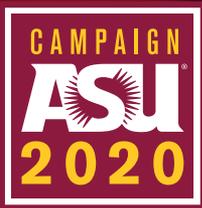


**COLLEGE OF  
PUBLIC SERVICE AND  
COMMUNITY SOLUTIONS**





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# **WE BUILD HEALTHIER, STRONGER COMMUNITIES.**

**TOGETHER, OUR POTENTIAL IS LIMITLESS.**

The College of Public Service and Community Solutions is central to the Arizona State University vision. We are defining a new model, seamlessly integrating learning, research, and service to the community. From addressing health disparities to enhancing child well-being, forging new policing technologies, and cultivating youth development in resource-starved communities, we champion interdisciplinary approaches to implement real-world solutions.

# A BOLD VISION: DRIVING THE PUBLIC GOOD

## THE COLLEGE OF PUBLIC SERVICE AND COMMUNITY SOLUTIONS IS REINVENTING PUBLIC SERVICE EDUCATION, RESEARCH, AND PRACTICE TO ADDRESS SOCIAL PROBLEMS.

We create effective public service leaders and derive solutions to our shared challenges through rigorous academic programs, responsive professional education, and innovative, community-embedded research.

Our graduates embody the ideals of public service through their work in Arizona communities. They've forged careers spanning:

- public policy
- social work
- criminal justice
- nonprofit leadership
- economic development
- sustainable tourism
- emergency management
- public administration
- homeland security
- parks and recreation management
- community development

The public servants emerging from our College represent the full diversity of our state. We're home

to ASU's highest percentages of underrepresented minority students, first-generation college students, transfer students, and veterans. Many of our students will tell you that they chose public service because they've personally benefitted from the work of those who came before them and now want to help address society's shared concerns.

### OUR DONORS' IMPACT

Generous alumni and friends have advanced students' hopes and dreams, enriched learning and discovery, and helped extend our students' and faculty's reach into the community. Donor support has created pathways for students, regardless of family income, to pursue college education, changing the course of their lives. Gifts from alumni and friends have enabled ground-breaking ideas to become reality, addressing challenges



**“THIS COLLEGE OFFERS A UNIQUE, COMPREHENSIVE FOCUS ON INTEGRATING TEACHING, RESEARCH, AND INNOVATIVE PROBLEM SOLVING THAT ADVANCES THE PUBLIC GOOD. THROUGH THE GENEROSITY OF OUR DONORS, THE COMMITMENT OF OUR FACULTY, AND THE SUCCESS OF OUR STUDENTS, WE OFFER ANSWERS TO SOCIETY’S MOST VEXING CHALLENGES.”**

**—Jonathan Koppell, Dean, College of Public Service and Community Solutions, and Lattie and Elva Coor Presidential Chair**

locally and globally. Most notably, the impact of philanthropy can be seen in nationally recognized programs, such as:

- Lodestar Center for Philanthropy and Nonprofit Innovation
- Bob Ramsey Executive Education
- Osher Lifelong Learning Institute
- Morrison Institute for Public Policy
- Kyl Center for Water Policy
- Pastor Center for Politics and Public Service
- Dean’s Impact Fund

The work of the College is altering people’s lives and transforming entire communities—far beyond just the lives of our students in the programs. Donors to the College invest in community strength and enhance our society as a whole.



**The College of Public Service and Community Solutions comprises four schools:**

- School of Community Resources and Development
- School of Criminology and Criminal Justice
- School of Public Affairs
- School of Social Work

## TOTAL GOAL: **\$60 MILLION**

The College of Public Service and Community Solutions brings creativity, systems-level thinking, and entrepreneurial spirit to creating, sustaining, and promoting dynamic, healthy, and prosperous

communities. Campaign ASU 2020 will advance this critical work by investing in our students, faculty, and programs—and, ultimately, society's well-being.

### **ENSURE STUDENT ACCESS AND EXCELLENCE** **\$8.5 MILLION**

We prepare public service leaders who represent the diverse landscape of Arizona. Many of these students have witnessed or experienced firsthand the struggle that comes with poverty and underrepresentation. Our students have chosen to be change agents for vulnerable populations. To support their noble ambitions, the College seeks like-minded alumni and friends to provide financial support for students.

#### **ENDOWED SCHOLARSHIPS**

The single-most-important predictor of success in college is family income. Based on that fact, our College faces a unique challenge. Our student population is 62 percent Pell-eligible, meaning they come from low-income families. The majority of students have critical financial need, yet we're able

to award only 30 endowed scholarships. Through this campaign, we aim to establish 40 new endowed scholarships, which will more than double the number of students receiving financial support.

