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INNOVATION AND ECONOMIC PROSPERITY UNIVERSITIES
AWARDS PROGRAM

CASE
STUDY
2016

IEP CATEGORY • PLACE

The Downtown Campus

THE DOWNTOWN CAMPUS

ASU's [Downtown Phoenix campus](#) represents a significant public partnership that has garnered community support and enhanced redevelopment opportunities. In March 2006, city of Phoenix voters approved \$223,000,000 in bond funding for the development of the campus. Five months after the bond election, ASU's Downtown Phoenix campus welcomed more than 2,500 full-time students. The partnership between ASU and the city of Phoenix has created jobs, increased public revenue and private investment, stimulated local businesses, improved social services, and most importantly, offered further educational opportunities. Today there are five colleges on-site with over 11,000 students and over 3,000 degrees granted

during the last academic year. Some of the major programs include the College of Public Service and Community Solutions, the Walter Cronkite School of Journalism and Mass Communication, the College of Nursing and Health Innovation, and the Sandra Day O'Connor School of Law, all of which contribute to the creative place-making that is the ASU Downtown Campus. Learning takes place in contemporary classrooms and research centers integrated into Phoenix's iconic architecture, including the historic U.S. Post Office building and modern-day landmarks, such as the Walter Cronkite School of Journalism and Mass Communication.



The College of Public Service and Community Solutions consists of four schools and more than 20 research centers—all with a shared goal of advancing research and discovery of public value and furthering the economic, social, cultural, and overall health of local communities. The College of Public Service and Community Solutions is home to ASU's most diverse student body, with the highest percentages of minority, transfer, and working students, as well as the largest community of first-generation college students. Last year, they awarded over 1,300 degrees. Their location in downtown Phoenix has created a plethora of opportunities for students to participate in internships with the state and municipal government, local non-profits, and social service agencies. A great example of this effort is the Maricopa County Leadership and Education Advancing Public Service program (MCLEAPS). MCLEAPS gives ASU students the opportunity to compete for paid internships with various Maricopa County departments thereby enhancing their education experience as well as positively impacting the local community.

The Walter Cronkite School of Journalism and Mass Communication is one of the nation's top journalism schools and is home to Arizona PBS, the largest media outlet operated by a journalism school in the world. Students receive hands-on experiences in Cronkite News, a multiplatform daily news operation with bureaus in Phoenix, Washington, and Los Angeles. Numerous media outlets publish and broadcast work produced by Cronkite students and extend internships and jobs to students in their professional newsrooms. In addition to these ongoing opportunities, the Cronkite School has formal partnerships with several major media corporations that give students

unmatched professional experience in areas ranging from sports reporting to multimedia and broadcast production. These experiences are made easier because the school is located on the Downtown Phoenix Campus, blocks away from the major media outlets in Arizona.

The College of Nursing and Health Innovation (CONHI) is distinguished as a model for excellence and inspiration in nursing and interprofessional practice, education, and research. It advances knowledge and innovative practice models, and develops new solutions to optimize the health and well-being of diverse local, national and global communities. At a local level, CONHI has developed several programs to serve residents in the Phoenix area. In May 2013, a group of students, faculty, and staff from ASU, Northern Arizona University, and the University of Arizona created Arizona's first student-run health clinic for individuals experiencing homelessness in greater Phoenix. This innovative, service-learning program was named the Student Health Outreach for Wellness (SHOW) Community Initiative and officially opened in the summer of 2015. It now provides medical care, psychiatric care, and health promotion assistance to clients who otherwise would have limited access to such services.



The Sandra Day O'Conner School of Law moved to the downtown Phoenix campus in summer 2016 and will host its first classes in the fall at the new Arizona Center for Law and Society. This new center consists of 280,000 square feet of space designed to foster collaboration across multiple audiences, and engage people in experiences that blend virtual and physical spaces. Collaborations will include the Innovation Advancement Program (IAP), the Lisa Foundation Patent Law Clinic, and various community pro bono services. In the IAP program, teams of 2-3 law students offer a wide array of legal services to help early stage ventures solidify their legal foundations, avoiding many of the mistakes and pitfalls often made when commercializing technologies. The Lisa Foundation Patent Law Clinic provides students with hands-on experience in real-world patent prosecution, and teaches them the skills needed to recognize and obtain valuable and enforceable patents for clients. ASU Law students also participate in a wide variety of pro bono work. In 2015 students performed more than 152,000 hours of public service, and ASU Law Clinics have assisted more than 3,300 members of the public.

Overall, the university's presence in downtown has accounted for more than 24,000 jobs, \$1.1 billion in labor income, and nearly \$1.8 billion in gross product according to a recent economic impact report by the Seidman Research Institute. By creating a physical campus, ASU has had a tremendous impact on the downtown Phoenix area. Its economic impact is reflected in the growth of the gross domestic product and jobs created; its societal impact is reflected in the SHOW program; and its determination to best prepare its students for their futures careers through academic and experiential learning opportunities. The university and downtown Phoenix have both greatly benefited from their mutual relationship and the creation of the campus, and they continue to seek innovative ways to deepen their collaboration.