

## EDUCATION

Bachelor of Science Kinesiology  
Arizona State University – 2003

Non-Degree Graduate Coursework

## PROFESSIONAL EXPERIENCE

**08/19 – Current**  
**Full Time**

**Senior Director, First Year Domestic and International Admission and Recruitment**  
**Admissions Services, Arizona State University**

- Serve as a member of Admission Services Senior Management team responsible for setting unit priorities and goals.
- Serve as lead contact for Vice President for Enrollment Management in absence of Associate Vice President.
- Contribute analysis and updates of enrollment summary for university President and Provost monthly meetings.
- Work with senior university leadership at the dean and vice president level regarding enrollment and special initiatives.
- Coordinate highly effective partnership with Financial Aid and Scholarship Services to meet enrollment goals
- Effectively communicate with academic partners, student services, and early outreach for enrollment strategy and policies.
- Direct and implement all population student recruitment strategy across multiple campus locations and learning modalities.
- Manage recruitment leadership team comprised of multiple director and assistant/associate director reports.
- Manage campus visits and events team responsible for daily campus tours and large-scale recruitment events.
- Implement innovative solutions in application processing and admission policies to improve enrollment experience.
- Key stakeholder in recruitment planning and execution of communications for domestic and international recruitment.
- Consult and guide launches of new universal learning experiences beyond traditional university educational models.
- Develop strategies for enrollment pipeline development through college readiness initiatives at university and state level.
- Create strategic and adaptable organizational structures regarding employee recruitment, retention and advancement.

**06/15 – 08/19**  
**Full Time**

**Director, First Year Admission and Recruitment**  
**Admissions Services, Arizona State University**

- Serve as a member of Admission Services Senior Management team responsible for setting unit priorities and goals.
- Direct and implement all domestic first year new student recruitment strategy across 5 campus locations.
- Execute comprehensive and dynamic resident and non-resident recruitment initiatives with over \$1million budget.
- Communicate and consult with all academic colleges to develop recruitment plans to reach annual enrollment targets.
- Collaborate with Financial Aid and Scholarship Services to develop aid strategies to meet first year enrollment goals.
- Consult and participate in university partners and community-based groups focused on readiness and access initiatives.
- Build and design recruitment and admission communication plan for lead generation through enrolled stages.
- Redesign communication flow, which embeds financial aid and specific academic information for a cohesive storyline.
- Approve and create concepts for freshmen enrollment using multi-channel communications with dynamic content.
- Utilize data and predictive models to identify historical trends to project and forecast potential enrollment.
- Oversee and participate in team hiring, training, and development focusing professional growth and exceptional service.
- Represent Admission Services needs and serve as project stakeholder for information systems development projects.
- Integral role in testing and development of Salesforce, self-reported application and other student enrollment projects.
- Direct Campus Visits Team to create vibrant, inclusive and informational on and off campus recruitment events.
- Manage key relationships with high school administrators and locally and nationally.
- Launch: Starbucks College Achievement Plan, Public Service Academy, Entrepreneurship & Innovation Fellowship.
- Collaborate with University of Arizona and Northern Arizona University for coordinated recruitment programs.

**07/14 – 06/15**  
**Full Time**

**Associate Director, First Year Recruitment**  
**Admissions Services, Arizona State University**

- Serve as member of Admissions Services First Year Leadership and Management team
- Supervise, hire, onboard and train recruitment staff of 25 based at 4 campus locations and regionally across the nation.
- Design and implement key performance indicators, goals and objectives pertaining to recruitment and enrollment.
- Coordinate and establish prospective student customer service protocols and best practices for high volume university.
- Increase first year applications 25% and record enrollment of 10,700 freshmen without change to profile for fall 2014.
- Manage complex Student Search Purchase strategy and budget for special populations, ability segments and territories.
- Evaluate and implement marketing and communication efforts to targeted academic and geographic segments.
- Create dynamic solutions to increase application completion rates with admissions staff personalized outreach.
- Cross collaborate with Alumni Association, Foundation and Athletics for integrated recruitment strategies.
- Effectively communicate and represent Admissions Services with University Academic Units.
- Assemble enrollment reports analyzing recruitment efforts and trends shared with senior university leadership.
- Build and maintain relationships with key university constituents and admissions product vendors.
- Chair Phoenix Spring RMACAC College Fair hosted by ASU attended by 130 colleges and universities.