#### **DEAN'S IMPACT FUND**

This fund exists to help students who find themselves in financial crisis, facing barriers that threaten to interrupt their education. Awards from this fund can be used for tuition needs beyond financial aid and scholarships as well as for books, housing, transportation—any unanticipated financial challenge that would cause students to drop out of school. With campaign momentum, we seek to increase contributions to the fund to \$650,000 annually. This will enable us to expand assistance for our





**“THE SYSTEM NEEDS IMPROVEMENT, AND THIS IS A WAY I CAN GIVE BACK AND HELP WITH THE CHANGE,” SAYS DESERAY KLIMENKO, WHO WAS A STUDENT PARTICIPANT ON THE ARIZONA CITIZEN REVIEW PANEL. ON THE PANEL, KLIMENKO WORKED ALONGSIDE VOLUNTEERS FROM A VARIETY OF SECTORS—EDUCATION, LAW ENFORCEMENT, HEALTH CARE, GOVERNMENT, AND SOCIAL SERVICE—TO IDENTIFY STRATEGIES THAT IMPROVE OUTCOMES FOR CHILDREN AND ENGAGE THE BROADER CHILD WELFARE COMMUNITY. A FORMER FOSTER YOUTH, DESERAY MIGHT NOT HAVE PURSUED A COLLEGE EDUCATION WITHOUT HELP FROM THE NINA MASON PULLIAM SCHOLARSHIP PROGRAM. SHE WENT ON TO EARN BOTH BACHELOR’S AND MASTER’S DEGREES IN SOCIAL WORK.”**

**—Deseray Klimenko, BSW 2014, MSW 2016**

students and provide dedicated internal support to help students successfully navigate the system, gain valuable skills in financial management, and promote long-term financial well-being.

### **BRIDGING SUCCESS EMERGENCY FUND**

More than 18,000 Arizona children are in our foster care system at any given time; data show that fewer than 10 percent will attend college—and only 3 percent of those will graduate. To give young people who have faced great challenges in life a chance to succeed, ASU recently partnered with Maricopa Community Colleges to establish the Bridging Success Program. With initial funding from the Nina Mason Pulliam Trust, Bridging Success provides support to students enrolled at any ASU

school or college to ensure they have a successful experience—including furnishing basic needs, such as bedding, food, and transportation. More than 240 former foster youth, ranging in age from 17 to 50—30 percent of them in ASU Online degree programs—are enrolled at ASU. Through Campaign ASU 2020, we seek to raise \$100,000 to support these students, with an aspirational goal of meeting 100 percent of their needs.

**50%**

**Our student body is more than 50% first-generation college students**

## **CHAMPION STUDENT SUCCESS** **\$32 MILLION**

Our goal is for students to thrive in a stimulating atmosphere that fosters community awareness, local and global service, creative innovation, and academic excellence.

### **PUBLIC SERVICE ACADEMY**

The Public Service Academy (PSA) is the first undergraduate program in the nation to integrate cross-sector and civilian-military experiences to develop leaders of character committed to serving the public good. Inspired by journalist Tom Brokaw's *The Greatest Generation*, PSA's vision is to educate women and men dedicated to serving a cause much larger than themselves—and who will effectively navigate the private, public, and nonprofit sectors to create change. It has received national recognition and a personal investment of \$1.2 million from President Michael Crow and his wife, Dr. Sybil Francis. Through the campaign, we seek \$26 million to endow PSA's critical work and export its model for civilian and military service training to seven partner universities by 2020.

### **COMMUNITY OUTCOMES AND OPPORTUNITY IN PUBLIC SERVICE**

United by our desire to develop public service solutions of, by, and for our communities, the Co-op (Community Outcomes and Opportunity in Public

Service) brings together academic and engagement activities college wide. Beginning in fall 2016, all new undergraduate students will have a solutions-oriented learning class requirement that immerses them in the community and challenges them to think critically about public service within the context of their chosen field. We are preparing students who are not only workforce-ready upon graduation but effecting positive change in our community from day one of the college experience. Recent Co-op student projects have included researching and proposing solutions for the city of Phoenix on the lack of disability access for the popular First Friday arts festival on Roosevelt Row and producing and distributing a community-based bilingual cookbook that offers preparation and nutritional information on local produce—aimed specifically at helping people in food-insecure areas in Arizona. With campaign support, our goal is to secure funding for a full-time coordinator who will be responsible for translating community needs into faculty-guided learning experiences and solutions for our community partners. With support, we can increase student involvement in the community from 600,000 to 800,000 hours annually, engage 100 percent of our students in solutions-based learning (up from 60 percent currently), and help more than 1,000 community partners (up from the current 800 partners).

