



Innovation Leadership Program

December 6-8, 2017
Tempe, Arizona USA



Welcome to ASU

Message from President Michael Crow

It is my pleasure to welcome the Universidad de Guadalajara's Council of Presidents to ASU to take the "Innovation Leadership Program at ASU."

We designed this course especially for you. ASU leaders and administrators who have been key actors to effect the desired change will share with you from our core, not from a course in our academic catalogue.

In the next three days, you will listen from our experience over the last 15 years, in which we have been actively seeking ASU's transformation toward achieving our eight design aspirations, and our charter:

ASU is a comprehensive public research university, measured not by whom it excludes, but 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.

Our charter's formulation was a key exercise to state clearly our identity and priorities. It is also our ultimate standard to evaluate our work constantly.


Our directives have guided specific actions we have taken to achieve our design aspirations. As you may imagine, new things usually face resistance from those challenged to work in a new way, especially in a university environment—as when we fused intellectual disciplines and demanded subject experts of different schools to work together so they generate greater value and knowledge.

In addition to seeking internal change, we embrace external change brought to us by technological advancements, new business models, and new societal framings. Our world demands from universities to be exemplars, to not only cope with change but to also drive it, and be as forward thinking as one can be in order to improve our society. I believe this is part of our responsibility as universities, and it all starts with the leadership teams.

I praise President Tonatiuh Bravo and his leadership team for the extraordinary openness that UdeG has toward change and continued improvement. We wish there were many more university leaders like you.

We look forward to working with you and growing our partnership in the long-term. We also want to learn from your experience implementing your own directives. Please remain close.

iBienvenidos!



Michael M. Crow
President
Arizona State University

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ASU Old Main

Daily Overview

In this three-day program specifically designed for the UdeG leaders, ASU will share aspects of its structure, practices and initiatives that have allowed the university to be recognized as a leader in higher education. This program is designed around four themes that drive innovation leadership at ASU:

1. Institutional structures that support ambitious ideas
2. A culture that enables non-traditional thinking and collaboration
3. Ability to scale innovations to maximize impact
4. Focus on the future—advancing the ASU knowledge enterprise

Day 1 December 6

Scaling Student Success and Access

Examine ways in which the institution's access mission is achieved. From exploring pathways to college to community engagement to student admissions to learning technologies, participants will discover the innovative ways ASU serves students. Each session will demonstrate how ASU ensures success and access for students.

Day 2 December 7

Advancing a Culture of Innovation

Discover how ASU has maintained its standing as #1 in Innovation for the third year in a row. Participants will see how ASU advances research and leverages its structures and practices to drive collaboration and an environment of curiosity. Each session will demonstrate how ASU advances a culture of innovation.

Day 3 December 8

Cultivating the Future of ASU

Learn how ASU fosters and cultivates systems, practices and initiatives to ensure its continued acceleration. Participants will study how ASU prepares for tomorrow by looking at its development strategies, mobilization of faculty and staff, brand growth, and strategic partnerships. Each session will demonstrate how ASU cultivates the future of ASU.

Wednesday, December 6

Scaling Student Success and Access

9 – 10 a.m.

Welcome

Location: The Lincoln Room

Preview the next three days and what to expect. This session will introduce ASU and the themes for this program.

Speakers: Minu Ipe, Stefanie Lindquist

10 – 10:45 a.m.

Pathways to College: Creative Solutions

Location: The Lincoln Room

Explore the new, innovative schools that ASU has launched: ASU Prep and the Online High School. This session will highlight some of the ways that ASU is investing in the future and creating more accessible pathways to higher education.

Speaker: Julie Young

10:45 a.m.

15-minute Break

11 a.m. – 12 p.m.

Pathways to College: Community Engagement

Location: The Lincoln Room

Discover the ways in which ASU programs such as the American Dream Academy and Community College Transfers support the institution's access mission. This session will share how ASU engages the community to build creative solutions that encourage and facilitate pathways to higher education.

Panel: Maria Hesse, Kent Hopkins, Edmundo Hidalgo

12 – 1 p.m.

Group Lunch

Location: The Lincoln Room

Wednesday, December 6

1 – 1:45 p.m.

