



WESTMARC

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WESTMARC ANNOUNCES PRINCIPLES FOR THE FUTURE OF ASU WEST

After a deliberative, community process the WESTMARC Board of Directors has unanimously approved a set of Principles for consideration and implementation for the future of ASU West. The Principles are in response to both the University Redesign Process currently underway by the Arizona Board of Regents, as well as proposed changes within ASU by President Michael Crow's "One University in Many Places."

WESTMARC's "Principles" were presented to the Arizona Board of Regents Office in Phoenix this morning.

"I am very satisfied with our process, and that we are truly representing the community," WESTMARC Chairman Lee Peterson said this morning at a press conference at ASU West. "Our two month review process included a public forum, regular dialogue with the ASU West community, informal discussions with community members and leaders. I am confident, after full discussion and review by our Board and Executive Committee, that our "Principles" reflect the attitudes and strong support we all have for the outstanding campus we have in the West Valley."

With the announcement earlier this summer of two proposals in six weeks that dramatically affect the future of ASU West, WESTMARC began to identify similarities and differences between the proposals by ASU President Michael Crow and the Arizona Board of Regents. Crow's plan calls for ASU West to remain a part of Arizona State University, while the Regents' plan calls for the creation of a new separate university in the West Valley.

"That was the difficulty in drafting the Principles," said WESTMARC President and CEO Jack Lunsford. "The proposals have some similarities, and some significant differences. To get everyone on the same page of understanding took a great deal of effort, but the community is better off for it. We didn't want to address one proposal and not the other, since they both have such profound affects on the future of ASU West."

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Although WESTMARC stopped short of choosing between ASU West remaining part of ASU or spinning off into a separate institution, its Principles do address what is and is not acceptable for ASU West.

In terms of a new, separate university, WESTMARC identified the following Principles:

- That the name, Central Arizona University, is not acceptable to many people in the West Valley;
- That the newly created institution reporting to a regional chancellor in Flagstaff is clearly not acceptable. The new institution must be independent and report directly to the Board of Regents;
- That the CEO of the new university must be the President of the university, reporting directly to the Board of Regents.
- That adequate representation for the new institution at the policy and governance level is absolutely imperative.
- That the limitations for growth at the new institution should only be a function of the property boundaries. There must be no “cap” on the recommended student enrollment at the institution, or on any financial commitments, public or private;
- That its appropriation must obviously be sustained, and necessarily increased, within the legislative process; that all previously awarded research funds, and any subsequently awarded research funds submitted for approval by ASU West prior to separation, shall remain with the new institution; and that all privately contributed funds such as endowments, scholarships, and capital support, shall remain with the new institution.
- That the existing ASU West undergraduate and graduate degrees and programs must remain part of the basic fabric of the public metropolitan research university; that new programs and degrees anticipated to meet student/community demand must be added at the appropriate times for the growth of the new university. Examples include a Master of Business Administration, a Baccalaureate of Applied Technology, and doctoral degrees identified in the ASU West strategic planning process, plus professional degrees in engineering, law, and health sciences as the demand arises.
- Research has been and continues to be a vital part and function of ASU West. The new public metropolitan research university must continue to meet the research needs of the University’s programs, and of the community as a whole;
- Wherever and whenever possible, the new public metropolitan research university should partner with other education providers to meet the needs of students and the community. Possible options include enhanced 2+2 opportunities with community colleges, and programmatic/educational ties with existing institutions such as Midwestern University and the community colleges to meet the growing demand for health professions graduates.

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If ASU West remains a part of ASU, WESTMARC identified these Principles:

- Adequate representation for ASU West at the policy and governance level is absolutely imperative.
- There should be no “cap” on the recommended student enrollment at ASU West.
- ASU West’s separate legislative appropriation must obviously be sustained, and necessarily increased, within the legislative process.
- Research has already been a vital part and function of ASU West. ASU West must continue to meet the research needs of the university’s programs, and of the community as a whole.
- Planning for ASU West as a comprehensive, public metropolitan research university must naturally include all academic and support facilities on the campus, but should consider commercial facilities as well. Strong consideration should be given in any proposal that affects ASU West to the land available for expansion of the university campus to meet the growing higher education needs of the West Valley.
- The existing ASU West undergraduate and graduate degrees and programs must remain part of the basic fabric of the public metropolitan research university, and ASU West’s separate accreditation must be maintained.
- New programs and degrees anticipated to meet student/community demand must be added at the appropriate times for the growth of ASU West.
- WESTMARC does not want the West Valley to become the largest urban/suburban populated area in the nation without a major public research university.