# 600,000

Through the Co-op, our students deliver approximately 600,000 hours of service per year





## FLAVIO MARSIGLIA DISTINGUISHED REGENTS PROFESSOR

ADDICTION RATES IN AMERICA continue to rise, with recent research suggesting that 1 in every 10 people older than age 12 is addicted to drugs or alcohol.

The reality of these numbers can be troubling, but Flavio Marsiglia, Regents Professor of Cultural Diversity and Health at the ASU School of Social Work, sees hope by focusing on prevention, specifically targeting youth ages 12 to 14.

**Working with colleagues, Marsiglia, who is the director of the College's Southwest Interdisciplinary Research Center, created "keepin' it REAL," a highly regarded multicultural substance abuse prevention program for Phoenix-area youth, in the mid-1990s.**

The school-based program uses a 10-week curriculum designed to help students assess the risks associated with substance abuse, enhance

their decision making, and offer resistance strategies. Based on its proven success, keepin' it REAL has been implemented in all 50 states as well as in Australia, Canada, Guatemala, Mexico, Spain, and the United Kingdom, among other countries.

Recently, Marsiglia received grants from the National Institutes of Health to adapt the program for two of Arizona's key populations: Mexican immigrants and American Indian youth.

"Because we bring the best available science to the helping professions, we discovered these two groups weren't benefiting as much as others from keepin' it REAL," he explains. "So we're developing versions that make sense within those cultures."

"Arizona is a wonderful lab," he concludes. "The whole nation will look like Arizona in 20 years; what we develop here can be useful in keeping young people healthy."

## CASSIA SPOHN FOUNDATION PROFESSOR



“Our College has the best policy scholars in the country who are doing research that matters,” says Cassia Spohn, director of the School of Criminology & Criminal Justice. “Through their work, they’re addressing critical issues on the country’s public and political agenda.”

Spohn, the co-author of *The Color of Justice*, is the editor of *Justice Quarterly*. Recognized as one of the nation’s foremost experts in the area of sentencing, she was recently named a fellow by the American Society of Criminology.

## ELEVATE THE ACADEMIC ENTERPRISE \$3 MILLION

### ENDOWED FACULTY POSITIONS

Through the campaign, students will have access to the most experienced and sought-after faculty and researchers. We aim to accomplish this by increasing the number of endowed positions at the College. Endowed funds are invested, with only a fraction of the interest spent each year. The rest is reinvested—allowing the funds to exist in perpetuity.



This long-term stability is key to attracting and retaining the very best faculty members. Currently, we have only a handful of endowed professorships. During the course of the campaign, our goal is to endow three professorships in any of the following areas of interest:

- Public service
- Race, crime, and criminal justice
- Child welfare and well-being
- Domestic violence/intimate partner relationships
- Behavioral and mental health
- Philanthropy and nonprofit innovation
- Future governance and metropolitan innovation
- Sports and community development
- Border issues

## **FUEL DISCOVERY, CREATIVITY, AND INNOVATION** **\$9.5 MILLION**

We are redesigning the College to include not just individual occurrences of public service and community solutions but rather what public service ought to be: cross-disciplinary approaches to creating and preserving the public goods, both locally and globally.

### **CATALYZE SOCIAL CHANGE INTO ACTION**

The College is the hub of translational research on pressing social issues ranging from human trafficking and emergency management to urban innovation and behavioral health. Through more than 20 research and academic centers, the College's faculty and students study thorny problems, test solutions, and then implement them in partnership with government, nonprofit, and private-partner organizations. Through the campaign, we seek funding to help disseminate promising practices that will benefit communities here in Arizona and around the world. Donors can choose to support efforts at centers that resonate with their personal values, including:

- Center for Violence Prevention and Community Safety

- Center for Sustainable Tourism
- Morrison Institute for Public Policy
- Lodestar Center for Philanthropy and Nonprofit Innovation
- Southwest Interdisciplinary Research Institute

### **GLOBAL INITIATIVES**

The College's reach extends far beyond state borders. We serve as 1 of 37 host institutions for the Mandela Washington Fellowship for Young African Leaders, engaging some of the continent's brightest young leaders who are effecting change locally and globally. In Asia, we are helping develop advanced social work programs, leading an emergency management collaboration, and furthering sustainable tourism. In Latin America and Mexico, we have established violence prevention and community safety programs as well as behavioral health and intervention initiatives. With the campaign's momentum, our aim is to invest \$800,000 to support these efforts, which will fund global symposia, conferences, and community-led programs that bring stakeholders together to share best practices.





**400**

The Community Outcomes and Opportunity in Public Service is one of our most innovative programs. Through the Co-op, our students gain hands-on experience and give back through 400 internships.

