

SCHOOL OF SUSTAINABILITY



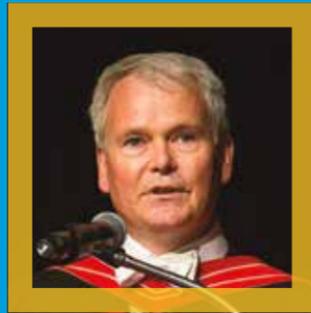


INSPIRING THE NEXT GENERATION TO LEAD US TO A MORE SUSTAINABLE FUTURE

TOGETHER, OUR POTENTIAL IS LIMITLESS.

In 2006, a network of donors enabled ASU to establish the first comprehensive, degree-granting school of sustainability in the country.

Recognizing that society needed to rethink the way we tackle complex economic, social, and environmental problems, donors championed the idea that ASU could accomplish something new and daring. Their generosity helped ASU restructure its academic organization and establish a new model for sustainability education—one that generates solutions for a changing world. Important work remains to be done. With your generosity and partnership, we will continue to improve our quality of life and that of future generations.



“WE MUST ENSURE THAT ASU REMAINS THE VERY BEST SUSTAINABILITY PROGRAM IN THE COUNTRY AND THAT OTHERS LOOK TO US FOR LEADERSHIP IN RESEARCH, EDUCATION, AND PRACTICE.”

— Christopher Boone, *Dean, School of Sustainability*



A PLACE TO MAKE A DIFFERENCE

Brian and Kelly Swette launched Sweet Earth Natural Foods in 2012 determined to please people’s taste buds and also respect the environment.

The couple developed innovative food products and processes that reduce energy use, carbon footprints, and stresses on the global supply chain.

Today Sweet Earth Natural Foods’ plant-based burritos and veggie burgers can be found on grocery shelves across the country.

When the Swettes wanted to advance health and sustainability on a larger scale, they decided to make a difference through a gift to the ASU School of Sustainability—a place they say mirrors their values for innovation and responsible stewardship.

At ASU, their generosity will have real impact—on research, policy, and education.

In Brian’s words, “[We] wanted a place that really had innovation and understood the benefits of cross-disciplinary collaboration ... We are so excited that challenge is going to be taken on by the School of Sustainability at ASU.”

THE ASU SCHOOL OF SUSTAINABILITY IS PART OF THE JULIE ANN WRIGLEY GLOBAL INSTITUTE OF SUSTAINABILITY, ASU’S HUB FOR EFFORTS IN SUSTAINABILITY EDUCATION, PARTNERSHIPS, RESEARCH INNOVATION, AND OPERATIONS.

THE POWER OF GENEROSITY

With support from hundreds of like-minded donors, ASU has been able to create one of the boldest, most comprehensive approaches to sustainability education ever attempted at a university.

Donor support has allowed ASU to pioneer a model that brings together thought leaders and researchers from across the university and also from institutions and corporations worldwide.

Collaborating in new ways, ASU and donors are

forging a comprehensive approach to creating knowledge and research with real-world applications.

This integrated approach empowers students to understand the complex interactions between people and their environments, preparing them for careers that create solutions.

Donors like you are vital to the school’s future.

Campaign ASU 2020 is an opportunity to expand the network of trusted individuals who champion the ability of ASU students and faculty to change the future.



The campaign is an invitation to our corporate and foundation partners who recognize that sustainability is good business. An investment in the School of Sustainability is a high-value proposition, an opportunity to show your commitment to an innovative workforce of the future and to steward our shared resources.

Together, we can address some of the most critical sustainability challenges of our time.



TOTAL GOAL: \$15 MILLION

ENSURE STUDENT ACCESS AND EXCELLENCE **\$2 MILLION**

The School of Sustainability is deeply committed to making higher education accessible to all students, regardless of family background. We embrace ASU's core value of inclusion, and measure ourselves not by whom we exclude, but by whom we include.

The school will produce graduates who reflect the intellectual, ethnic, economic, and cultural diversity of the communities it serves.

