, global and digital communities

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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 societal 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 41 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 and collaboration as 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 innovation, facilities and expertise. Through collaboration, we enable student success at each stage of the educational continuum to produce socially engaged citizens and leaders who are catalyzing innovative solutions to global challenges.

ASU continues to pursue the highest standards of excellence for community engagement and public service and in 2015, ASU was recognized by the Carnegie Foundation as a top "Community Engaged Institution," the only institution in Arizona to receive this distinction and one of 261 institutions nationally to receive the classification since 2006. We also maintain our status as the President's Higher Education Community Service Honor Roll, the highest federal recognition a university can receive for commitment to improving student learning and civic engagement. These designations affirm the steps we have taken to be a socially embedded institution.

As a time of great need and opportunity in Arizona, the United States and globally, the pursuit of progress requires collaboration at all levels. In fact, there are no more important lessons for educational advancement and technological progress than the need for our capacity to tackle grand challenges on a global scale—when we pursue the right creative collaborations.

Sincerely,

Michael Crow
President
Arizona State University

educationcommunityservicehonorroll
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

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

systems

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 trends, ASU amplifies its impact through a systems approach.
Transforming our society through the advancement of knowledge and innovation

ASU is redesigning 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.

A LEADER IN INNOVATION
- ASU is No. 1 in innovation, ahead of MIT and Stanford (Forbes, 2015).
- In 2014, ASU was selected as one of the 56 best U.S. colleges for aspiring entrepreneurs (College Choice).
- In 2016, ASU was honored with the Entrepreneurial University Award at the Dreispach Symposium recognizing the entrepreneurial programs and curriculum across the institution. These include student startups, maker spaces and projects aimed at having an immediate positive impact on the world.

A2T2 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.

Collaboratory on Central

is an interprofessional teaching clinic opened in 2015 in a historic downtown Phoenix high-rise, which serves as an 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.

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 issue 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.

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 outrageous and the Center on the Future of Work, federally funded research projects and the Decision Theater Network. This facility provides a cross-sector space for ASU faculty experts and national leaders and decision makers to collaborate and also for connecting students to opportunities in the U.S. capital.

The MasterCard Foundation Scholars Program at ASU

is a scholarship program that educates and prepares 150 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 $21.6 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 STEM which provides students the opportunity to complete their entire university freshman year online, rent-free, and pay for the credits 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 10,000 students. With only the desire to learn, access, 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.

Mary Lou Fulton Teachers College PreSchool
ASU offers open enrollment experience to help children develop positive attributes, self-government and respect for diversity.

Elementary and secondary
ASU Preparatory Academy
ASU Prep is a public charter school located in the Phoenix metropolitan area. Prep students are self-directed and pursue an academic curriculum of their choosing.

Institue of Child Research Programs
ASU strengthens the relationships between children, families and communities through interdisciplinary research.

America Reads
ASU focuses on children from low-income communities with an ASU student who acts as a learning partner.

Planning for college
Earn to Learn
ASU Earn to Learn program prepares arts and science students to achieve high-paying jobs.

The ASSET Study
ASU studies how students perform at entry and exit.

Access to ASU
ASU helps high school students explore college and achieve their goals.

Transitioning to college
More than 45,000 students have completed the ASU New Student Orientation.

College student achievement
University Service-Learning
ASU links academic contracts with service to promote students’ civic and professional development and make a difference in local communities.

Global Freshman Academy
ASU has been named one of the world’s top universities for international student enrollment.

Starbucks College Achievement Plan
ASU has formed partnerships with the largest coffee company in the world.

Other Lifelong Learning Initiatives
ASU helps older adults return to college, skill and personal development programs.

Lifelong learning
Collaboration as a Driving Force
ASU is a leader in creating partnerships and collaborations with other institutions, local government and the private sector.

Return to college
Changemaker Central ASU
ASU has launched a comprehensive Changemaker initiative to help students achieve their goals.