WESTMARC chose to keep its focus on ASU West and did not prepare a plan for the redesign of the university system. “We know and represent our community well,” Lunsford said. “We don’t know what the community wants in Flagstaff, Tucson, Yuma, or Sierra Vista, so it makes no sense for us to submit a plan to the Regents which may impact those communities in ways that aren’t satisfactory to them. Further, we wanted to be able to react to both proposals, and focusing on ASU West was the only way to do that.”

ASU West is the product of the vision and perseverance of many West Valley leaders and citizens. The State of Arizona and its citizens have made a major investment in ASU West based on this vision, as have long time West Valley residents such as the Sands, Fletcher, and Delph families, among others. Community support for ASU West appears to be at the highest level, and the ASU name is highly prestigious in the community.

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WESTMARC is already fully cognizant of the impending population growth in the West Valley. "We support the processes underway by both the Arizona Board of Regents (ABOR) and ASU President Michael Crow to review and address how that growth will affect the student population at ASU West," Chairman Peterson said. "We look forward to working with President Crow and the Board of Regents to further identify, assist with, and implement solutions on how ASU West will respond to and accommodate that demand with the highest quality programs, curriculum, research, faculty, student services, and community embeddedness."

The support for WESTMARC's approach and Principles poured in from a variety of community leaders. Representative Debbie McCune-Davis (D-14), an eighteen-year West Valley legislator who served in the House of Representatives when ASU West was created reacted very positively. "I am in full support of the Principles being articulated by WESTMARC. The citizens of the West Valley are deeply invested in ASU West, and their voices need to be heard as its future is planned."

Maricopa County Supervisor Max W. Wilson, who supports WESTMARC and ASU West added, "As a long-time West Valley resident I have seen ASU West grow into a top-notch educational institution. I hope that the quality of education provided at ASU West is not lost in the rush to change Arizona's university system. ASU West is a quality institution that will play a key role in the development of the West Valley. I would be hesitant to support any changes to the system that would weaken its educational position, and in turn possibly threaten the West Valley development."

In further support of WESTMARC's Principles, Goodyear City Mayor James Cavanaugh added, "The dialogue over reorganization of our state university system is a healthy exercise to re-examine the way our higher education is delivered to Arizonans. There is nothing wrong with challenging assumptions. But, we as West Valley leaders would violate the public's trust if we settle for an educational environment at ASU West that is viewed as a lesser standard in research and education, offers fewer choices in course of study, or, renames the institution in a manner that does not uphold the image and reputation that so many have worked hard to build throughout the development of ASU West."

Phoenix City Councilman Dave Siebert, whose district includes ASU West, adds, "ASU West is the premier public institution of higher learning for the West Valley and is an important asset to the City of Phoenix. Our economic future will be based on the quality of education offered to our residents and therefore, it is essential that ASU West remain a full service institution of higher learning and is allowed to expand to its full potential in order to fulfill the needs of the rapidly growing Westside communities."

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One of WESTMARC's founding members, Phoenix City Councilman Claude Mattox, has proposed a City of Phoenix resolution in support of ASU West. "We consider ASU West to be an integral part of our community," said Mattox, "which provides valuable educational services to our constituents as well as other residents throughout Western Maricopa County. It is important to us that, whether ASU West remains part of ASU or if it becomes an independent campus, that it should stand on its own, develop its own research programs, and its own expertise to continue to meet the needs." Mattox added that they do not agree with any position that would require a new West Valley institution to report to NAU or anyone other than the Board of Regents.