Inclusion in college does not just happen. It requires vigilance. It means developing financial pathways for families who lack the resources to send students to college.

It means creating pathways that make it easier for students to begin a degree program while still in high school.

It means developing lower-cost and high-quality online resources.

The school supports the fundamental principle of ASU, that a university can be accessible to all qualified students and provide a world-class education. Your support for merit-based scholarships, academic awards, and fellowships for outstanding students will enable the school to keep this promise.

SCHOLARSHIPS



FOR FIRST-GENERATION STUDENTS

Through Campaign ASU 2020, you can help increase the amount of financial support the school offers through scholarships, especially for first-generation students.

Navigating college can be challenging. First-generation students often lack family support and are faced with an unfamiliar environment. Scholarships provide them the resources they need to earn a degree.

FOR SCHOOLS WITH LOW-INCOME FAMILIES (TITLE I)

You can help students from high schools with a high percentage of low-income families earn a college degree. Your support for scholarships will allow the School of Sustainability to double the number of students from low-income, Title I high schools who enroll and who graduate with a degree in a sustainability field.

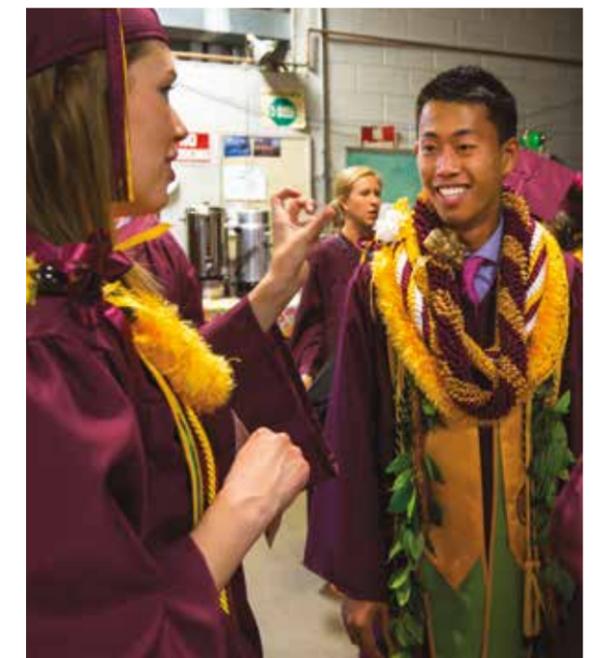
PATHWAYS TO SUSTAINABILITY FOR INDIGENOUS STUDENTS

No future can be sustainable if it does not draw from the culture and traditions of the people who will live in it. Native American tribes in Arizona are

responsible for a large portion of the state's natural resources. Higher education that emphasizes sustainable management can ensure they have the experiences necessary to steward those resources far into the future, yet college attendance and graduation rates are lower for Native American students than for other populations. Scholarships can make sure they have the access to higher education and the academic support they need to succeed.

SUMMER SUSTAINABILITY CAMP FOR MIDDLE AND HIGH SCHOOLS

The School of Sustainability offers a Sustainability Camp for middle school and high school students. Students spend one week working with faculty and graduate students and learn ways to be sustainability champions at home and in their schools and communities. A gift of \$1,000 or more will ensure that every student who desires to attend has the opportunity to do so.



“THE SCHOOL OF SUSTAINABILITY SETS YOU APART AS A LEADER ON THE SUSTAINABILITY CAREER PATH.”

— Mackenzie McGuffie, a master's student who helps build “tiny” homes for homeless veterans in Phoenix



FELLOWSHIPS

GLOBAL DEVELOPMENT RESEARCH AND INNOVATION FELLOWSHIPS

Partnering with the US Agency for International Development, the school established the Research and Innovation Fellowship program to support graduate students as they tackle issues like global hunger and malnutrition, the prevention of maternal and child deaths, and access to clean energy and water. As USAID funding winds down, your generosity will help establish twenty fellowships each year to continue this extraordinary and impactful program.

