OUR ROOTS

TODAY’S ASU BEGAN LIFE AS A TEACHERS COLLEGE

Before we were Sun Devils. Before the pitchforks. Before Sparky. Before ASU became a world-class research university known for leading the way in innovation, there was the Tempe Normal School of Arizona, where, in 1886, 33 students prepared to become teachers.

The dynamic college of education now known as Mary Lou Fulton Teachers College has always been at the very center of the ASU story. It is still at the heart of ASU’s mission to create lifelong learners and of the New American University’s commitment to access, excellence, and impact.

Today, Mary Lou Fulton Teachers College is one of only a handful of institutions that excel at both teacher preparation and academic research. It is a world-renowned hub of innovation where pioneering ideas and practices related to education are created, refined, and scaled to have the greatest possible positive impact on individuals and communities.

OUR MISSION

Mary Lou Fulton Teachers College creates knowledge, mobilizes people, and takes action to improve education. Drawing from a wide range of academic disciplines, we inspire creative thinkers to integrate ideas and practices into new and effective combinations that help us solve problems in education.

CORE VALUES

- Pursue excellence at scale to achieve impact
- Exercise leadership through innovation
- Champion diversity of people and ideas
- Share responsibility for the strength of communities
In order to address those challenges, we must bring people and ideas together in the spirit of entrepreneurship.

We hear a lot about entrepreneurs—people who have great ideas, take risks to start their own businesses, create new products, or improve existing ones. We hear a lot about those who, through research or a breakthrough technology, invent new products and services.

Less widely celebrated, however, are the people who innovate from within institutions—those who look outside their organizations, professions, and industries to find new ways to push forward their own organizations and fields. These “intrapreneurs” are willing to take risks. They are people who ask, “What if?” and foster a culture of creativity that inspires their organizations to develop new ways of making differences that improve lives.

At its essence, creativity entails thinking that looks beyond traditional boundaries. In our case, that means expanding our sights beyond “education,” “school,” or “teaching.” We need to encourage creative thinkers—our students, our faculty, our community partners—to integrate best practices from many different fields, forming new and effective combinations that help us solve problems in education. We need to develop the skills of creative intrapreneurship so that our students, alumni, faculty, and others can be effective institutional leaders who ignite meaningful change.
By inspiring intrapreneurship in every organization that impacts and influences children and youth, Mary Lou Fulton Teachers College can occupy a unique position: we can be a dynamic hub with the capacity to tackle complex problems and design innovative solutions that advance our mission of improving education.

**OUR DONORS’ IMPACT**
Gifts to Mary Lou Fulton Teachers College change lives for the better. Our donors and friends share the conviction that education is the primary engine of a thriving, equitable society.

There is perhaps no greater example of the impact of generosity than the gift that Dr. Ira Fulton made in 2006 to honor his wife, Mary Lou. Over the past 10 years, this endowment has provided funds allowing the dean, students, and faculty to develop, test, implement, and scale forward-thinking projects and programs. Through the knowledge we create, the people we mobilize, and the actions we take with our community partners, Mary Lou Fulton Teachers College has improved the lives of countless Arizonans and others.

Campaign ASU 2020 is the next step. Alumni and friends can push us to the next level as we deepen a culture of creative intrapreneurship in education. Donor support will ensure we cultivate education leaders and innovators, collaborate on questions that matter, and communicate with our partners in schools and communities to improve education for the greatest number of people.

6,000 undergraduate and graduate students in our online and face-to-face programs
the number of classroom hours logged by our teacher candidates in K–12 schools since 2006

12,295,800

the number of schools where our teacher candidates and faculty work

304
Students with the ability and ambition to attend ASU will have the opportunity through scholarship support. They will realize their potential in an academic environment that promotes excellence.