According to David Tierney, a member of the ASU West Provost's Club, "The West Valley is the economic motor which is going to add the most significant economic value to the entire valley in the next decade. It would be dreadful if the twenty years of planning invested in ASU West were to be truncated by some new policy by the Arizona Board of Regents." Tierney added, "It would hamstring the economic promise that the West Valley holds for all of the Phoenix metropolitan area."

For more information regarding WESTMARC's "Principles for the Future of ASU West," please contact Jack Lunsford, President and CEO, 623-435-0431.

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Principles for the Future of ASU West

WESTMARC Board of Directors
Unanimously Approved
June 23, 2004

Preface

WESTMARC is already fully cognizant of the impending population growth in the West Valley. Accordingly, we support the processes underway by both the Arizona Board of Regents (ABOR) and ASU President Michael Crow to review and address how that growth will affect the student population at ASU West. We look forward to working with President Crow and the Board of Regents to further identify, assist with, and implement solutions on how ASU West will respond to and accommodate that demand with the highest quality programs, curriculum, research, faculty, student services, and community embeddedness.

Concurrently, there is a growing sense among West Valley business, government, and civic leaders, as well as ASU West faculty, administrators, and students that a window of opportunity has opened for university education in the West Valley. WESTMARC concurs with this assessment.

ASU West is the product of the vision and perseverance of many West Valley leaders and citizens. The State of Arizona and its citizens have made a major investment in ASU West based on this vision, as have long time West Valley residents such as the Sands, Fletcher, and Delph families. Community support for ASU West continues at the highest level, and the ASU name is highly valued in the community.

Correspondingly, it is clear from WESTMARC's deliberative review process of both the Arizona Board of Regents (ABOR) University Redesign Proposal, and ASU President Michael Crow's "One University in Many Places" Proposal, that the community is both concerned and excited about the future of ASU West. From our process, which included input from students, faculty, administrators, and the community at large, **WESTMARC clearly understands that the community expects---demands---that a university in its midst offers the highest levels of education and research while maintaining its commitment to the community.** With the West Valley population already near 1.5 million---and rapidly growing to 2.5 million---**WESTMARC does not want the West Valley to become the largest urban/suburban populated area in the nation without a major public research university.**

Consequently, WESTMARC has developed a set of Principles for consideration by ABOR in its University Redesign Process and, as applicable, for ASU President Michael Crow in his proposal, "One University in Many Places."

The unanimous endorsement of these Principles by the WESTMARC Board of Directors is the foundation of our recommendations to the Arizona Board of Regents, and to Dr. Crow and the ASU administration and community.

The Question

- **ASU WEST OR INDEPENDENT UNIVERSITY:**

ASU West provides high quality education and research to the community. Through its strategic planning process, ASU West has been on a trajectory to become a public metropolitan research university under the Arizona State University umbrella. WESTMARC believes there is great value to the students, faculty, and community in that relationship. The needs and demands of the growing and changing West Valley are far too great, and ASU West must maintain that trajectory.

That same demand for a public metropolitan research university affords the opportunity for the university to evolve into its next form. **If, through the University Redesign Process or as a by-product of Dr. Crow's ASU Proposal, a new institution is created rather than maintaining the independence of ASU West within the current ASU structure, then the following Principles must be applied.**

Principles

- **NAME OF THE INSTITUTION:**

The proposed, or tentative, name of the new institution---*Central Arizona University*---is not acceptable to many people in the West Valley. To nearly everyone who has communicated in WESTMARC's evaluative process, the name *Central Arizona University* suggests a second, or lesser, class status for the university.

Names such as "***Arizona University***" or "***The University of Central Arizona***" receive a much more favorable reaction, connoting a stronger, more prestigious institution. Clearly, without some alternate names for consideration, the name *Central Arizona University* will take on a life of its own because of media references, and we may be destined to it.

Secondly, *Central Arizona University* is a name too close to that of Central Arizona College, a community college in Pinal County, and is both intrusive and offensive to the institution. Naming the institution *Central Arizona University* would not benefit either the ASU West Campus or Central Arizona College.

