

PERSPECTIVES

Pan American Initiatives • Office of the President • March/April 2006

ASU ARIZONA STATE UNIVERSITY

Marketing to global audiences benefits university, community

Faculty encouraged to expand scope of promotional efforts

Whether using advertisements or handshakes, marketing to international students and faculty builds programs and futures.

Arizona State University (ASU) stands to gain significantly from building "economic and cultural ties" to the rest of the world, said Terri Shafer, assistant vice president of ASU Public Affairs, adding that this will bring increased opportunities to the university.

Visits and outbound travel to meet with international students and faculty have enabled ASU faculty members to build crucial relationships.

Rene Villalobos, an associate professor of industrial engineering, makes a personal effort to meet with international scholars. He has made more than 20 trips to Mexico in the last year, has traveled to Brazil, and is considering visits to Chile and Costa Rica in the near

future. During such visits, he gives presentations highlighting the opportunities available at the university, as well as engineering programs.

He supplements his presentations with informational postcards and brochures to encourage follow-up from the students and faculty he meets.

Through these types of efforts, students gain a personal connection with visiting faculty. In turn, the stage is set for faculty and students to visit ASU for both collaboration and enrollment. Fellowship opportunities, such as grants from Consejo Nacional de Ciencia y Tecnología (CONACYT), are also highlighted during these promotions. ASU provides a Web site (www.asu.edu/conacyt) that caters to the needs of applying students, as well as faculty seeking support in recruiting these scholars.

Villalobos said he hopes more faculty will connect with ASU's global partners, and especially encourages increased interactions in Latin America.

"I think the most important thing is for faculty to go there," he added. "The question is how to entice the faculty to take interest in Latin America. This is the challenge we need to take on."

"We gain a more global perspective on educational and other issues through direct experience."

Terri Shafer,
assistant vice president
of ASU Public Affairs

Strong international marketing campaigns, including speaking with students and placing advertisements in select publications, contributed to a 35 percent boost in enrollment for the American English and Culture Program (AECP), an English-language program specially

designed for international students studying at ASU, said Director Mark Rentz.

Representatives from AECP have traveled to Mexico to attend educational conferences, including Expo-Estudiente in Guadalajara and Monterrey. By catching students' interest through an in-person interaction, AECP staff are able to make stronger connections with students.

"Some [students] are really actively looking for a language program," Rentz said. "Some are thinking about this further along."

Rentz added that the outreach attracts students to the university as well as AECP, which he considers to be yet another benefit of the program's marketing efforts in Latin America, a major ASU focus area for ASU.

To increase the overall quality and value of the education provided at ASU, these international connections are vital, Shafer added.

"We gain a more global perspective on educational and other issues through direct experience," Shafer said. ■

AzGATES turns funding possibilities into realities

Academic, governmental partnership supports development in U.S. – Mexico border region

With the click of a mouse, grant seekers can search for sponsors and potential collaborators with similar interests. The Arizona Grants Access Tool and Experts Source (AzGATES) helps users identify and apply for grants, with special emphasis on the U.S. – Mexico border region.

Arizona State University (ASU) launched the site in June 2005 through a partnership with the Arizona-Mexico Commission (AMC), a cross-border nonprofit organization chaired by Arizona Gov. Janet Napolitano. Located at www.azgates.org, ASU hosts and develops the site to help facilitate the realization of important projects.

By registering with AzGATES, users gain access to more than 500 local, state and national grant sponsors, as well as links to information about the grant application process. AzGATES'

search tool simplifies the process of finding grants for this region by consolidating the funding information into one place.

For example, Francisco Lara-Valencia, an assistant professor of planning, used AzGATES to expedite the process of finding grants for health research in urban areas. He also recommends it to his students.

"I think anyone doing research on the border should be familiar with this Web site," Lara-Valencia said.

The site's wide-reaching database eases the process of finding existing grant sources, said Marco Lopez, Jr., Gov. Napolitano's policy adviser for Mexico and Latin America and the AMC executive director, during a recent tour of the border region Feb. 28 through March 23.

The ASU and AMC staff conducted the tour with the purpose of gaining information on funding needs directly from

border community members and local leaders to enhance AzGATES outreach. The visit also educated the community on the resources provided by AzGATES.

"Funding resources are abundant, but obtaining funding for research or a border community enhancement or infrastructure project generally is not a quick or easy process," Lopez said.

Both ASU and AMC will continue collaborating to develop an even greater network of donors and users.

Among the key benefits for users are a centralized directory of sponsors with numerous search options, contact information for grant writers in Arizona, the option to sign up for weekly funding alerts, and a collaboration suite to connect individuals with similar interests.

