

## Governor electrified by ASU energy savings

By Gary Campbell

ASU has received state recognition for its energy conservation efforts in the form of the Governor's Award for Energy Efficiency.

The Award of Excellence was presented to ASU March 31 for its Energy Performance contract with Arizona Public Service Energy Services (APSES). The \$30 million project includes replacing the 30-year-old obsolete chillers and cooling towers in the Tempe campus' Central Plant, installing high efficiency lighting in most campus buildings, new lighting controls for more efficient lighting use, replacing old inefficient electric motors with new energy efficient models and installing a new energy management system for cooling and heating systems.

The energy efficiency project, which began in August 2002

and will be completed in October, is being coordinated by University Services Capital Programs Management Group. The improvements made through the project will generate \$3 million in annual savings.

The contract allowed for third party financing to pay for the construction costs and will be paid back over 15 years with the proceeds from the energy cost reductions.

"We were the only university or community college to earn this recognition this year," says Ted Cary, director of the Capital Program Management Group, who accepted the award for ASU. "As a responsible steward of state funding, we think it is very important to take the steps necessary to reduce our energy costs."

Campbell, with ASU Media Relations & Public Information, can be reached at (480) 965-7209 or (garycamp@asu.edu).

## In THE NEWS

ASU experts are frequently called upon by the local and national news media to provide insight and opinion on current events and issues of public interest. Following are excerpts of recent news articles featuring ASU representatives.

It wasn't until 1973, 19 years after schools were desegregated for black students, that Latinos were recognized as a distinct legal class that had experienced discrimination and had the same rights as African-Americans to attend desegregated schools, said education professor **M. Beatriz Arias**. As national demographics have changed, more school systems look for ways to correct past Latino discrimination, she said. *Education Week*, March 10.

Pikas are cute little creatures that are among the world's toughest mammals, dwelling on high, treeless peaks where winter winds howl. But as global temperatures rise, the pikas' numbers are nose-diving. "People always thought the whole world could go to hell, and pikas would be fine. Actually they may be canaries in the coal mine," said wildlife biologist **Andrew Smith**. *Science*, March 12.

A Massachusetts court ruled that the state law against incest doesn't apply to stepparents and said it was up to the legislature to change the law, dismissing charges against a 60-year-old man who had sex with his teenage stepdaughter. Law professor **Ira Ellman** said that although the court may have recognized a loophole in the statute, "exploitation of a minor is clearly a concern that triggers incest regulations." *Boston Globe*, March 23.

Human evolution may have hinged on a genetic mutation 2.4 million years ago that weakened the jaws of prehistoric man and allowed the development of bigger brains, say Pennsylvania researchers. "This report is... interesting, and it may very well be part of the explanation for differences between humans and chimpanzees," said anthropologist **William Kimbel**, though he questions the date of the mutation. *Washington Times*, March 25.

## Students choose three favorites for last lectures

By Sarah Auffret

In a celebration of great teaching, ASU students have chosen three of their favorite professors for the 2004 Last Lecture Series, April 13 – 26. This is the ninth year for the series, in which teachers are asked to present as if it were the last appearance they would ever make before a class, on topics close to their hearts. The lectures are free and open to the public.

This year's winners are Ed Garnero, assistant professor of geological sciences; Rose Weitz, professor of sociology and women's studies; and Allan DeSerpa, professor of economics. In an enthusiastic show of support for their teachers, 200 students nominated 137 faculty this year.

Garnero begins the series at 7:30 p.m., April 13, with a talk on "A Journey Within: Discovering Earth's Innermost Secrets," in the Memorial Union Ventana Room. A multitasking scientist who is said to captivate his students, Garnero's lecture will have two themes: scientific discovery as a microcosm of creative expression, and the emerging understanding of earth's exotic interior.

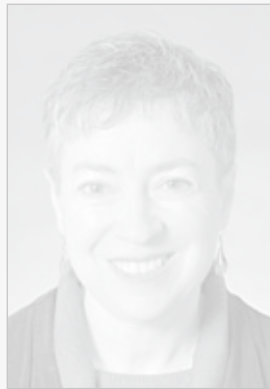
Also playing his bass guitar, Garnero says he will draw analogies between the Earth's interior and music, emphasizing the connection between science, discovery and music.

Using a device called a GeoWall and providing 3-D glasses to his audience, Garnero will invite audience members to view recent discoveries of the Earth's interior in three dimensions.

Weitz's lecture at 7:30 p.m., April 21, in the MU Pima Room, will explore



Ed Garnero



Rose Weitz



Allan DeSerpa

"Smurfs, Marlboro Men and Cosmo: How the personal is political and the seemingly trivial can be truly important." Weitz, who just published a book on women and their hair, says she will use examples from her research to show how seemingly personal decisions in everyday culture often reflect a broader political picture.