SUSTAINABLE ENERGY FELLOWSHIPS

The School of Sustainability aims to be the world's leading site for research and impact in energy innovation. We seek to collaborate with diverse partners to shape US energy policy, engage the private sector to advance energy innovation, empower civic organizations to pursue sustainable energy, and create the world's most advanced curriculum for future leaders in energy-transitions management. Your support will enable the school to provide five fellowships each year.

AWARDS

GLOBAL FRESHMAN ACADEMY

The Global Freshman Academy enables high school students around the world to explore university-level classes online. The academy is open to everyone, everywhere and gives students the flexibility to take a variety of courses based on their personal schedules. It is cost-effective, with university credits earned at a fraction of the on-campus cost. Your gift will ensure that cost is not a barrier to access for the neediest of students.

GRADUATE STUDENT HIGH SCHOOL AMBASSADORS

Your support will enable the school to send a graduate student to every high school in Arizona to serve as a sustainability ambassador. Ambassadors educate high school students about opportunities available in the sustainability field, student life, and the student experience.

CHAMPION STUDENT SUCCESS \$3.5 MILLION

The School of Sustainability works tirelessly to ensure that all students receive an excellent education that prepares them for meaningful careers in the workforce. That means offering more than a conventional classroom experience through opportunities like internships, hands-on learning, and field research.

Students today, including our millennial population, seek professors who connect lessons to real life. Collaborative learning is a great way to engage millennials and all lifelong learners. Students embrace service learning and are eager to transform the communities in which they live and work. Your support for these student-success initiatives will create a capable, energized workforce of change-makers.

Often, bright and capable students decline an internship if they cannot afford to give up a job. Every student, regardless of family income, should have the opportunity to gain a competitive edge in the workplace. Your support will allow the school to fund fifty participants per year in the internship program.



EXPERIENTIAL LEARNING

INTERNSHIPS

Internships are an important complement to a degree because they help students select appropriate green careers, provide for the practical application of classroom concepts, and enhance employment prospects.

STUDENT APPLIED PROJECTS

Student projects provide hands-on learning experiences that sharpen students' understanding of classroom concepts. They solve actual community problems while networking and developing professional skills, and gain a deeper and more nuanced understanding of their chosen career. Your support will enable the school to fund twenty projects each year.

RESEARCH

SUSTAINABILITY UNDERGRADUATE RESEARCH EXPERIENCE

Students enroll at ASU in part because it is a world-class research university. By engaging in rigorous research, undergraduates have the remarkable opportunity to create rather than simply receive knowledge. In doing so, students are trained to be inquisitive, lifelong, independent learners.

Research allows undergraduates to work with faculty on great challenges such as global health and food insecurity. Our goal is to give every undergraduate student the opportunity to work with faculty mentors on sustainability research projects.



GLOBAL EXPERIENCES

PLUS ALLIANCE SCHOLARS

The PLuS Alliance combines the strengths of three leading research universities on three continents—Arizona State University, King's College London, and the University of New South Wales (Sydney)—to solve global challenges around health, social justice, sustainability, and technology and innovation. Your support will enable twenty students each year to learn at a combination of these great institutions, instilling in the students the importance of global partnerships to achieve sustainability goals.

GLOBAL INTENSIVE PROGRAM

ASU Global Intensive Experiences are short-term programs that expand access to study-abroad opportunities for students who can't afford higher cost summer programs. With your support, eighty students each year will be able to participate in a study-abroad learning experience that otherwise would have been out of reach.

The short program—seven to nine days—plus a tuition fee structure that helps keep student costs low, gives students the opportunity to place their learning in a global context.

GLOBAL MENTORSHIP PROGRAM

The Global Mentorship Program will foster global perspectives on sustainability. Students will learn how professionals accomplish their goals in the political, economic, and social contexts of other countries. The interaction between students and mentors over one semester will introduce them to diversity in cultures, values, communication, and policy, preparing students to engage in a truly global conversation.