ASU Social Embodiments Report 2018
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 hands-on art making activities for children and families led by local artists in conjunction with community exhibits. (ASU Art Museum)

PANE Program in Arts Entrepreneurship supports students launching community- and industry-based enterprising initiatives and hosts public programming to support the development of creative opportunity in Arizona. (Sherrerd Institute Entrepreneurship and Entrepreneurship)

Urban Sol provides the urban art culture of El Paso with youth art projects and classes in the Valley of the Sun. (Sherrerd Institute Entrepreneurship and Entrepreneurship)

at-risk youth and child safety

ArtPalz partners student artists with youth for an entire year in tandem with Phoenix art classrooms and students through the arts. (Max Helfer Center for the Arts: Design and Youth)

Public Affairs Arizona is an Arrowhead Program that places dedicated service scholars in select municipalities as assistance for non-profit organizations or to develop the next generation of civic leaders. (ASU Center for Philanthropy and Nonprofit Innovation)

Public Service Academy programs engage students to address a social issue with their academic major, culminating in cross-sector leaders committed to public service. (College of Public Service and Community Solutions)

crime, violence, drug and alcohol abuse

The Arizona Violent Death Reporting System provides online death data that is updated and interactive from multiple sources to assist researchers in strategic planning and prevention efforts. (ASU Center for Violence Prevention)

Living in 2 Worlds is a culturally grounded community outreach and education program for urban American Indian middle school students. (Southwest Interdisciplinary Research Center)

Prison Education Programming aims to break the cycle of crime and reincorporation by offering educational services to incarcerated adults in Arizona and New Mexico. (Department of English)

environment and sustainability

Community Assessments involve ASU students to connect community solutions for local challenges related to community resilience and development. (Center for Sustainable Tourism)

Luminari Project is an annual library collaboration centered on the field of acoustic ecology which traditions sounds of the Arizona environment as an indicator of wildlife and environmental health. (School of Humanities Research, Global Institute of Sustainability, Sherrerd Institute for Design and the Arts)

Sustainability Teachers’ Academy provides teachers with experiential sustainability curriculum that was collaboratively designed by sustainability researchers and educators. (Pharos Sustainability Solutions Initiative)

Water-Sim is an interactive web simulation for water quality and demand scenarios which explores water policy and how future populations, drought and climate change may influence water sustainability at the local and national level. (Ressson Center for a Desert City)

education

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

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

The Annual Urban Sol Event Takes Place at Wilson Park Ajax Plaza

community vitality and economic development

community participation

Citizens’ Initiatives Review is a participatory democracy project, based on a model created by Health Democracy that empowers a representative group of citizens to make policy-based decisions and share that policy-making process with Arizona voters in clear, everyday language. (Sherrerd Institute for Public Policy)

Defining Democracy Annual Lecture Series provides a platform for in-depth, inclusive, and thought-provoking discussions on issues important to Arizona and beyond. (Center for Race and Democracy)

(ABOVE) ASU TEACHERS HELP AN IMAZ WITH MATH HOMEWORK

(ABOVE) LEARNING PROJECT DIRECTOR, CAROLYN PANE EXPLORIES DESERT ACOUTIC ECOLOGY

(ABOVE) LEARNING CENTER DIRECTOR, ERIK TRAPP
Building capacity through community partnerships

The annual President’s Medal for Social Embodiment 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 2019, ASU received the President’s Medal for Social Embodiment for its work in increasing healthy communities through creative collaborations. The program is reaching public libraries as a driver 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, ASU 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.

F-PARK is a collaborative partnership between the Mayo Clinic, ASU Obesity Solutions Initiative, City of Phoenix Parks and Recreation Department, Libraries and reports.

ASU Social Embodiment Report 2018
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, user-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.

State of Black Arizona

In 2008, Kenja Hassan, director of community relation on the ASU Downtown Phoenix campus launched the State of Black Arizona (SBAZ), a continued report on the states, issues, concerns and achievements of African Americans in Arizona. Founded 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 informs 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.

The Music and Memory Project

In partnership with the Phoenix Symphony, ASU health and music therapy faculty members David Coon, Robin Rio and Marianne McCarthy are leading a research initiative to improve the quality of life for individuals with dementia at the Banner Meridian Living Center and other health care facilities in Phoenix through live music performances by Phoenix Symphony musicians. Music serves as a tool that can facilitate a shared experience and communication between patients, family members and staff. However, the 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-erratic pattern of Alzheimer’s. The Music and Memory Project is one of the many mental health initiatives at ASU that brings together experts from multiple disciplines to create new types of care.