- **GOVERNANCE/LEADERSHIP OF THE INSTITUTION:**

Great institutions in higher education have historically had clear vision and strong leadership at both the policy and administrative levels. The current leadership at ASU is strong and visionary. However, if ASU West becomes a separate institution, that same strong, clear vision, policy representation, and leadership must be reflected as follows:

1. **Having the newly created institution report to a regional chancellor in Flagstaff is clearly not acceptable. The new university must be an independent institution reporting directly to the Board of Regents.**
2. **The CEO of the new university must be the President of the university, reporting directly to the Board of Regents.**
3. **Adequate representation for the new institution at the policy and governance level is absolutely imperative.** Whether through an expansion of the current Board of Regents, or through the creation of another governing board, the new institution must be fully represented in policy and governance areas such as programs, curriculum, and funding.

Anecdotally, if the current structure of ASU West is maintained under ASU, the Board of Regents should be expanded accordingly to provide representation for ASU West.

- **INSTITUTIONAL PLANNING**

In concert with the elements and recommendations of the ASU West strategic plan, strong consideration should be given, in any proposal that affects ASU West, to the land available for expansion at the campus to meet the growing higher education needs of the West Valley.

The vision has always been for a comprehensive higher education institution, ultimately serving both residential and commuter students, which is why the land for a full campus was secured in the first place. Planning for a comprehensive, public metropolitan research university must naturally include all academic and support facilities on the campus, but should consider commercial facilities as well.

The limitations for growth at ASU West, or as a new institution, should only be a function of the property boundaries. Correspondingly, ***there must be no “cap” on the recommended student enrollment at the institution, or on any financial commitments, public or private.*** Planning assumptions and targets are understandable, and necessary, but they in no way should suggest arbitrary enrollment and/or programmatic, financial, and facility limits. The West Valley will be home to more than 2.5 million people in the near future, and the ASU West campus, or its successor, must be positioned to meet the education demands of this burgeoning population.

The ASU West campus is on the verge of attaining the federal Hispanic Serving Institution designation, and it will most likely reach this threshold long before ASU as a whole can meet the designation criteria. This designation is significant, because it will allow ASU West, or its successor, to compete for a specifically authorized pool of federal research and programmatic funds that can/will enhance the institution and its student programs. ASU West currently has very high graduation rates, and the graduation rates of Hispanic students rank very high as well.

- **FINANCIAL**

Since its inception, ASU West has received its own appropriation from the Arizona Legislature. It has also shared central services and support from the main campus. **If a new institution were created:**

1. **Its appropriation must obviously be sustained, and necessarily increased, within the legislative process.**
2. **All previously awarded research funds, and any subsequently awarded research funds submitted for approval by ASU West prior to separation, shall remain with the new institution.**
3. **All privately contributed funds such as endowments, scholarships, and capital support, shall remain with the new institution.**

Anecdotally, if the current structure of ASU is maintained, it is still imperative that ASU West maintains its separate legislative appropriation.

- **DEGREES/PROGRAMS:**

ASU West has completed a two-year strategic planning process. Those elements in the strategic plan that can survive the process of creation of the new public metropolitan research university must be maintained, and the elements and visions of the strategic plan for the future must become the foundation for the new university in concert with the needs and demands of the West Valley community.

The existing ASU West undergraduate and graduate degrees and programs must remain part of the basic fabric of the new public metropolitan research university.

New programs and degrees anticipated to meet student/community demand must be added at the appropriate times for the growth of the new university. Examples include a Master of Business Administration, a Baccalaureate of Applied Technology, and doctoral degrees identified in the ASU West strategic planning process, plus professional degrees in engineering, law, and health sciences as the demand arises.

- **RESEARCH:**

Research has been and continues to be a vital part and function of ASU West. The new public metropolitan research university must continue to meet the research needs of the University's programs, and of the community as a whole.