**05/10 – 07/14**  
**Full Time**

**Assistant Director, First Year Recruitment**  
**Admissions Services, Arizona State University**

- Supervise, manage, and hire first year recruitment team of 25 based on campus and regionally.
- Manage complex Student Search Purchase strategy and budget for special populations, ability segments and territories.
- Analyze admission funnel data with Customer Relationship Management (CRM) systems and Data Warehouse.
- Successful implementation of two Customer Relationship Management (CRM) systems: Talisma and Sales Force.
- Provide strategic direction for recruitment and marketing plans for multiple student segments and territories.
- Set recruitment initiatives for National Merit Scholar, Gates and other national scholar student segments.
- Coordinate recruitment tactics for university Financial Aid programs targeted to low income resident families.
- Cross collaborate with university Financial Aid and Scholarship Services to review Financial Aid packaging tactics.
- Implement large scale staffing system to enhance customer service experience in high volume environment.
- Carry out 50 annual large-scale on and off Campus recruitment and yield events for prospective students and families.
- Plan and budget innovative Campus Guidance Counselor Programs to enhance university relations and perceptions.
- Coordinate and plan staff training and development modules for consistent messaging.
- Integral leadership role in project management of ASU California Center for Presidents and Provost Office

**11/05 – 5/10**  
**Full Time**

**Regional Admissions Coordinator – Northern California**  
**Admissions Services, Arizona State University**

- Establish and develop Northern California Regional Recruitment Office.
- Develop data analysis metrics and quantitative research for California Regional Team.
- Manage recruitment in Pacific Northwest, inclusive of Seattle and Portland metropolitan areas.
- Initiate and cultivate outstanding relationships with students, parents, and high school administrators.
- Create innovative strategies to recruit and enroll new students from assigned territories and markets.
- Increase university visibility in emerging and target markets.
- Assess programs and provide recommendations for improvement.
- Evaluate competitor behavior and provide regular analysis of recruitment strategy.

#### **PORTFOLIO OF CURRENT PROJECTS**

**01/20 - Current**

**Acceptance Letter Campaign without Application**

<https://news.asu.edu/20220303-arizona-impact-asu-sends-acceptance-letters-boost-phoenix-high-school-seniors>

Successfully built out a campaign to admit students prior to application from Phoenix Union School District to improve application completion and improve post-secondary degree attainment. Working with state and school district officials to coordinated data and communication needs. With overwhelming success, pilot has expanded to 15 additional partner districts throughout the state serving predominately first generation and low income students.

**03/21 - Current**

**Ho'ōla Nā Hawai'i**

<https://hnhawaii.asu.weebly.com/>

Advisor to student organization serving the needs of Native Hawaiian Students attending ASU. In partnership with Center for Indian Education and Student Success Center students and professional staff identify the needs of Native Hawaiian students to successfully transition to the university and identify resources to assist with that transition through student support services, family and student programming and leadership development.

**03/19 - Current**

**New Student Orientation Redesign**

<https://eoss.asu.edu/orientation>

Research, plan, internally advance and communicate to launch new student enrollment experience for new students. Converting all aspects of close to 200 in person programs to a 100% digital experience.

**03/19 - Current**

**ASU Local**

<https://asulocal.asu.edu/>

Project launch, recruitment strategies, communication plan and overall success

Work with ASU Local, EdPlus and Enrollment Services to develop recruitment strategies for innovative program in Los Angeles in underserved communities. Identifying and mapping out the process for students applying to the program with a high level of cross collaboration across university partners in a first of its kind project.

**01/19 - Current**

**Future Law Scholars**

Project launch, recruitment strategies, communication plan

Rapidly develop and implement a program in partnership with Sandra Day O'Connor College of Law for incoming first year students to become connected with current law students and participate in existing programming at the law school. The ultimate goal of the program is to offer an experience beyond pre-law advising, exposure to various legal professions, and develop a pipeline for the law school for a select scholar group and other advanced legal degrees.