**800**

Through the Co-op, our students also provide support for 800 diverse community partners.

## **ENRICH OUR COMMUNITIES** **\$7 MILLION**

The College serves as a driving force for healthy communities and lifelong learning by linking academics and research.

### **CENTER FOR CHILD WELL-BEING**

For more than 30 years, our faculty have worked across disciplines to address the needs of the state's most at-risk children. Recognizing this contribution and its potential for Arizona's future, the State Board of Regents approved ASU's establishment of the Center for Child Well-Being in 2015—a neutral hub that connects the many agencies, groups, and individuals who are working to advance child welfare. The Center for Child Well-Being combines the knowledge, expertise, and resources of a large public research university with the operational capacity of state and community agencies working to serve vulnerable families and to advance solutions that would otherwise be unattainable by a single agency. Campaign investment will allow the Center to expand its outreach efforts, developing a model and then exporting it to help agencies across the country and around the world.

### **ASU AT THE WESTWARD HO**

In partnership with the Arizona Department of Housing, the city of Phoenix, and the owners of the iconic Westward Ho building in downtown Phoenix, ASU recently launched an initiative to bring social work, recreational therapy, nursing, and nutrition services to 300 at-risk residents. Students in the College help staff a state-of-the-art social services clinic called the Collaboratory, which provides residents with counseling as well as community and social services. This is a unique model that gives students real-world experience while simultaneously bringing much-needed resources to work in the community. Campaign investment will allow us to expand support to Westward Ho residents: we currently have 5 social

work interns and 176 service learners, with the clinic open on Tuesdays and Thursdays. By 2020, our goal is to have 15 social work interns and 410 service-learning students, with the clinic open five days a week and some evenings. We also aim to move beyond clinical health evaluations to include community-building and socialization-focused interventions.

### **CONGRESSMAN ED PASTOR CENTER FOR POLITICS AND PUBLIC SERVICE**

The Pastor Center honors the legacy of Congressman Ed Pastor, the first such center to recognize a Latino leader's commitment to politics and public service. Through its work, the Center encourages our brightest young people—representing the full diversity of Arizona's populations—to embrace public service and politics as solutions to shared challenges. Through the center, students help staff small nonprofits that are looking to change policy and make a positive difference in the community. We seek \$1.5 million in campaign support to fund scholarships for students looking to put social change into action as well as student internships and programs that build the capacity and vibrancy of local nonprofit organizations.

### **OSHER LIFELONG LEARNING INSTITUTE**

The Osher Lifelong Learning Institute provides university-quality learning experiences for adults ages 50 and over through courses, lectures, and campus-based learning opportunities. In recent years, the Institute has seen tremendous growth, with 1,200 active members taking 230 classes in five locations. Through Campaign ASU 2020, we seek to establish a new site in Mesa, with a goal of offering 270 classes on six campuses to more than 1,900 members.



**“LIFE WITHOUT LEARNING IS JUST ‘EXISTENCE.’ A DAY THAT ONE LEARNS NOTHING IS A DAY TOSSED AWAY. WHEN YOU STOP LEARNING, YOU MAY AS WELL STOP LIVING. I LOVE THE CONCEPT OF LIFELONG LEARNING.”**

*Ray Haynes, Osher Lifelong Learning Institute at ASU member*

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## **BE THE SOLUTION**

Throughout ASU's history, the spirit and generosity of donors have reflected the strong belief in higher education's contributions to our economy, our society, our health, and our communities. With Campaign ASU 2020, the College of Public Service and Community Solutions has the opportunity to significantly expand our impact. Whether alumni and friends choose to support scholarships, research, or direct community-focused projects, all can know

that they are expressing their values and passions in one of the most powerful ways possible.

There has never been a greater opportunity to make a difference. By supporting the College of Public Service and Community Solutions in Campaign ASU 2020, alumni and friends share their personal vision of what it will take to build healthy and vibrant communities for all. *Join us.*



ASU Leadership Center

I am a leader.

With your generous support, Arizona State University has reinvented the public research university. We are both more inclusive and more accomplished than ever, with ASU students and faculty earning unprecedented levels of recognition for their achievements. Our graduates leave here as master learners who are capable of rising to meet any new and unfamiliar challenge. ASU students, faculty, and graduates also are firmly rooted in their communities and committed to advancing the common good. Together, we have created a model for other universities to follow. Your support during Campaign ASU 2020 will help us break more new ground by raising \$1.5 billion to propel our vision for higher education into the next decade and beyond.

**ARIZONA STATE UNIVERSITY** is a comprehensive public research university, measured not by whom we exclude, but rather by whom we include 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.

**ASU** college of **public service**  
& **community solutions**

ARIZONA STATE UNIVERSITY

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