- **PARTNERSHIPS:**

ASU West already has a strong reputation in partnering with the community; and **partnerships** such as those with Banner Thunderbird, Sun Health, Vanguard and other partners, **should be continued.** Further, **wherever and whenever possible,** the new public metropolitan research university should partner with other education providers **to meet the needs of students and the community.** Possible options include enhanced 2+2 opportunities with community colleges, and programmatic/educational ties with existing institutions such as Midwestern University and the community colleges to meet the growing demand for health profession graduates.

- **SUMMARY:**

The ASU West Faculty Senate has recommended a plan for the transition of ASU West to a public metropolitan research university. Some ASU West student groups have endorsed this plan as well, including MEChA and Associated Students.

WESTMARC had already committed to a review by/dialogue within its Board to identify problems and recommend solutions within the context of both the Regents' and Dr. Crow's proposals to reshape ASU. To gather data, assess community attitudes, develop its position, and provide leadership, WESTMARC participated in meetings with ASU faculty and students, hosted a community forum, and had multiple, in-depth discussions at the Executive Committee and Board levels.

As such, **WESTMARC** is again positioned **to play its leadership role in the West Valley** and the community as a whole, and **should be both the catalyst and the collaborative leader for higher education public policy in the West Valley, including the development of ASU West---separate from or as a part of ASU---into the university so needed and richly deserved in our community.**

To that end, the WESTMARC Board unanimously approved these principles for inclusion in the discussions regarding University Redesign and, where appropriate, "One University in Many Places," and for inclusion as components in the final outcome of both of these efforts.

Submitted to the Arizona Board of Regents July 28, 2004.

PRINCIPLES RECAP

If ASU West remains a part of ASU:

- Adequate representation for ASU West at the policy and governance level is absolutely imperative.
- Strong consideration should be given in any proposal that affects ASU West to the land available for expansion of the university campus to meet the growing higher education needs of the West Valley.
- Planning for ASU West as a comprehensive, public metropolitan research university must naturally include all academic and support facilities on the campus, but should consider commercial facilities as well.
- There should be no “cap” on the recommended student enrollment at ASU West.
- ASU West’s separate legislative appropriation must obviously be sustained, and necessarily increased, within the legislative process.
- The existing ASU West undergraduate and graduate degrees and programs must remain part of the basic fabric of the new public metropolitan research university, and ASU West’s separate accreditation must be maintained.
- New programs and degrees anticipated to meet student/community demand must be added at the appropriate times for the growth of ASU West.
- Research has already been a vital part and function of ASU West. ASU West must continue to meet the research needs of the university’s programs, and of the community as a whole.
- WESTMARC does not want the West Valley to become the largest urban/suburban populated area in the nation without a major public research university.

If a new institution is created from ASU West:

- The proposed, or tentative, name of the new institution---*Central Arizona University*---is not acceptable to many people in the West Valley.
- The new institution must be an independent institution reporting directly to the Board of Regents.
- The CEO of the new university must be the President of the university, reporting directly to the Board of Regents.
- Adequate representation for the new institution at the policy and governance level is absolutely imperative.
- Strong consideration should be given in any proposal that affects ASU West to the land available for expansion of the university campus to meet the growing higher education needs of the West Valley.
- Planning for a new comprehensive, public metropolitan research university must naturally include all academic and support facilities on the campus, but should consider commercial facilities as well.
- There should be no “cap” on the recommended student enrollment at the new institution.

- A separate legislative appropriation for the new institution must obviously be sustained, and necessarily increased, within the legislative process.
- All previously awarded research funds, and any subsequently awarded research funds submitted for approval by ASU West prior to separation, shall remain with the new institution.
- All privately contributed funds such as endowments, scholarships, capital support, shall remain with the new institution.
- The existing ASU West undergraduate and graduate degrees and programs must remain part of the basic fabric of the new public metropolitan research university.
- New programs and degrees anticipated to meet student/community demand must be added at the appropriate times for the growth of the new university.
- Research has already been a vital part and function of ASU West. The new public metropolitan research university must continue to meet the research needs of the university's programs, and of the community as a whole.
- Partnerships should be continued with both private and public sector entities.
- WESTMARC does not want the West Valley to become the largest urban/suburban populated area in the nation without a major public research university.