**Student Success:
Helping Students Navigate ASU**

Location: The Lincoln Room

Study the innovative tools ASU deploys to ensure that students can navigate the college experience successfully. This session will provide an inside look at two such tools: eAdvisor and Me3, as well as adaptive learning technologies.

Speakers: Fred Corey, Art Blakemore

1:45 p.m.

**10-minute Break
Get on bus**

1:55 – 2:15 p.m.

Travel to SkySong

1:55 p.m.

Fulton pick-up

2:15 p.m.

SkySong drop-off

2:15 – 4:15 p.m.

Advancing Access at Scale and Speed

Location: SkySong 3

Experience an immersive exploration of EdPlus, ASU's online education unit. This session will share how ASU integrates technology to advance learning worldwide as well as models to enhance the adoption of educational technologies within the institution.

Speakers: Sean Hobson, Leah Lommel, Adrian Sannier, Marc Van Horne

4:15 – 5 p.m.

Reflection and Discussion

Location: SkySong 3, Synergy II, #135

Facilitator: Rafael Rangel

5 p.m.

Travel to University Club

5:30 and 6 p.m.

Cocktails and Dinner

Location: University Club

8 p.m.

Travel to Hotel

Thursday, December 7

Advancing a Culture of Innovation

9 – 9:45 a.m.

Innovative in Research: Driving ASU's Research Strategy

Location: Biodesign Auditorium

Learn about ASU structures, programs and incentives that encourage and support use-inspired research and interdisciplinary collaboration. This session will share how ASU drives innovative research outcomes.

Speakers: Sethuraman ("Panch") Panchanathan

9:45 – 11 a.m.

Biodesign Institute: Addressing Today's Global Challenges

Location: Biodesign

Experience an immersive exploration of the Biodesign Institute, which takes a collaborative approach to the world's critical problems and develops use-inspired solutions. This session will provide an example of how ASU integrates multiple disciplines within the same unit.

Speaker: Tamara Deuser

11 a.m.

5-minute Break

11:05 – 11:50 a.m.

Advancing a Culture of Collaboration

Location: Biodesign Auditorium

Explore systems and practices that support a culture of collaboration within academic units. This session will highlight examples from ASU's School of Earth and Space Exploration.

Speaker: Lindy Elkins-Tanton

11:50 a.m. –
12:40 p.m.

Lunch

Location: Biodesign LL

12:40 – 1 p.m.

Break

20-minute Walk to Fulton

Thursday, December 7

1 – 1:45 p.m.

Leading Culture of Innovation

Location: The Lincoln Room

Explore approaches used to create and sustain a culture of innovation within academic units. This session will highlight examples from ASU's Walter Cronkite School of Journalism and Mass Communication.

Speaker: Chris Callahan

1:45 p.m.

5-minute Break

1:50 – 2:50 p.m.

Leveraging the University to Advance Sustainability Goals

Location: The Lincoln Room

Discover how ASU has leveraged capabilities from across the institution to advance significant efforts in the area of sustainability. This session will share the strategies deployed by the Julie Ann Wrigley Global Institute of Sustainability to support local and global sustainability initiatives.

Speaker: Ann Kinzig

2:50 p.m.

10-minute Break

3 – 3:50 p.m.

Interviews and Photos

Location: The Lincoln Room

3:50 – 4:15 p.m.

Travel to Decision Theatre

4:15 – 5:15 p.m.

Decision Theatre: Visualizing Solutions

Location: Decision Theatre

Experience an immersive exploration of ASU's Decision Theatre, which actively engages researchers and leaders to visualize solutions to complex problems. An one-hour long demonstration examines an energy related project.

Facilitator: Kena Fedorschak

5:15 p.m.

Travel to Hotel

Friday, December 8

Cultivating the Future of ASU

9 – 10 a.m.

Diversifying the Business Model at ASU: ASU Enterprise Partners

Location: The Lincoln Room

Learn how ASU has reimagined the traditional revenue model by launching ASU Enterprise Partners. This session will share ideas on how higher education institutions can create new ways to be financially self-sustaining.

Speaker: Josh Friedman

10 – 10:45 a.m.

Advancing the ASU Brand

Location: The Lincoln Room

Explore how the Enterprise Marketing Hub advances the prestige of and affinity for the ASU brand. This session will focus on the most significant ways the Hub supports the ASU brand.

