Economic Development and Social Embeddedness

How will ASU promote social embeddedness?

• ASU is an integrated part of the social and cultural fabric of the valley and state

• ASU is playing a central role in economic, political, societal and community issues

• ASU is engaging the local and global community
Enhancing Vibrancy and Diversity

Enhancing and improving social embeddedness requires ASU to be a fully engaged and integral part of the social and cultural fabric of the metropolitan area and the state of Arizona. ASU will help to build a socially diverse and economically viable community by developing civic and community leadership, and addressing challenges such as growth, economic development and diversification, social infrastructure and quality of life.

### Downtown Campus
- Encouraging economic development; attracting the creative class
- Transforming our Downtown Center in Phoenix into a Downtown Campus, with a greater educational, residential and artistic presence

### American Indian Initiative
- Transforming the development of American Indian studies
- Positioning ASU as the leading institution in intellectual discourse related to American Indian culture and its implications in American culture
Improving Quality of Life

Universitywide, ASU plays a central role in addressing education, economic, political, societal and community issues, recognizing that not only are we inextricably linked to Arizona’s long-term economic health and societal well-being but that we are a leader in improving the quality of life for all Arizonans.

Greater Phoenix 2100 Project
- Determining the quality of our environment and our lives 100 years from now
- Analyzing the interaction between the built environment and natural systems

AZ Biomedical Collaborative
- Improving the quality of health care for our growing metropolitan region
- Complementing the U of A medical school through interdisciplinary biotech and bioscience research
Engaging Locally and Globally

Achieving this higher degree of social embeddedness will require enhanced engagement locally and globally.

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<tr>
<th>HS Graduation Rates</th>
<th>Asia &amp; Pacific Rim Trade and Economic Development</th>
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<tbody>
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<td>• Increasing the number of students, especially minorities, coming to and graduating from ASU</td>
<td>• Broadening opportunities for research collaborations and technology transfer</td>
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<th>College of Business</th>
<th>Pan-American Initiative</th>
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<td>• Internationalizing students, faculty, curriculum and experiences</td>
<td>• Promoting teaching and research in all aspects of Latino culture and society</td>
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<tr>
<td>• Developing a leadership position in international finance, economics and trade; collaborating with institutions worldwide</td>
<td>• Using knowledge for human, social and economic development, in the borderlands and throughout Latin America</td>
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