- 10/17 – Current      Admit Hub – Sunny Chatbot**  
<https://yourfuture.asu.edu/sunny>  
Project launch, development of communication plan and overall success
- Developed integration of AI Chatbot-drive text messaging platform to guide students through the enrollment process. Implemented and designed comprehensive communication plan directed at targeted audiences to increase enrollment and retention of first year class. This project has been instrumental in assisting students in completing necessary next steps in the admission and financial aid process, in addition to completing events. Served as co-presented with the vendor at their request regarding the impact of our messaging and best practices at national and regional conferences. Assist with university transition and building of own version of Sunny Chatbot
- 01/16 - Current      Sun Devil Story Recruitment Communication Design and sequential updates/versions**  
Project launch and programmatic elements currently in progress.
- Serve as the key stakeholder for all first year and international communications from lead generation strategy through enrollment. Redesign the flow and content of all communication including email, mail and text that prospective students and families receive from the university ninth grade through enrollment at ASU. This includes embedding financial aid, academic college, orientation, and variety of other campus partner's dynamic content for cohesive personalized content. All communications have a high level of dynamic content so the message is personalized to the prospective student needs versus blanket and form style communications that lack a customized experience. Additionally, this has included building an extensive parent communication plan that mirrors information that a student receives.
- 01/16 - Current      Kamehameha Scholars and Mauō Award**  
Project launch, recruitment and student advisement.
- Each year 10 first year Native Hawaiian students are selected to receive a substantial scholarship from Kamehameha Schools and ASU. Working alongside leadership at both Kamehameha Schools and the university, the team ensures that students successfully enroll and earn their degrees from ASU.
- 09/15 - Current      ASU Entrepreneurship + Innovation Fellows**  
<https://entrepreneurship.asu.edu/ei-fellows>  
Project launch and programmatic elements currently in progress.
- An exclusive group of entrepreneurs and innovators that are selected to a cohort that receive personalized support and mentorship to launch their creative ideas. Students typically have started a business and are looking to advance a venture, have an early-stage idea, or an interest in innovation and want to be connect to a network.
- 09/14 - Current      ASU Next Generation Service Corps – Public Service Academy**  
<https://psa.asu.edu/next-generation-service-corps>  
Project Responsibilities: Recruitment, Marketing and Enrollment
- A four-year cohort where students complete a series of internship and leadership experiences. Students complete their major tracks as well as academic courses that develop foundations in leadership, ethics, social entrepreneurship and community development. This experience results in students receiving a certificate in Cross-Sector Leadership. Annual enrollment goals of 150 students. Recruitment support in developing Salesforce integration to better communicate and manage the selection and awarding process.
- 09/14 - Current      Barrett, the Honors College**  
<https://psa.asu.edu/next-generation-service-corps>  
Project Responsibilities: Recruitment, Marketing and Enrollment
- Serve in a key consulting role to help guide and direct the recruitment effort of the university's honors college across all 4-campus locations. Key accomplishments include developing a comprehensive communication and recruitment strategy and on boarding the college into Salesforce to develop a more robust and contemporary recruitment experience. A new admission notification experience and better integration of the honors college experience in the campus visit experience.
- 01/14 – Current      Implementation and development of Salesforce**  
<https://www.salesforce.org/stories/arizona-state-university/>  
Project Responsibilities: Recruitment, Marketing, Communication, College Strategies
- Work with Admission Services Information Systems team to ensure CRM effectively used and meeting the recruitment, enrollment and communication needs of Admissions Team, College Recruitment Teams, and Enrollment Services Communications. Responsible for on boarding recruitment partners at the university, the discovery, implementation and training when new projects and partners are identified.
- 09/12 - Current      Flinn Scholar Recruitment**  
Project Responsibilities: Recruitment, Marketing and Enrollment
- The Flinn Scholarship Program provides an unparalleled package for undergraduate study at an Arizona public university for 20 of Arizona's highest-achieving high school seniors each year. The majority of Flinn Scholars have enrolled at ASU (10 or more) each year, including record years of 15 and 16 scholars under my direction.

**PORTFOLIO PROJECTS COMPLETED**

**03/20 – 08/22**

**University Covid-19 Response and Student Resolutions**

<https://www.asu.edu/about/spring-2021>

Serve in a variety of capacities to resolve incoming student issues related to Covid-19 to keep university on track to meet enrollment goals. Being an empathetic listener to challenging circumstances to provide customized resolutions and guidance throughout the university community. Additionally, pivoting all recruitment strategies, communications and recruitment events in under 72 hours.

**10/16 – 08/20**

**Discovery Fellows**

<https://students.asu.edu/discovery-fellows/oos>

Project launch and programmatic elements currently in progress.