Speaker: Dan Dillon

10:45 a.m.

15-minute Break

11 a.m. – 12 p.m.

Advancing ASU through Strategic Partnerships

Location: The Lincoln Room

Examine how ASU advances its mission and goals through strategic partnerships. This session will highlight three unique partnerships - Starbucks, Mayo Clinic, and Adidas.

Speaker: Jim O'Brien

12 – 1 p.m.

Lunch

Location: The Lincoln Room

Friday, December 8

1 – 1:45 p.m.

Advancing ASU through Faculty

Location: The Lincoln Room

Examine the construction and advancement of ASU's new academic units over the past 15 years. This session will look closely at how ASU develops new configurations of academic units, fuses faculty intellect and leverages faculty in a rapidly evolving institution.

Speaker: Stefanie Lindquist

1:45 p.m.

15-minute Break

2 – 3 p.m.

Advancing Interdisciplinary Collaboration across Academic Units

Location: The Lincoln Room

Engage with ASU Deans as they discuss how cross unit collaboration works at ASU. This session will use examples from three academic units on successful approaches to advance collaborative efforts.

Speakers: Amy Hillman, Kyle Squires, Steven Tepper

3 – 3:45 p.m.

Advancing and Developing ASU Leaders

Location: The Lincoln Room

Discover ASU's approach to developing leaders across the institution. This session will highlight leadership programs and other efforts to support individuals and teams at different levels within the institution.

Speaker: Minu Ipe

3:45 p.m.

15-minute Break

4 – 5 p.m.

Reflection and Discussion

Location: The Lincoln Room

Facilitators: Minu Ipe, Stefanie Lindquist, Rafael Rangel

5:30 – 8 p.m.

Closing Cocktails and Dinner

Location: Old Main, Basha Room

Speakers

All the speakers in this program are ASU senior leaders who were specifically chosen for their insight and expertise. Each speaker has invaluable skillsets that focus on acceleration, collaboration and innovation in higher education, with proven successes in impact and scalability. As leaders of their specific area, each speaker has played a critical role in the continued advancement of the ASU Knowledge Enterprise. Through interactive discussions, our speakers will provide clear examples of how ASU's design fosters innovation.



Michael M. Crow
ASU President,
Foundation Leadership Chair,
Professor of Science and Technology Policy

Michael M. Crow became the sixteenth president of Arizona State University on July 1, 2002. He is guiding the transformation of ASU into one of the nation's leading public metropolitan research universities, an institution that combines the highest levels of academic excellence, inclusiveness to a broad demographic, and maximum societal impact—a model he terms the “New American University.” Under his direction the university pursues teaching, research, and creative excellence focused on the major challenges of our time, as well as those central to the quality of life, sustainable development, and economic competitiveness of Arizona and the nation. He has committed the university to sustainability, social embeddedness, and global engagement, and championed initiatives leading to record levels of diversity in the student body.

Under his leadership ASU has established more than a dozen new transdisciplinary schools and large-scale research initiatives such as the Biodesign Institute; the Julie Ann Wrigley Global Institute of Sustainability, incorporating the School of Sustainability; the Mary Lou Fulton Teachers College; and important initiatives in the humanities and social sciences. During his tenure the university has more than quadrupled research expenditures, completed an unprecedented infrastructure expansion, and was named the nation's most innovative school by *U.S. News & World Report* in 2016, 2017 and 2018.



Mark Searle
**ASU Executive Vice President,
University Provost and Professor in the School
of Community Resources and Development**

Prior to this appointment, Dr. Searle served as the Interim Provost and Deputy Provost and Chief of Staff. Earlier administrative assignments at ASU included Vice-President for Academic Personnel. He holds a Ph.D. from the University of Maryland. Dr. Searle joined ASU after an extensive career in Canada where he was the Founding Director of the multidisciplinary Health, Leisure, and Human Performance Research Institute at the University of Manitoba. Prior to his university appointment, Dr. Searle served in various management positions within municipal and provincial government. The Provincial Government of Manitoba, the National Therapeutic Recreation Society and the University of Manitoba have honored Dr. Searle for his achievements. He has been elected as a fellow of the Academy of Leisure Sciences and the Academy for Park and Recreation Administration. Dr. Searle studies the relationship between leisure behavior and the psychological well-being of older adults and more recently as leisure relates to community development.