Support in the amount of \$500,000 or more would endow the core operation in perpetuity.

ELEVATE THE ACADEMIC ENTERPRISE **\$4.5 MILLION**

More than 500 faculty members from across ASU have joined the community of sustainability scientists and scholars. Your support for sustainability faculty through Campaign ASU 2020 will ensure that we can bring the most talented professors here and empower them to pursue their ideas for teaching and research without any limitations.

Donors like you enable the school to reward high-performing, early-career professionals; attract industry leaders to serve as executives-in-residence; and empower the most talented professors to pursue the innovative thinking that distinguishes ASU.



INNOVATIONS FUND

DEAN'S INNOVATION FUND

The School of Sustainability has a track record of developing creative approaches to the most pressing sustainability challenges in the communities we serve. By 2020 we hope to raise \$1.5 million to get these solutions to the places that need them most. For example, natural disasters resulted in the need for immediate deployment of innovative solutions to help those affected by hurricanes Harvey, Irma, and Maria. With support from the Dean's Innovation Fund, the School of Sustainability can respond immediately while developing resilient infrastructure to help communities recover after being devastated by natural disasters. Donors like Jenny Norton and Bob Ramsey directed their generosity to the fund to enable Puerto Rican students to continue their studies at ASU, saying "offering assistance for our Puerto Rican neighbor students is the most worthy of missions."

SUSTAINABILITY SCIENTISTS AND SCHOLARS

Sustainability scientists, scholars, and fellows accelerate the pace of discovery. They integrate practical experience with knowledge and action drawn from the spectrum of disciplines in the natural and social sciences, medicine, engineering, mathematics, humanities, and the arts. Seed funding for innovative ideas will foster even greater exploration of high-risk, high-reward discoveries.

EXECUTIVES-IN-RESIDENCE

Your generosity will establish an Executives/Entrepreneurs-in-Residence program, bringing highly regarded business leaders to the school to mentor and inspire students and faculty to beta test, launch, and scale new ideas for a sustainable world.

DEAN'S CHAIR

The school is committed to recruiting and retaining the nation's best sustainability researchers and teachers, who are in demand by other top universities.

Endowed chairs are one of the most powerful tools a university has in attracting and nurturing the best. The Dean's Chair will create a perpetual source of funding to guarantee that an outstanding and visionary leader continues to advance the first school of sustainability in the nation.

FUEL DISCOVERY, CREATIVITY AND INNOVATION **\$2 MILLION**



Over the past decade the School of Sustainability has established itself as a new model of research and discovery. Through Campaign ASU 2020, our goal is to continue our progress unabated.

The stakes are high.

Our research is tackling some of the world's greatest challenges: rapid urbanization that depletes our natural resources; environmental change that upends fragile ecosystems; poorly planned cities that exacerbate poverty and inequality; and governments and policy planners who fail to adapt to changing ecosystems. Your support for the school's research will lead to solutions for a better future.

“IT’S REALLY NOT ABOUT BEING LESS BAD. IT’S ABOUT BEING MORE GOOD. WE HAVE TO BECOME A CREATIVE FORCE, NOT JUST A LESS DESTRUCTIVE ONE.”

— **William McDonough**, member, board of directors of the Julie Ann Wrigley Global Institute of Sustainability at ASU



GLOBAL CONSORTIUM FOR SUSTAINABILITY OUTCOMES

One of the world's great challenges is to develop timely, affordable, and scalable solutions to sustainability problems—such as poverty, terrorism, climate change, ocean acidification, and food and water shortages—more quickly than harm is being done. ASU established the Global Consortium for Sustainability Outcomes as a federation of

universities and research institutes—and their nongovernmental organization and business partners. Your support will help members—especially the universities in poor countries where sustainability challenges are particularly acute—collaborate to identify, develop, and teach practical solutions that can be brought to scale worldwide.