OPPORTUNITY: CREATIVE TALENT SCHOLARSHIPS

Mary Lou Fulton Teachers College recognizes that many communities are suffering from a shortage of teachers and educators. Twenty-four percent of Arizona’s education workforce is projected to retire before Campaign ASU concludes in 2020. As part of our mission to mobilize people, we are addressing this challenge in a number of ways. We have launched Aim2Teach, a pilot with four Arizona school districts designed to engage high school students interested in becoming teachers. We offer scholarships to community college students who transfer to our college and participate in our teacher-preparation program. We provide scholarships to people who want to switch careers and pursue graduate degrees in education with us. We do all this and more.

But we need to do still more to support our local schools, school districts, and community education partners. The supply-and-demand dynamic for educators is a stubborn challenge shaped by market forces, school funding, and long-standing attitudes about the professionalism of educators. We need a scholarship program that both rewards and catalyzes creative intrapreneurs who focus on education innovation.

Through the campaign, we will significantly increase the amount of financial support we offer to students who have demonstrated creativity and intrapreneurship in their academic or professional lives. Our innovative framework for merit-based scholarships can be tailored to all our academic programs. In our undergraduate programs, we will support incoming freshmen and transfer students. In our master’s programs, we will support students who have demonstrated creativity and intrapreneurship in their careers. In our PhD programs, we will support the most creative thinkers. In our EdD program, we will support those who show potential to be successful, intrapreneurial leaders of meaningful change in organizations and systems. By 2020, campaign gifts will grow our scholarship pool from an annual average of awarding 450 students to 700 students—not only those who come in through our traditional pathways but also new creative individuals attracted to the field.
Students will thrive in a stimulating atmosphere that fosters global involvement, community service, creative expression, and personal growth.

**OPPORTUNITY: DEVELOPING EDUCATORS AS LEADERS**

We will leverage our expertise in experiential learning to establish an Education Leadership Academy for our graduate students, designed to provide more hands-on learning opportunities to develop leaders rooted in the habits of creative intrapreneurship.

Mary Lou Fulton Teachers College already excels in experiential learning, exemplified by our renowned iTeachAZ program, the action-research projects conducted by students in our doctoral program in Leadership and Innovation, and the use-inspired research that many of our faculty and graduate students conduct in schools and communities. Additionally, our college has a wealth of partnerships with schools and other organizations.

This campaign offers an opportunity to broaden our ecosystem of strategic partners by providing students in our master’s and doctoral programs a range of experiential learning opportunities in schools, businesses, and nonschool educational organizations. Such opportunities are necessary to cultivate educators who excel in:

- Driving change
- Navigating uncertainty
- Exhibiting and executing effective leadership skills

These qualities are the building blocks of leadership informed by creative intrapreneurship. They are the qualities that enable educators to think not only in terms of tasks but also, crucially, in terms of systems, structures, and cultures. They are the qualities that allow teams of committed people not just to envision change but also to lead and implement it. They are the qualities of innovative leaders who will elevate the education profession. Gifts from alumni and friends will help us bring our Education Leadership Academy within reach of many school leaders. By the culmination of the campaign in 2020, our goal is to pilot this program with a minimum of 10 Arizona school partners and scale it to provide access to school districts and other school community-based partners around the country.

**CHAMPION STUDENT SUCCESS**

**$16.5 MILLION**
Growing up in Tempe as the daughter of immigrants, Mitzi Vilchis didn’t see college as part of her future—never mind a Fulbright grant. Yet the secondary education major earned both a college degree and a Fulbright grant in 2016. She is spending the 2016–17 academic year teaching English at Universidad Tecnológica Metropolitana in Mérida, Yucatán, México. For her side project, a requirement of the Fulbright, she will help her students create video documentaries on social justice issues important to them.

“I was inspired by my work with CompuGirls,” Vilchis explains, a culturally responsive technology program for adolescent girls in ASU’s Center for Gender Equity in Science and Technology. “In high school, my freshman math teacher told me about CompuGirls. I checked it out that summer and was completely amazed. I knew right then that I needed to tell other kids—other kids who looked like me—about this so they could imagine more for themselves.”