Art Blakemore
Title: Vice Provost for Student Success
Department/Office: Office of the University Provost
Bio: Professor Blakemore came to ASU from Washington D.C. in 1979 after serving three years as staff economist and senior staff economist in the Executive Office of the President including the Council of Economic Advisers. He received his Ph.D. in 1977 from Southern Illinois University. He became chair of the Department of Economics at ASU in 1994. He added the duties of Senior Vice Provost of ASU in 2006 with responsibilities in retention and graduation policies, assessment of learning, and initiatives related to adaptive learning.

Speakers



Christopher Callahan

Title: Dean and Professor, Vice Provost, CEO of Arizona PBS

Department/Office: Walter Cronkite School of Journalism and Mass Communication

Bio: Christopher Callahan is the founding dean of the Cronkite School, where he leads a 150-member faculty and staff and 2,000 students. He also serves as vice provost of the Downtown Phoenix campus and CEO of Arizona PBS. Callahan is the chair of the Hearst Awards Steering Committee and the Accrediting Council on Education in Journalism and Mass Communications. Previously, he was associate dean at the University of Maryland's journalism program and senior editor of the American Journalism Review. Callahan was a correspondent for The Associated Press. He is a graduate of Harvard University's John F. Kennedy School of Government.



Frederick C. Corey, PhD

Title: Vice Provost for Undergraduate Education

Department/Office: Office of the University Provost

Bio: Corey focuses on undergraduate student success through academic advising, degree planning, and major and career exploration. Corey received his B.S. in political science from Central Michigan University, M.S. in communication from Southern Illinois University, and Ph.D. in communication from the University of Arizona. His interests focus on communication and culture with an emphasis on ethnographic writing, cultural performance and narrative. He has published articles in *Text and Performance Quarterly*, *Canadian Journal of Political and Social Theory*, *Western Journal of Communication*, *Journal of Homosexuality*, *Communication Studies*, and *Communication and the Disenfranchised*. His work in HIV education was funded by the Centers for Disease Control and Prevention.



Tamara Deuser

Title: Associate Vice President and Chief of Staff,
Chief Operating Office of the Biodesign Institute

Department/Office: Office of Knowledge Enterprise
Development

Bio: Tamara Deuser is responsible for overseeing the operations functions of the Office of Knowledge Enterprise Development. The teams in her organization manage all aspects of services and support for OKED and Arizona State University's research enterprise. This includes leadership of the Office of Research and Sponsored Projects Administration as well as the Research Advancement staff. Before joining ASU, Deuser held leadership positions in project management and process improvement at several firms, including GE and Motorola. Deuser holds an MBA from ASU's W.P. Carey School of Business. She earned a B.A. from Scripps College. She is a certified Project Management Professional (PMP).



Dan Dillon

Title: Chief Marketing Officer and Senior Vice President

Department/Office: ASU Enterprise Marketing Hub

Bio: Dan Dillon, Jr. was appointed Chief Marketing Officer for Arizona State University in September, 2013. In this role he is responsible for branding and marketing activities across the university. Dan is a seasoned executive with more than 25 years in domestic and global general management roles in both the Consumer Packaged Goods and Restaurant industries.

He has worked for well-known companies including General Mills, Keebler, Nabisco, Heinz, Con Agra, and the Coca Cola Company. The past six years were spent as Chief Marketing Officer for Outback Steakhouse and most recently, EVP Chief Branding Officer for Ruby Tuesday, Inc. He received a Bachelor of Arts from St. Anselm College and an MBA from Bentley College.

Speakers

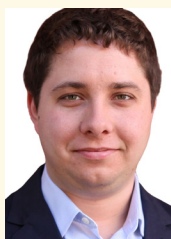


Lindy Elkins-Tanton

Title: Director

Department/Office: School of Earth and Space Exploration

Bio: Lindy Elkins-Tanton received her B.S. and M.S. from MIT and then spent eight years working in business. She returned to MIT to earn her Ph.D., after which she spent five years as a researcher at Brown University, followed by five years on MIT faculty, culminating as Associate Professor of Geology, before accepting the directorship of the Department of Terrestrial Magnetism at the Carnegie Institution for Science. In 2014 she moved to the directorship at ASU's School of Earth and Space Exploration.