Develop program to increase student recruitment and improve retention. Nearly 400 selected students are awarded up to \$5,000 after the start of their sophomore year to complete a passion project such as study abroad, public art, or launching a product or idea. Managing the application, communication and awarding process.

**10/17 – 11/19**

**Innovation Scholar Challenge with Amazon Web Services Educate**

<https://asunow.asu.edu/20181107-ai-scholars-create-voice-activated-tech-global-good>

Project launch, communication and recruitment

Build communication and recruitment strategy to enroll 600 students in partnership program where students received an Echo Dot to build Alexa skills and participate in a hackathon. Winning teams earned a trip to Seattle to visit Amazon Headquarters, meet with business and technical leaders and a \$5,000 scholarship. AWS Educate matched all student's scholarships as a result of the project.

**10/17 – 09/18**

**Implementation of Common Application**

Project launch and programmatic elements currently in progress.

Assist with implementation and serve as stakeholder in joining the Common App. The timeline for implementation was accelerated 3 months and successfully launched mid-year for fall 2018 class. Additional student communication were developed for fast deployment, due to additional steps that would need to be completed in order for application completion.

**10/16 – 10/18**

**Roadtrip Nation & Share Your Road**

Project launch and programming elements for Future West

<https://roadtripnation.com/roadtrip/arizona-innovation>

Completed work for documentary featuring current university students who travel throughout Arizona to learn and help define the meaning of innovation and was aired nationally on PBS.

**06/16 – 10/17**

**Implementation of Self-Reported Application**

Project launch and programmatic elements currently in progress.

Serve as a lead coordinator on the functional and technical teams to implement a new application and evaluation process using self-reported transcript and grades for fall 2017 application. The project to date, has resulted in three times as many admitted students. Continue to prioritize modifications to enhance the student experience and user interface and experience.

**BRAD BAERTSCH**

[BRAD.BAERTSCH@GMAIL.COM](mailto:BRAD.BAERTSCH@GMAIL.COM)

PHONE (415) 860-4399

PHOENIX, ARIZONA

---

***Summary of Enrollment Achievements***

Fall 2022	ASU Enrollment Achievements <a href="https://news.asu.edu/20220815-university-news-asu-sets-record-fall-2022-enrollment">https://news.asu.edu/20220815-university-news-asu-sets-record-fall-2022-enrollment</a>
Fall 2021	ASU Enrollment Achievements <a href="https://news.asu.edu/20210817-sun-devil-life-record-number-students-ready-launch-fall-2021">https://news.asu.edu/20210817-sun-devil-life-record-number-students-ready-launch-fall-2021</a>
Fall 2020	ASU Enrollment Achievements <a href="https://asunow.asu.edu/20200820-sun-devil-life-asu-begins-fall-semester-record-enrollment">https://asunow.asu.edu/20200820-sun-devil-life-asu-begins-fall-semester-record-enrollment</a>
Fall 2019	ASU Enrollment Achievements <a href="https://asunow.asu.edu/201908221-sun-devil-life-asu-first-day-largest-diverse-first-year-class">https://asunow.asu.edu/201908221-sun-devil-life-asu-first-day-largest-diverse-first-year-class</a>
Fall 2018	ASU Enrollment Achievements <a href="https://asunow.asu.edu/20180815-sun-devil-life-asu-student-body-bigger-and-brighter-fall-classes-begin">https://asunow.asu.edu/20180815-sun-devil-life-asu-student-body-bigger-and-brighter-fall-classes-begin</a>
Fall 2017	ASU Enrollment Achievements <a href="https://asunow.asu.edu/20170815-asu-news-asu-welcomes-record-number-arizona-freshman">https://asunow.asu.edu/20170815-asu-news-asu-welcomes-record-number-arizona-freshman</a>