Enrolling at ASU as a first-generation college student, Vilchis decided she wanted to teach. “I want to be a positive force in kids’ lives. I want to be that person who encourages them to be more than they think they can be.” After her Fulbright year, Vilchis, who also won the Roberto L. Pastor Student Award for academic achievement, plans to return to Arizona to teach before pursuing a master’s and a PhD.

“The journey from being someone who just wanted to graduate high school to earning a college degree to wanting a PhD has been very unexpected,” she concludes. “I’m amazed. And as a teacher, I want to show my students that I did it and let them know they can do it, too.”
“IN A HIGHLY COMPLEX AND FAST-CHANGING WORLD, WE NEED PEOPLE WHO KNOW HOW TO USE COMMUNICATION AND LEARNING TO SOLVE HARD PROBLEMS AND COPE WITH CHANGE. TOO MANY OF OUR SCHOOLS TODAY FOCUS ON STORING INFORMATION AND PASSING TESTS, NOT ON DEEP UNDERSTANDING, INNOVATION, AND PROBLEM SOLVING.”

—James Gee, Regents Professor and Fulton Presidential Chair of Literature Studies

Students will study with the finest teachers and researchers.

OPPORTUNITY: ENDOURED FACULTY
Faculty drive knowledge creation at Mary Lou Fulton Teachers College. Their research fuels innovation in our own curricula and in the education systems and organizations with which we partner.

Through Campaign ASU 2020, we aim to attract world-class faculty who embody creative intrapreneurship by crossing traditional academic disciplinary boundaries to generate knowledge that impacts individual lives, organizations, and entire fields of inquiry. Our goal is to double the number of endowed faculty at Mary Lou Fulton Teachers College, adding five faculty from disciplines not traditionally represented in colleges of education, such as human-centered design, computer science, and business education.

The addition of these endowed positions will elevate the university by attracting top researchers, catalyze cross-disciplinary collaboration within our college, and ultimately benefit Arizona by inspiring innovative ideas and practices that we can pilot and then scale to strengthen education throughout the state.

$5.5 MILLION

ELEVATE THE ACADEMIC ENTERPRISE

$17,129,434
the amount of externally funded research expenditures our faculty received in 2015–16, more than half of which was spent on projects with public-service impact

$17,129,434
Students and faculty members will come together within and across disciplines to pioneer new frontiers of knowledge and provide solutions to global challenges.

**OPPORTUNITY: EDUCATION INNOVATION ENGINE**

We will establish an Education Innovation Engine that will function as an incubator for new ideas and systems in support of student success. As educators find themselves hard-pressed to resolve long-standing challenges related to teacher retention, student achievement, and more, the Education Innovation Engine will provide a space for all stakeholders to converge and collaborate on solutions informed by a spirit of creative intrapreneurship.

Our mission—to create knowledge, mobilize people, and take action to improve education—asks quite a bit from us. It asks that we not be an ivory tower but generate research with impact. It asks that we not simply confer degrees but mobilize people in pursuit of a broad objective. It asks that we innovate not just for the sake of novelty but for the improvement of education.

Mary Lou Fulton Teachers College already plays a leading role as a convener of educators, students, and practitioners from schools, government, and nongovernmental organizations. It’s time to put some more structure around that role so that we can leverage our convening power more effectively to realize our campaign vision of bringing people and ideas together with an emphasis on creativity and intrapreneurship.

Conceptually based in education research and powered by human-centered design principles and methodologies, the Education Innovation Engine will function as a problem-solving lab where we will build and test new models for educational practice and organizations.

The Education Innovation Engine will bring together the best minds from education, government, and the private sector to look at issues in fresh ways and to develop and test new systems in schools and youth-serving organizations. Campaign investments provide the seed money for the Engine, allowing us to develop a dedicated space, hire a director, and extend our support to reach five school partners.

**FUEL DISCOVERY, CREATIVITY, AND INNOVATION**

**$40 MILLION**
ENRICH OUR COMMUNITIES

$2 MILLION

ASU will engage with the communities it serves through strategic partnerships and be a force for social progress, economic growth, and cultural enrichment.