Kena Fedorschak

Title: Program Manager

Department/Office: Decision Theater

Bio: Kena serves in a program management capacity at the Decision Theater. In this role, he coordinates research and technical delivery, aligns related projects to meet strategic goals, and drives agile process improvement. He holds a Master of Business Administration from the W.P. Carey School of Business.



Joshua M. Friedman

Title: Chief Development Officer

Department/Office: ASU Foundation

Bio: Joshua M. Friedman, CFRE, joined the ASU Foundation for A New American University in January 2012 as vice president of leadership giving and now serves as chief development officer. In his executive role at the foundation, Friedman works closely with CEO Rick Shangraw and ASU President Michael Crow to cultivate and steward major university donors, matching philanthropists' interests with the programs and ideas that advance ASU's vision of a New American University.

Additionally, he is the managing director for the development enterprise which includes the development offices within ASU's colleges, institutes, performing arts venues, leadership giving, the core development team, and engagement programs.



Maria Hesse

Title: Vice Provost for Academic Partnerships

Department/Office: Educational Outreach and Student Services

Bio: Dr. Maria Hesse serves as Vice Provost for Academic Partnerships at Arizona State University, helping to create and sustain productive relationships with community colleges and other organizations. Prior to joining ASU in 2009, Dr. Hesse served as President and Chief Executive Officer for Chandler-Gilbert Community College, one of the Maricopa Community Colleges in Phoenix, Arizona. Maria holds a Master of Business Administration from Arizona State University, has Master and Doctoral degrees in Educational Leadership from Northern Arizona University, and is a graduate of the Harvard Institute for Educational Management. She has served as a consultant to other colleges from Florida to California, and is very active in a number of non-profit organizations in the community.

Speakers



Edmundo Hidalgo

Title: VP Education Outreach Partnership

Department/Office: Educational Outreach and Student Services

Bio: Edmundo Hidalgo currently serves as vice president of Outreach & Partnerships within ASU's Educational Outreach & Student Services. Hidalgo leads ASU's efforts to develop a comprehensive approach to outreach to include private and public-sector partnerships in an effort to improve individual and collective economic prosperity through education. Previously, Hidalgo served as President & Chief Executive Officer of Chicanos Por La Causa, Inc. (CPLC) since 2008. Prior to being appointed CEO, Edmundo had served as CPLC's Chief Operations Officer since 1999. Edmundo earned his B.A. in Economics in 1988 and received his MBA from Arizona State University in 2000.



Amy Hillman

Title: Dean

Department/Office: W. P. Carey School of Business

Bio: Dr. Amy Hillman, dean of the W. P. Carey School of Business, is a world-renowned management expert, a popular teacher and a noted researcher. She heads up one of the largest and highest-ranked business schools in the nation. The W. P. Carey School has more than 16,000 students and both undergraduate and graduate programs are consistently ranked in the top 5% by U.S. News & World Report. Hillman's research focuses on corporate political strategies, boards of directors, and corporate strategy. She is former editor of Academy of Management Review, a Fellow of the Academy of Management and director at publicly traded CDK Global and U-Haul International.



Sean Hobson

Title: Chief Design Officer

Department/Office: EdPlus

Bio: As chief design officer for EdPlus at Arizona State University, Sean Hobson is responsible for leading strategic initiatives and partnerships to solve complex issues in education as well as supporting EdPlus dean Phil Regier and senior leadership on a wide range of high-level communications. Hobson has directed some of the most impactful course redesign efforts, gaining recognition in publications such as *The New York Times* and *The Chronicle of Higher Education*. He was involved with ASU's partnership with Mayo Clinic – integrating online learning modules into the current Mayo Medical School curriculum – and worked on Starbucks' groundbreaking College Achievement Plan, addressing student retention and success outcomes. Hobson earned his undergraduate and graduate degrees from Clarion University in Clarion, Pennsylvania.