"Through my teaching, I try to get students to truly see things they hadn't noticed before," says Weitz. "Much of my research and teaching has looked at the idea that seemingly trivial everyday concerns — like who does the housework or how television cartoons portray girls — reflect, reinforce or challenge the power structure of our society."

DeSerpa will conclude the series at 7:30 p.m., April 26, in the MU Pima room with "Bald Eagles, Body Parts and Haunted Houses: The Many Margins of Economics." Having taught for 30 years at ASU, DeSerpa is known for extremely interesting lectures permeated with a subtle sense of humor.

An economic margin refers to the impact of a small increase in something or the effect of one additional factor, DeSerpa says. His study of the economics of common law has exposed him to a wealth of fascinating and bizarre economic margins, and he will share his fascination with their impact on our daily lives.

"What is it, exactly, that makes a house legally and economically haunted?" DeSerpa poses. "What is it, exactly, that allows doctors to remove a man's cancerous spleen, use it to develop lucrative patents, and not pay him for the materials?"

Each of the three professors, chosen by a panel of students, will receive a \$500 honorarium.

All lectures will be preceded by a 7 p.m. public reception. For information, contact Linda Sullivan at (480) 965-9600.

Auffret, with Media Relations & Public Information, can be reached at (480) 965-6991 or (sauffret@asu.edu).

## Graduate programs fare well in U.S. News rankings

By Christine Lambrakis

The W. P. Carey School of Business is making strides in reaching its goal of having the W. P. Carey MBA recognized as one of the top 25 programs in the country as ranked by *U.S. News & World Report*. U.S. News released its 2004 rankings of graduate programs April 2.

Compared to public and private institutions, overall the W. P. Carey MBA leaps to 29th from 37th a year ago. The school credits initiatives such as the W. P. Carey MBA – Online Program, the gift made by Wm. Polk Carey and expansion of its programs in China.

"We are gratified to be recognized for the quality of our people and programs, and with leadership from our new dean, Robert E. Mittelstaedt, Jr., we are confident our stock will continue to rise," says Philip Regier, interim dean.

U.S. News also ranks specialty graduate programs offered by a college or school. On an individual ranking, the W. P. Carey MBA – Evening program and four specializations — accounting, health services administration, information systems and supply chain management — are well within the top 25.

The Ira A. Fulton School of Engineering also makes an exceptional jump in rankings to 50th from 56th previously. Three specialty programs — aerospace/aeronautical, biomedical/bioengineering and industrial — rank in the top 25. When compared to other state funded institutions, the Fulton School of Engineering ranks in the top 30.

"The Fulton investment and its impact in the School of Engineering is reaching national audiences," says Dean Peter Crouch. "This improvement in ranking underlines the Fulton School's commitment to excellence in use-inspired, trans-disciplinary research, development of programs supporting entrepreneurship and social embeddedness, and successful globally-focused education."

The College of Education fared well and remains in the top 25 overall and in the top 15 of state institutions.

This year, the College of Education ties for 23rd with the University of Southern California among all graduate programs. And seven specialty programs — education administration, counseling, curriculum and instruction, education psychology, education policy, elementary education, and special education — also rank among the top 25 best programs.

"It is gratifying to learn each year that we continue to be ranked in the top 20 amongst our university peers," says Eugene Garcia, dean of the College of Education and vice president of university-school partnerships at ASU. "The college is ranked to our comparable peers like the University of Minnesota, University of Maryland and the University of Virginia, and, among private universities such as the University of Southern California. We are in excellent company thanks to our faculty, students and staff," he says.

Schools within the College of Public Programs closely maintained previous year rankings. School of Public

Affairs' masters program was ranked 26th overall of the 253 masters programs nationally. Two of the school's specialty areas — public management administration and public policy analysis — rank in the top 25.

And the School of Social Work moves up into the top third of social work programs, at 46th, up from 58th.

New this year, U.S. News alters tiering the top 100 law schools.

"I am pleased that U.S. News has discarded the practice of dividing the top 100 law schools into tiers," says College of Law Dean Patricia White. "It is far better to be ranked 53rd than to be listed in an undifferentiated group of 50 schools called 'Tier 2.'"

"In particular, the individual listings provide an opportunity to show that the College of Law is second only to Yale's law school in student to teacher ratio, 9.8 to 1," she says.

All rankings are based on survey responses provided by deans and directors of higher education institutions from across the country and consider several criteria.

For complete rankings and criteria, see the April 12 edition of *U.S. News & World Report* or visit the U.S. News Web site at (www.usnews.com).

The new edition of "America's Best Graduate Schools" also contains these rankings and articles about university programs.

Lambrakis, with Media Relations & Public Information, can be reached at (480) 965-1827 or (lambrakis@asu.edu).