**SUPPLEMENTAL PROFESSIONAL EXPERIENCE**

- |                                    |  |
|------------------------------------|--|
| <b>08/13-Current</b>               | <b>Graduate Level Coursework<br/>Arizona State University</b> <ul style="list-style-type: none"><li>▪ Public Affairs Economics</li><li>▪ Public Affairs</li><li>▪ Organizational Behavior</li><li>▪ Defining the Digital Audience</li></ul>  |
| <b>09/13-07/14</b>                 | <b>Enrollment Leadership Academy Cohort<br/>The College Board</b> <ul style="list-style-type: none"><li>▪ Year-long program focused on leadership skills, enrollment management issues, and development.</li><li>▪ Participate in monthly national and regional meetings to discuss current trends in enrollment management.</li><li>▪ Further understanding in Admissions, Financial Aid, Data Driven Decisions, and College Readiness.</li><li>▪ Learn about operational differences among cohort participants including selective private and public universities.</li><li>▪ Participate and engage with the College Board Leadership at regional and national levels.</li></ul>  |
| <b>02/07–9/08<br/>Contract</b>     | <b>Information and Data Analyst<br/>Office of Resource Development, The Asia Foundation</b> <ul style="list-style-type: none"><li>▪ Manage maintain fundraising database for donors and key constituents</li><li>▪ Generate and design data reports detailing donor history, interests, and event participation.</li><li>▪ Process philanthropic gifts, pledges and payments, and other gift types according to best business practices.</li><li>▪ Implement and employ best practices for information management and data reliability.</li><li>▪ Monitor database integrity, software health, and provide lists for communication and events.</li><li>▪ Conduct basic prospect research as needed, providing research services and generating constituent profiles.</li><li>▪ Construct queries and reports to meet the needs of fundraising officers and to analyze the effectiveness of fundraising.</li><li>▪ Supervise and train new database users.</li></ul>                              |
| <b>06/06-09/06<br/>Contract</b>    | <b>Program Assistant, Luce Scholars Program<br/>The Asia Foundation</b> <ul style="list-style-type: none"><li>▪ Coordinate international orientation program for scholars embarking to 17 Asian Countries</li><li>▪ Assist with programming in New York City and San Francisco for internal and external scholar promotion events.</li><li>▪ Obtain all documents needed for visa attainment and approval for international scholars</li><li>▪ Communicate with international offices and consulate offices regarding visa procedures and student placements.</li><li>▪ Troubleshoot and find solutions to any issues upon scholar arrival in host city or country.</li></ul>  |
| <b>08/03 – 11/05<br/>Full Time</b> | <b>Senior Admissions Counselor<br/>Office of Admissions, Montana Tech of The University of Montana</b> <ul style="list-style-type: none"><li>▪ Structured, implemented, and evaluated campus visitation programs for prospective students.</li><li>▪ Managed recruitment territory in the Pacific Northwest and Western United States.</li><li>▪ Coordinated, managed, and supervised registration and orientation programs for new students.</li><li>▪ Developed and cultivated effective working relationships with university faculty and administrators.</li><li>▪ Proposed and implemented creative design concepts recruitment marketing publications.</li><li>▪ Managed publication design and ensure adherence for new brand and marketing initiatives.</li><li>▪ Successfully coordinated national recruitment strategy.</li><li>▪ Effectively worked with diverse populations and campus community.</li><li>▪ Advised volunteer paraprofessional student ambassador program.</li></ul> |

## PROFESSIONAL AFFILIATIONS

01/10 – Current	Member, National Association for College Admissions Counseling
01/10 – Current	Member, Rocky Mountain Association for College Admissions Counseling <ul style="list-style-type: none"><li>• Phoenix Roadmap – Planning Committee (2016-2017)</li><li>• Chair Phoenix Spring RMACAC College Fair (2015-2016)</li><li>• Annual Conference Planning Committee (2016)</li></ul>
01/07 – Current	Member, Western Association for College Admissions Counseling <ul style="list-style-type: none"><li>• Share, Learn, Connect - Planning Committee (2008-2010) – Professional Development Programs</li><li>• Share Learn, Connect – Planning Committee (2015) – Professional Development Programs</li></ul>
10/03 – Current	Member, Pacific Northwest Association for College Admissions Counseling (PNACAC)
11/05 – 07/15	Regional Admissions Counselors of California
05/05 – 11/05	Vice President, Staff Senate, Montana Tech of The University of Montana
02/05 – 11/05	Advisory Board Member, Bookstore, Montana Tech of The University of Montana
08/03 – 11/05	Member, Montana Post Secondary Education Opportunities Council (MPSEOC)

## AWARDS/HONORS

- 2008 E. Walker Admission Counselor Award – Western Association for College Admission Counseling
- 2015 High Five Award for Outstanding Contribution – Rocky Mountain Association for College Admission Counseling
- 2019 Champions Award – First Year Success Center; Arizona State University