SUSTAINABILITY AND HAPPINESS RESEARCH LAB

Although the factors that contribute to happiness differ between cultures, people tend to experience happiness in similar ways. Family, social connections, economic success, education, freedom of choice, stable government, and health

all influence happiness. Deeply connected to one's environment, happiness is a metric for sustainability. Your generosity will support initiatives that contribute to individual and community well-being.

“THE EARTH IS WHAT WE ALL HAVE IN COMMON.”

— **Wendell Berry**, environmental activist and author

GLOBAL LOCUST INITIATIVE

A single locust swarm can cover 400 square miles and devour 80,000 tons of food a day, giving rise to famine conditions. ASU sustainability scientist Arianne Cease oversees an interdisciplinary network of scientists who research the phenomenon from every facet and work with on-the-ground practitioners around the globe to understand the complex dynamics between human choice, animal biology, and environment. The Global

Locust Initiative is the world's only repository of locust-related study that includes cross-sector research; a “massive phonebook” of researchers, practitioners, and government contacts from around the world; and a compendium of local solutions to locust plagues. Your support will help researchers and practitioners ensure communities are resilient in the face of locust swarms.





“WE ARE SAILING OVER THE HORIZON WITH NO FIXED POINT OF REFERENCE. WE NEED NAVIGATORS.”

— Gary Dirks, Director, Julie Ann Wrigley Global Institute of Sustainability

ENRICH OUR COMMUNITIES
\$3 MILLION

The School of Sustainability holds fast to ASU's mission to take responsibility for the economic, social, and cultural health of the communities we serve.

Since its inception, the school has launched community outreach programs that engage populations near and far: business, education, and

government and nongovernment organizations; elementary and high schools; other universities and research centers; business and industry partners; and more.

Through Campaign ASU 2020, your support will sustain and strengthen existing partnerships and launch new ones.

SUSTAINABILITY TEACHERS' ACADEMY

Teachers inspire and educate their students to change the world. The School of Sustainability is giving them the knowledge and resources they need to bring the science of sustainability into any K–12 classroom. We hope to raise \$1 million

by 2020 to enable the professional development that equips educators to understand complex sustainability problems and the contemporary research that addresses it.

SUSTAINABILITY HIGH SCHOOL AMBASSADORS

The School of Sustainability undergraduate ambassadors are student leaders who assist in recruitment and retention efforts for the school. The ambassadors represent the student perspective to future students, parents, and the community at large. They also serve as resources to current

sustainability students and help connect them to the school through programs and events. Your gift will provide scholarships for students who help teachers integrate sustainability into their classrooms and schools.

WATERSIM AMERICA

Central Arizona faces water crises that demand new approaches to water sustainability. ASU faculty members created WaterSim, a dynamic, computerized model to explore how water sustainability is influenced by factors such as regional growth, drought, climate

change, and water management policies.

Through Campaign ASU 2020, you can help policymakers make informed choices on the best science available.



SOLARSPELL

Remote, isolated countries often lack essential ingredients for education: a library and the internet. Without these, teachers are without strong lesson plans, and community members lack books and multimedia.

A device developed at ASU, the Solar Powered Educational Learning Library, brings thousands

of educational resources to these communities. SolarSPELL is a compact digital library of educational resources that generates its own Wi-Fi signal using solar power. Needing only an internet-capable device like an iPad or smartphone, it's portable enough to fit in a backpack.