Kent Hopkins

Title: Vice President of Enrollment Management and Service

Department/Office: Office of the University Provost

Bio: Kent R. Hopkins is responsible for enrollment strategy and operations, including Admission Services, Financial Aid and Scholarship Services, University Registrar Services, International Students and Scholars Center, Pat Tillman Veterans Center, and Enrollment Services Communication. Prior to his appointment at ASU, Hopkins provided enrollment management consulting to more than 100 two- and four-year institutions, as vice president for consulting services for Ruffalo Noel Levitz. His expertise in strategic and annual plan development, financial aid leveraging, recruitment and marketing, retention strategy, multiple site enrollment, data analysis and using technologies helped institutions across the country increase their enrollment, maximize revenue and shape their classes

Speakers



Minu Ipe

Title: Knowledge Enterprise Architect

Department/Office: Office of the President

Bio: Minu Ipe serves as the Knowledge Enterprise Architect for ASU. In this role, she is responsible for providing leadership and direction for the design of the Knowledge Enterprise. Minu's efforts are based on a long term view of the institution, with a focus on strengthening ASU's capacity to advance its mission in a sustainable, agile, adaptable and self-propagating manner. To accomplish this goal, she works closely with senior leaders to embed innovation more deeply into ASU's culture, promote design capabilities within units, and develop a cadre of leaders across the institution who can champion ASU's ideals well into its future.



Ann Kinzig

Title: Chief Research Strategist and

Director of Research Development

Department/Office: Julie Ann Wrigley Global Institute of Sustainability

Bio: Dr. Kinzig is Chief Research Strategist and Director of Research Development for the Julie Ann Wrigley Global Institute of Sustainability; Senior Sustainability Scientist, Julie Ann Wrigley Global Institute of Sustainability; and Professor, School of Life Sciences, College of Liberal Arts and Sciences. She leads the Sustainability Scientists working groups and the leadership training program for the Julie Ann Wrigley Global Institute of Sustainability. Kinzig studies ecosystem services, conservation-development interactions, and the resilience of natural-resource systems. Dr. Kinzig studies ecosystem services, conservation-development interactions, and the resilience of natural-resource systems.



Stefanie A. Lindquist

Title: Deputy Provost; Vice President for Academic Affairs; Foundation Professor of Law and Political Science School

Department/Office: Office of the University Provost

Bio: Stefanie A. Lindquist serves as Deputy Provost, Vice President for Academic Affairs, and Foundation Professor of Law and Political Science at Arizona State University. She served as Dean and Arch Professor at University of Georgia, Athen's School of Public and International Affairs from 2013-2016, after serving as Interim Dean, Associate Dean for Outreach, and Associate Dean for Academic Affairs at the University of Texas School of Law. She is recognized as an expert on the U.S. Supreme Court, Constitutional Law, Administrative Law, and Empirical legal studies, and has co-authored two books and dozens of published articles and book chapters.



Leah Lommel

Title: Chief Operating Officer and Assistant Vice President

Department/Office: EdPlus

Bio: Leah is chief operating officer of EdPlus at ASU with responsibility of strategy, conception and operationalization of online programs, services and new ventures. Drawing on more than 20 years of experience with higher education processes and systems, Lommel ensures ASU's online programs are rigorous, scalable and ultimately promote student retention and graduation. She earned her BAILS in business administration and her master's in administration leadership from Northern Arizona University.

Speakers



Jim O'Brien

Title: Senior Vice President and Chief of Staff

Department/Office: Office of University Affairs

Bio: James O'Brien serves as Senior Vice President of University Affairs and Chief of Staff to President Michael Crow of Arizona State University. He is responsible for implementing complicated strategic and tactical objectives of the Office of the President. He also works across the institution to identify, facilitate and coordinate opportunities and initiatives which involve multiple units within and affiliated with the institution. This includes advancing opportunities and initiatives with university public affairs, state and federal policy affairs, global engagement, corporate relations, and university athletics. Jim is an attorney who previously worked as corporate counsel to several publicly traded companies as well as in private practice. He has also worked in public affairs at the state and federal levels. He received a B.A. from Iowa State University and a J.D. from Drake University.