## SPECIALIZED SKILLS

- Student Information Systems – PeopleSoft, BANNER
- Recruitment CRM Knowledge and Implementation – Salesforce, Talisma, RecruitmentPlus
- Student Search Software – College Board EPS & SSS, ACT EOSS
- Predictive Modeling – Othot, NCCRUA
- Project Management with Admissions Vendors – Hobsons, AdmitHub, College Board, ACT, Raiseme,
- Project Management with Admissions Vendors (International) – Kaplan, Bridge U, Concourse Global
- Fundraising and Development Applications - Raiser's Edge
- Microsoft Office Applications, Internet, Adobe, PageMaker, BlackBoard, Social Media Platforms
- Manage multiple high skill tasks with composure and effective time-management skills
- Excellent oral, written, and interpersonal communication skills

## PRESENTATIONS/PANELS

- November 2020 American Marketing Association with Salesforce.org: "Physically Distanced, Personally Connected"
- May 2019 RMACAC, PNACAC, WACAC Joint Conference with AdmitHub: "Using AI to Influence Enrollment"
- July 2018 Association of International Certified Professional Accountants: "Cutting through the Clutter to Reach Students"
- February 2016 The College Board Western Regional Forum: "New Assessments and Student Search for Recruitment"
- May 2015 RMACAC, PNACAC, WACAC Joint Conference: "A League of Extraordinary Recruiters"
- May 2015 RMACAC, PNACAC, WACAC Joint Conference: "Understanding Your Market: Who Are These Students"
- September 2014 NACAC Conference: "Middle Management in University Admissions: Our Role- Our Experiences"
- June 2014 WACAC Conference: "High School Visits that Go Rogue"
- June 2014 WACAC Conference: Special Interest Group Moderator for Professionals with 1-3 Years of Experience.
- May 2014 IACAC Conference: "We're All in it Together – Dynamic High School & University Relationships"
- January 2014 The College Board Western Regional Forum: "Knowing you Territory – Making Data Driven Decisions"
- May 2013 WACAC Conference: "Recruiting with Rivals "
- May 2012 RMACAC, PNACAC, WACAC Joint Conference: "High School Visits – Dinosaur or Phoenix"
- May 2011 WACAC Conference: "One time this Alum...Building an Effective Alumni Recruitment Program"
- May 2010 WACAC Conference: "Western Undergraduate Exchange & Reciprocity Rumors"
- September 2009 UC Berkeley College Advising Course: "College & High School Relations " –
- Numerous High School College Night Presentations on College Search Process

**BRAD BAERTSCH**

[BRAD.BAERTSCH@GMAIL.COM](mailto:BRAD.BAERTSCH@GMAIL.COM)

PHONE (415) 860-4399

PHOENIX, ARIZONA

---

**REFERENCES**

[Melissa Pizzo, Ed.D](#)

Associate Vice President, Financial Aid and Scholarship Services  
Enrollment Services  
Arizona State University  
[Melissa.Pizzo@asu.edu](mailto:Melissa.Pizzo@asu.edu)  
(480)965-1127

[Michele Daley, Ph.D](#)

Executive Director, Student Engagement  
The College of Liberal Arts and Sciences  
Arizona State University  
[Michele.Daley@asu.edu](mailto:Michele.Daley@asu.edu)  
(480)965-4147

[Laura Vreeland](#)

Senior Director  
Enrollment Services Communication  
Arizona State University  
[Laura.Vreeland@asu.edu](mailto:Laura.Vreeland@asu.edu)  
(480)965-0990

[Amanda Sale, Ph.D](#)

Interim Executive Director of Admissions  
Office of Admissions  
University of Georgia  
(806)441-1476  
[ryan197@uga.edu](mailto:ryan197@uga.edu)

[David Burge](#)

Vice President for Enrollment Management  
Office of the Provost  
George Mason University  
[dburge@gmu.edu](mailto:dburge@gmu.edu)  
(703)993-5487

[Jamie Vasil](#)

Former Director, University Financial Aid Outreach Initiatives  
Enrollment Services  
Arizona State University  
[Jamie.Vasil@asu.edu](mailto:Jamie.Vasil@asu.edu)  
(602)543-1027