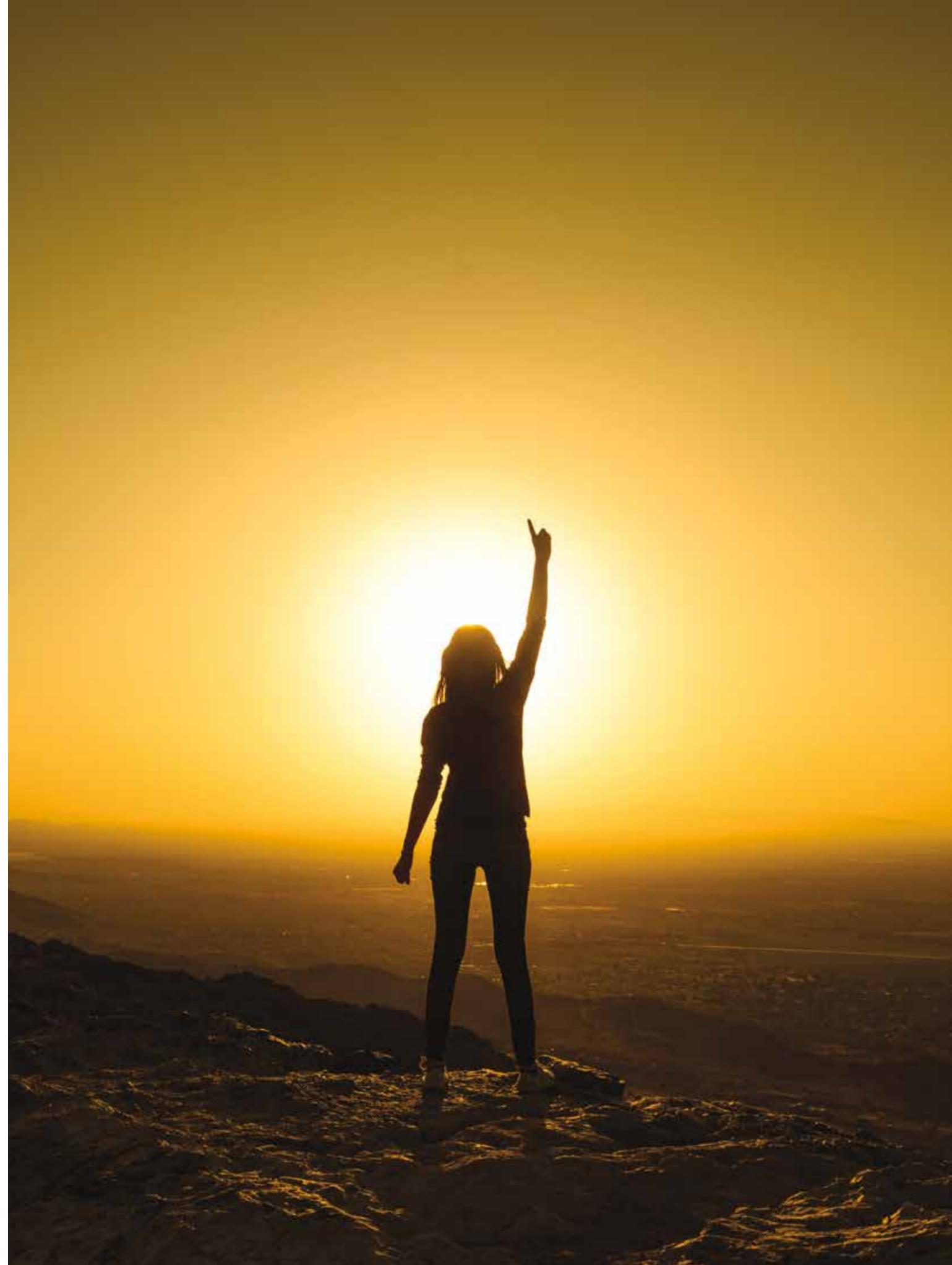
YOU MAKE THE WORLD MORE JUST, PROSPEROUS, AND SECURE FOR PRESENT AND FUTURE GENERATIONS

Thomas Jefferson spoke of the moral obligation to bequeath future generations the natural capital necessary to satisfy their needs:

"Then I say the earth belongs to each of these generations, during its course, fully, and in their own right ... Then no generation can contract debts greater than may be paid during the course of its own existence," he wrote in 1786.

Our donors are committed to this ideal; to support the change our world needs and to leave future generations the resources they need to live in a more just, prosperous, and secure world.

When you support the School of Sustainability, you are an active change agent. You are a seed-funder, advocate, collaborator, and partner in building a better world. **Join us.**



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 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.



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