OPPORTUNITY: EDUCATORS AS COMMUNITY IMPACT BUILDERS

We will apply our spirit of creative intrapreneurship to take a leadership role in integrating and enhancing community resources in order to improve education outcomes.

The biggest and most important challenges in education cannot be effectively addressed only in schools and only by educators. Educational outcomes are shaped by families, social norms, and economic environments. In short, educational outcomes are shaped by communities.

Mary Lou Fulton Teachers College is uniquely positioned to help communities build the sustainable social capacity to help their kids thrive in school. Our college has a long history of effective school and community partnerships. In our teacher preparation programs, we work closely with schools and districts; we have full-time site coordinators in community schools; our faculty and education professionals are training our teacher candidates to make home and community visits in high-need school districts with the aim of deepening their understanding of their PreK–12 students and the communities in which they live; and we produce and disseminate free instructional modules to educators.

The next step is to powerfully integrate our college’s capabilities in order to strengthen the abilities of communities to help their children.

Our college has access to significant data. We have domain expertise in educational practices, both curricular and instructional. We have earned a high level of trust in communities and schools throughout Arizona.

With support from Campaign ASU 2020, we will work with local leaders to identify the most pressing issues in their communities that affect education.

Then we will bring three core competencies to the table—namely, our expertise in:

- Convening the people and organizations that cohere into strong partnerships
- Facilitating on-site
- Developing and disseminating usable educational modules, tools, and skills

By deploying these core competencies, Mary Lou Fulton Teachers College will mobilize people and institutions at the grassroots level. With campaign investments, we will deepen our work with schools, faith-based organizations, youth-serving organizations, local businesses, health care advocates, and parents to co-create and implement local education-related action projects. Our goal through the campaign is to work with students in our Education Studies program and complete 100 educational community impact projects.

70% of iTeachAZ teacher candidates go on to teach in high-needs schools.
Great teaching is required to improve education, but great teaching alone will not ignite the meaningful changes our children and communities need and deserve. Our campaign vision is to positively transform communities by taking meaningful action informed by the practice of creative intrapreneurship. Together, we will:

- Attract great ASU students through scholarships
- Attract great ASU faculty through endowed professorships
- Develop great organizational leaders through the Education Leadership Academy
- Catalyze great collaboration among thinkers and doers through the Education Innovation Engine
- Achieve great impact through applying all of the above in sustained community-based innovation and action

This is our vision at Mary Lou Fulton Teachers College. Alumni and donor support of Campaign ASU 2020 can help turn this vision into reality. Together, we will create positive change that can be scaled up to benefit the greatest possible number of people here in Arizona, across the country, and potentially around the world.

JOIN US IN TRANSFORMING EDUCATION
“My old heart only ever said ticktock,” said the Robot, “but now my heart is singing.”

This is the tale of a tired old Robot, a tiny Bluebird, and the journey that would change them both.

HALIBUT JACKSON
Lucas’s elaborate old-world ink and watercolor illustrations brim with whimsy and light.
—The New York Times

PRIZE FOR DAVID LUCAS

NUTMEG
A dizzying adventure... Lucas’s whimsical interiors reveal more curiosities with every viewing.
—Publishers Weekly
With your generous support, Arizona State University has reinvented the public research university. We are both more inclusive and more accomplished than ever, with ASU students and faculty earning unprecedented levels of recognition for their achievements. Our graduates leave here as master learners who are capable of rising to meet any new and unfamiliar challenge. ASU students, faculty, and graduates also are firmly rooted in their communities and committed to advancing the common good. Together, we have created a model for other universities to follow. Your support during Campaign ASU 2020 will help us break more new ground by raising $1.5 billion to propel our vision for higher education into the next decade and beyond.

**ARIZONA STATE UNIVERSITY** is a comprehensive public research university, measured not by whom we exclude, but rather by whom we include and how they succeed; advancing research and discovery of public value; and assuming fundamental responsibility for the economic, social, cultural, and overall health of the communities it serves.