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Flu shots

Keep yourself – and your campus – healthy this year by getting a flu shot. That's the message of a "Season Pass" flu campaign being launched by ASU Campus Health Service and ASU Employee Wellness. The goal is to get a majority of the ASU population vaccinated against the flu.

Employee flu clinics will be held on all four campuses starting Nov. 1, with the shots provided at no charge to employees with state of Arizona-sponsored health insurance. Other employees can receive the shots at a charge of \$20. Student flu clinics begin next week.

The schedule for the employee clinics is as follows:

- West campus – 10 a.m.-2 p.m., Nov. 1, University Center Building room 266.
- Polytechnic campus – 8 a.m.-noon, Nov. 5, Union Cooley Ballroom.
- Downtown Phoenix campus – 10 a.m.-2 p.m. Nov. 7, Nursing and Healthcare Innovation Building, Health Center.
- Tempe campus, 7 a.m.-3 p.m., Nov. 6, and 8 a.m.-1 p.m., Nov. 8, in Memorial Union 223; 8 a.m.-noon, Nov. 14, University Services Building room 1202.

Employees must bring their Sun Cards for identification and a valid state of Arizona-issued employee insurance card. For more information, visit the Web site www.asu.edu/hr/employee_wellness.

Student flu clinics will be held on the Tempe campus from 10 a.m. to 2 p.m., Oct. 22-26 and Nov. 5-9, outside the north end of the Memorial Union; at the Polytechnic campus from 8 a.m. to 2 p.m., Nov. 5-6, in the Union Ballroom; at the Downtown Phoenix campus from 9 a.m. to 5 p.m. on a daily walk-in basis at the Health Center; at the West campus from 9 a.m. to 12:30 p.m. and 1:30 p.m. to 4:30 p.m. on a daily walk-in basis at Student Health Medical Clinic, UCB 170, starting Oct. 16. The cost is \$18, except \$25 at the Downtown Phoenix campus. For more information, visit the Web site www.asu.edu/studentaffairs/health.

Campus Health Service has partnered with CSL Biotherapies, which is supporting the student flu shot campaign by providing promotional materials and a mobile structure for the vaccination area at the Tempe campus.

ASU on the Web

ASU's second annual Academic Bowl, which began Oct. 10, is being broadcast live online at <http://live.asu.edu>. Click on the "Upcoming Events" link to select how to view the Webcast. After the event, it will be available via iTunesU. More information about the Academic Bowl can be found at the Web site <http://asu.edu/academicbowl>.

To suggest a Web site to be profiled in *ASU Insight*, send the site address to asuinsight@asu.edu.

Confucius Institute focuses China efforts

By Diana Dunaj-Kullman

On Oct. 22, ASU will unveil the ASU-Sichuan University Joint Confucius Institute, which will be located at the Tempe campus.

The Confucius Institute is ASU's direct response to the need for creating a sustainable, in-depth source of knowledge about China for Arizona citizens. It is the first of its kind in the state. The partnership between ASU and Sichuan University – one of China's most prestigious institutions

and ASU's sister university – was officially launched several months ago when ASU delegates gathered in Beijing for a signing ceremony in May. The effort is funded by a donation from Hanban, a leading Chinese foundation.

"A great research university must focus on the needs of its immediate community, but must also be international in scope," says ASU President Michael Crow. "ASU's Confucius Institute partnership enhances the university's global

impact and benefits the local community by expanding our knowledge of one of the world's great cultures and emerging economic powers."

It will be committed to introducing Chinese language and culture studies to elementary and secondary schools as well as to the general public in Arizona.

The initiative includes:

- Collaborating on K-12 pedagogy for teaching Chinese language and culture. The institute is already working with the

Mesa Public School District.

- Linking K-12 schools with cultural resources in the community, such as museums, cultural centers and community groups.

- Developing curriculums for heritage speakers of Chinese.

- Creating a Chinese film series that will be open to the community at large.

"It is our sincere hope that a Confucius Institute at Arizona State University will further strengthen mutual understanding. (See **CONFUCIUS** on page 7)



TOM STORY PHOTO

Meet the world's new Rapporteur on Climate Extremes: Randy Cerveny, a President's Professor in ASU's School of Geographical Sciences.

For the record: ASU's Cerveny keeps track of climate anomalies

By Skip Derra

ASU's Randy Cerveny has seen a lot of strange weather in his day. So much so, he wrote a book on it, called "Freaks of the Storm." But now, as a world Rapporteur on Climate Extremes, Cerveny not only will verify weather anomalies, he will be the keeper of the records.

In this new position within the United Nations-affiliated World Meteorological Organization's (WMO) Commission for Climatology, Cerveny will maintain the world's extreme weather records – and he

will be the person who decides if a record is set, or if it's just a bunch of smoke.

"In the heart of every meteorologist and climatologist beats the soul of a detective," says Cerveny, who is a President's Professor in ASU's School of Geographical Sciences. "We all appreciate a good mystery, and for those interested in weather, the elements of our atmosphere can often provide the most fascinating puzzles. How can we determine, after a major weather event, if the event was the hottest, coldest, wettest or windiest? Now we will have an official, unbiased list."

(See **FOR** on page 7)

Homecoming activities offer fun for children

By Adriana Elektra Sanchez

The 2007 ASU Homecoming celebration offers attendees the opportunity to show children that a college campus can be one of the best places to have fun and learn at the same time.

During the week of Oct. 21-27, dozens of ASU departments will offer activities designed to entertain and educate future Sun Devils.

The Homecoming Parade will be among the main activities for children to enjoy, but it is not the only one. Children who come to this celebration will get a chance to pick and choose from the many activities available to them.

One of the most popular activities for children to enjoy during the ASU Block Party is "Ask a Biologist." The program, part of the ASU School of Life Sciences, gives children and adults the opportunity to get answers to their biology questions, from global warming to flesh-eating bacteria and everything in between.

ASU academic professional Charles Kazilek, better known as "Dr.

Latina leaders relive fond memories/Page 8

Biology," says that coming to events such as Homecoming is entertaining and also serves a more important purpose for the children who participate.

"Many children see school as boring, but when they get to participate in activities where they see learning as fun, they change their attitudes toward school, get the opportunity to think about a college education and what they want to study when they grow up," Kazilek says.

During the Block Party, members of the ASU School of Life Sciences will have various exhibitions and will answer questions from the public.

The fun does not end with "Ask a Biologist." The characters from the popular PBS Kids program "Maya and Miguel" also will be present. The 10-year-old twins appear weekday afternoons on Eight/KAET-TV, the

(See **HOMECOMING** on page 7)