Micro Air Vehicle Club Outreach Program

In 2013, ASU’s Micro Air Vehicle Club launched the Micro Air Vehicle Club Outreach Program to disseminate knowledge, technology and research for middle and high school students through workshops and demonstrations. The program has since been funded by a grant from NASA and grows each year, with the program now also including more classroom tools and technology.

Thompson and club vice president Victoria Serrano have built long-term relationships with valuable 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 100 youth and plans to draw as many as 600 more by spring 2017.

GreenLight Solutions

In 2013, student leader of GreenLight Solutions (GLS) Jake Savona won a Woodside Community Action Grant through Championing Central in ASU to transform the outdoor learning environment at a local school into a living laboratory for exploration of sustainable agriculture, ecosystem services and health. GLS was developed by ASU students to implement similar projects that bridge the gap between ASU expertise in sustainability and the needs of local organizations who seek cost-effective ways to enhance 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.

ARKHumankind

After joining forces at the ASU Project Humankind: HabitarHumankind event, three ASU students (Jordan Bates, Pat Pataranaporn and Bin Hong Lee) in conjunction with two community members applied social media and big data technologies to develop a software that could prevent suicides. By searching Twitter for ‘suicide’ keywords, the invention detects users who are in distress and connects them to resources and counseling in real-time. After winning the HackHumankind Challenge, the team went on to win the 2015 ASU Startup Challenge, was a finalist in the 2016 Pink Social Entrepreneurship competition and named the 2016 ASU Pitchfork Award. The team continues to develop their solution and will display it at colleges around the country for more compassionate and proactive crisis intervention 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

- 81,546 student engagements in community-focused programs and courses
- $29.7M worth of volunteer service in the community
- 22,000 local staff and students employed across all campus
- 207,000 ASU alumni working in Arizona
- 1,298 community organizations engaged
- 1,261,648 student volunteer hours completed
- $1.1B in income earned by ASU alumni
- 161 K-12 schools and districts
- 123 colleges and universities
- 105 governmental organizations
- 31 Fortune 500 companies
- 431 nonprofits
- 494 state tribes

SkySong, the ASU Innovation Center

SkySong, the ASU Skysong 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 2015, the Greater Phoenix Economic Council estimated that SkySong’s economic output was over $1.5B and in the Greater Phoenix region since it opened in 2006. As the facility grows to 1.2 million square feet of office, industrial and research space, the anticipated 30-year regional impact will top $20 billion with $20 billion of that output benefitting 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 advances and promotes 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 20 largest colleges and university for producing Peace Corps volunteers (2016)
- 4th among large U.S. universities contributing volunteers to Teach for America (2015)
- ASU selected to receive the Community Engagement Classification from the Carnegie Foundation (2012)
- ASU is an Ashoka U Changemaker Campus

- 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)
- ASU named to the President's Higher Education Community Service Honor Roll for 5 consecutive years (2010)
- ASU exceeded its annual United Way fundraising campaign goal by collecting a total of $410,472 to help meet the needs of individuals and families in Maricopa County (2010)

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 emboldenings programs and initiatives based on a university-wide survey my office conducted. We received hundreds of submissions about service-learning courses, health and legal clinics, alliances, mentors, community and research collaborations. We remain awed by the variety of issues tackled and grateful for our nearly 1,000 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 possibilities to embrace our community's well-being, together. As manifested by our partners' industriousness and achievements below, the Valley of the Sun is in tune with progress and continued advancement.

- Valley of the Sun United Way supports 5,000 units of permanent support housing, provides academic assistance to 30,000 students and assists 4,000 individuals to complete job training and obtain employment.
- Mayo Clinic has earned more numbers one rankings than any other hospital in the nation and serves more than 100,000 patients each year in Arizona with more than 60 medical and surgical disciplines.
- Arizona Coyotes has engaged more than 7,000 Arizona residents who have served more than 20 million hours and have qualified for Arizona Educator Awards totaling more than $420,000 since 1984.

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 ongoing 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 address 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 future successes with you and thank you for your continued support.

Sincerely,

Jacqueline V. Smith, J.D.
Assistant Vice President and Director of ASU Social Emboldenings
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.