Applicable project categories range from society and economics to international and border issues.

www.azgates.org



AzGATES provides the following tools to simplify the process of funding projects:

- * Centralized sponsor directory
- * Customized search options
- * Contacts for grant writers
- * Weekly funding alerts
- * Collaboration suite

Users can identify grants via an alphabetical listing of every sponsor in the database. Additionally, visitors can view a list of sponsors with top annual contribution amount, as well as a calendar of grants listed by their deadlines. ■

Transatlantic connections with **Alberto Acereda**

Feature Persona

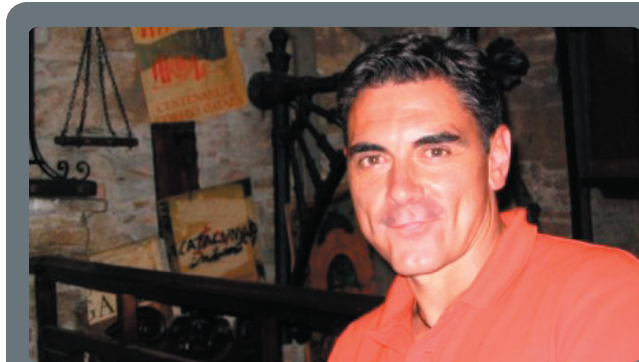
The haunting imagery of children embodied in the works of Chilean Nobel Laureate Gabriela Mistral are as mournful as they are hope-inspiring.

“Since, however, you walk through the streets so straight, you are courageous, without fault,” Mistral wrote in her 1922 poem, “Tiny Feet.”

This poem is part of the rich artistic and cultural legacy of Latin America, which Alberto Acereda explores as coordinator of Spanish for the department of languages and literatures in Arizona State University’s (ASU) College of Liberal Arts and Sciences (CLAS).

Acereda is passionate about the humanities and the arts and sees them as an embodiment of a universal cultural identity.

Acereda, also a professor of Latin American literature and a writer, is working to support the development of the Portal de Cultura Chicana, an online



Alberto Acereda, ASU coordinator of Spanish and a professor of Latin American literature

library of Hispanic literature and culture (www.cervantesvirtual.com/portal/Lchicana/) in the Biblioteca Virtual de Miguel de Cervantes, which is hosted by the Universidad de Alicante in Spain.

The project will be directed by Justo S. Alarcón, an ASU emeritus professor of Chicano and Latin American literature. Alarcón, author of two novels and

an internationally published expert on Chicano literature, is originally from Spain.

Acereda helped to establish the relationship with the Universidad de Alicante, which began in 2003 when he led ASU’s first semester of study at the Spanish university, starting with 43 students. This continuing program supports greater international interaction

for ASU and builds awareness of the European connection to Latin America and the U.S. Working with CLAS administration and his faculty colleagues, Acereda said he hopes to distinguish ASU as a top 20 institution for doctoral studies in Spanish, where it currently ranks 33rd.

For example, Acereda hopes to explore the global connections to Latin American culture by incorporating Spanish, Portuguese and Romanian into the same unit.

Acereda’s interest in Europe’s connection to Latin America stems from his own transcontinental journey.

He left Spain for the United States in 1988 to work with Manuel Mantero, a professor and renowned Spanish poet. He then began working on his master’s degree at the University of Georgia, where he later received his doctoral degree as well. ■

Art is love, and so much more

University leading Latin American art around the nation

Love, anger and melancholy. Turbulent leaps and aches of the soul come out to play through Latin American dance, forming a global medium for examining and celebrating human nature.

The Delfos Danza Contemporánea dance company from Mazatlán, Mexico, is working to demonstrate its craft for Arizona State University (ASU) students as part of Arte Es Amor, a yearlong arts festival highlighting Latin American and Chicano art (www.ArteEsAmor.com).

In addition to the April 8 showcase performance at Grady Gammage Memorial Auditorium, the troupe is helping ASU dance students prepare their own end-of-semester performance.

The students will gain a rare opportunity to work with one of the best dance troupes in Mexico, said Ramon Rivera-Servera, an assistant professor of theatre in the Herberger College of Fine Arts. As director of the Performance in the Borderlands Project, a key initiative that encourages Latin American art

forms at the university, he works to encourage programs that expand performers’ worldviews.

The festival shows that ASU is already an important center for Latin American art, which is becoming increasingly popular, said Michael Reed, senior director for cultural participation and programming for ASU Public Events, which is helping to coordinate Arte Es Amor. The City of Tempe, Tempe Convention and Visitors Bureau, Downtown Tempe Community, Inc. and Southwest Airlines are also sponsors of the event with ASU.

Additionally, the ASU Art Museum is participating in the festival with its exhibitions showing Mexican modernism and contemporary Cuban works. Known for its strength in Latin American art, the museum is planning six exhibitions in the next three years, featuring work by artists from Argentina, Brazil, Cuba and Mexico.

Additionally, the university is collaborating with the Museu de Arte Contemporânea at the University of São Paulo, a Brazilian museum known for one of the best collections of modern and contemporary Latin American art in the Western hemisphere. The American Association of Museums competitively selected the university

for the International Partnership Among Museums program, enabling this endeavor.

The arts can support global engagement like no other medium, said Marilyn Zeitlin, director and chief curator of the ASU Art Museum.

“We believe that art, since it is a language that requires no translation, can be a bridge for communication of how we see the world – literally and figuratively,” Zeitlin said. ■

Editor’s Note: “Perspectives” will be taking a summer hiatus. Publication will resume in August.

Newsletter staff

Greg Taylor, editor
Nicole Saidi, reporter
Tina Sleiman, graphic designer

Please send comments to:
opinewsletter@asu.edu

Contact information

Pan American Initiatives
Arizona State University
P.O. Box 870503
Tempe, Arizona 85287-0503
Tel: 1 (480) 965-0880
Fax: 1 (480) 727-7580
www.asu.edu/opi



The dancers of Delfos Danza Contemporánea, well-known throughout Mexico, are in Tempe to choreograph a show with ASU students.