Sethuraman ("Panch") Panchanathan

Title: Executive Vice President,
Chief Research and Innovation Officer

Department/Office: Office of Knowledge
Enterprise Development

Bio: Panchanathan leads ASU's knowledge enterprise development, advancing research, innovation, strategic partnerships, entrepreneurship, global and economic development; he founded ASU's Center for Cognitive Ubiquitous Computing and flagship project, iCARE, which earned the Governor's Innovator of the Year-Academia Award. Panchanathan was appointed by President Barack Obama to the U.S. National Science Board and chairs the Committee on Strategy. He was appointed by the U.S. Secretary of Commerce to the National Advisory Council on Innovation and Entrepreneurship. Panchanathan is a Fellow of National Academy of Inventors. He serves as Chair of the Council on Research within the Association of Public and Land-grant Universities.



Rafael Rangel Sostmann

Title: Presidential Professor of Practice for Education Innovation and Special Advisor to the President on Mexico and Latin America Initiatives

Department/Office: Office of University Affairs

Bio: Rafael Rangel served as the President of Tecnológico de Monterrey System during 26 years. When he left the institution in 2011, it had four sub-systems: Tecnológico de Monterrey, with over 100,000 students; Virtual University with more than 13,000 graduate students; TecMilenio University, with 30,000 students; and the Tec Health System. In 2012, Dr. Rangel joined ASU as Special advisor for the president. He is currently a council member of the Research Foundation for SUNY, at the University of Albany; member of the Advisory Council for Georgetown University for LATAM programs. Rafael Rangel received his doctoral degree from University of Wisconsin-Madison.



Adrian Sannier

Title: Chief Academic Technology Officer

Department/Office: EdPlus

Bio: Adrian Sannier is the chief academic technology officer for ASU Online and a professor of practice in the School of Computing, Informatics, and Decision Engineering at ASU. He is part of the ASU team pursuing an ambitious program of general education reform, combining big data, social networking and evidence-based instruction to drive better student outcomes at scale. Previously, Sannier was senior vice president for product at Pearson, where he helped forge a partnership between ASU Online and Pearson. Sannier also served as CIO at ASU from 2005-2010, and as a professor in the Division of Computing Studies. At Iowa State University, Sannier was the Stanley Professor for Interdisciplinary Engineering and the associate director of the Virtual Reality Applications Center.

Speakers



Kyle D. Squires, PhD

Title: Dean

Department/Office: Ira A. Fulton Schools of Engineering

Bio: Kyle Squires is the dean of the Ira A. Fulton Schools of Engineering at Arizona State University. Appointed in February 2016, Squires previously served as vice and interim dean, as well as the director of the School for Engineering of Matter, Transport and Energy, one of the six Fulton Schools of Engineering. A Foundation Professor of mechanical and aerospace engineering, Squires holds a B.S. in mechanical engineering from Washington State University and M.S. and Ph.D. degrees in mechanical engineering from Stanford University. Squires' expertise encompasses computational fluid dynamics, turbulence modeling of both single-phase and multi-phase flows, and high-performance computing.



Steven J. Tepper

Title: Dean

Department/Office: Herberger Institute for Design and the Arts

Bio: Steven J. Tepper is the dean of the Herberger Institute for Design and the Arts at Arizona State University, the nation's largest, comprehensive design and arts school at a research university. He studies the intersections of arts, culture and public life, focusing on social change and cultural conflict, creative work and identity, and changes in cultural participation. He is the author of *Not Here, Not Now, Not That: Protest Over Art and Culture in America* and co-editor and contributing author of the book *Engaging Art: The Next Great Transformation of America's Cultural Life*.



Marc Van Horne

Title: Chief Online Learning Officer and Assistant Vice President for Instructional Design and New Media

Department/Office: EdPlus

Bio: With more than two decades dedicated to instructional design, Marc Van Horne leads a team of passionate designers and developers armed with 100 years of combined experience. As the assistant vice president for instructional design, Van Horne works collaboratively with faculty to deliver high-quality course content in engaging and innovative ways. He earned his bachelor's in broadcasting from the University of Arizona and a master's in educational technology from ASU.



Julie Young

Title: CEO of ASU Prep Digital and Deputy Vice President

Department/Office: Educational Outreach and Student Services

Bio: Julie Young is the Deputy Vice President of Education Outreach and Student Services for Arizona State University, and the CEO of ASU Prep Digital High School. Julie is a leading voice for revolutionizing K-12 online education on the global stage. As the founding President and CEO of Florida Virtual School she and her team grew the organization from a handful of students in 1996 to a highly acclaimed online school using personalized, next generation learning solutions. Young and her team grew FLVS into a diversified, worldwide organization creatively serving over 2 million students in 50 states and 68 countries worldwide.



ASU MAP



1

Biodesign



2

Decision Theatre



3

Fulton Center



SkySong – EdPlus

(North of campus, not shown on map)



Map not to scale
updated 7/18/17

Nearby Attractions



Desert Botanical Garden

The Desert Botanical Garden is a 140 acres (57 ha) botanical garden located in Papago Park, at 1201 N. Galvin Parkway in Phoenix, central Arizona. Founded by the Arizona Cactus and Native Flora Society in 1937 and established at this site in 1939, the garden now has more than 21,000 plants, in more than 4000 taxa, one-third of which are native to the area, including 139 species which are rare, threatened or endangered.

Of special note are the rich collections of agave (176 taxa) and cacti (10,350 plants in 1,350 taxa), especially the *Opuntia* sub-family. Plants from less extreme climate conditions are protected under shadehouses. It focuses on plants adapted to desert conditions, including an Australian collection, a Baja California collection and a South American collection. Several ecosystems are represented: a mesquite bosque, semidesert grassland, and upland chaparral. The Desert Botanical Garden has been designated as a Phoenix Point of Pride.

Papago Park

Papago Park is a hilly desert park covering 1200 acres in its Phoenix extent and 296 acres in its Tempe extent. Tempe refers to its section of the park specifically as Tempe Papago Park.

Papago Park is notable for its many distinctive geological formations and its wide variety of typical desert plants, including the giant saguaro cactus. The park also features the Desert Botanical Garden, a large zoo (the Phoenix Zoo), picnic areas, several small lakes, hiking trails, bicycle paths, a fire museum, and Hunt's Tomb, the pyramidal tomb of Arizona's first governor, George W. P. Hunt. Tempe Papago Park includes baseball and softball fields, picnic ramadas, a small lake, and other features. Rolling Hills Golf Course is within the park between its Phoenix and Tempe extremities. This is the home baseball and softball stadium for North Pointe Preparatory.



Mill Avenue, Tempe

Arizona State University may be Tempe's claim to fame, but there's much more going on in this friendly city just south of phoenix. Boating on Tempe Town Lake, nightlife on Mill Avenue, and performances at the Frank Lloyd Wright-designed Gammage Auditorium are just a few of Tempe's temptations. You don't have to travel far to see many of the best attractions in Tempe. They lay just a hop, a skip, and a jump apart. Start at Gammage Auditorium. The Frank Lloyd Wright-designed center for the performing arts sits on one edge of Arizona State University. Stop in to see Broadway performances, concerts, and more. Curve down Apache Boulevard, which becomes Mill Avenue, to get a glimpse of one of the nation's best entertainment districts. There are bars here, sure, but restaurants and retail shops are also neighbors. At the northern end of Mill Avenue's entertainment offerings, you'll find Tempe Beach Park, the perfect destination for fishing, running, biking, picnics, and events. If you walk the complete loop around the lake, you're bound to run into another stunning building for the arts: the Tempe Center for the Arts, where performances and visual arts exhibitions fill the bill.



Accommodations

Tempe Mission Palms Hotel and Conference Center

60 E. 5th Street, Tempe, AZ 85281
480-894-1400

Tempe Mission Palms, where Mid-western charm meets the warmth of the Southwest, is the only full-service hotel in the heart of Tempe, Arizona with convenient access to Scottsdale and Phoenix. The serenity of the surrounding desert landscape and its rose-colored vistas are reflected in the hotel's décor and mimicked in its relaxing ambiance. Our friendly staff provides unparalleled service, and is eager to create an unforgettable hospitality experience.

Our hotel in Tempe, AZ strives to make a meaningful difference in the lives of our guests, our associates, and our community by providing the highest level of service and hospitality with sincerity, passion, and commitment.



Contacts

Paola Garcia,

Paola.Garciahicks@asu.edu
(480) 965-8404

Shelby Hartle,

Shelby.Hartle@asu.edu
(480) 727-3198

Angela Zhao,

Angela.Zhao@asu.edu
(480) 334-1677



