



**The Sidney Poitier New American Film School**

**Walter Cronkite School of Journalism and Mass Communication**

# **GRADUATE STUDENT HANDBOOK**

**Master of Arts in Narrative and Emerging Media  
2023-2024**

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## INTRODUCTION

Welcome to the Arizona State University Master of Science in Narrative and Emerging Media program, a joint undertaking by the Walter Cronkite School of Journalism and Mass Communication and the Sidney Poitier New American Film School! You are now part of a global network of journalists, storytellers, producers and creators, united in our commitment to a creative practice and critical understanding of emerging storytelling and immersive experience in augmented, virtual, extended reality and short-form digital, streaming and virtual production.

Using emerging media to create narratives is becoming an exciting new field and I have no doubt you are here to embrace this moment of great change and challenge. Together we will shape the world of immersive storytelling through bold innovation and leadership. This program intends to prepare you to take on roles in new technology content development, media production and project management, and to become an entrepreneurial storyteller ready to seek funding for your own projects.

This handbook lays the foundation for your success in the Narrative and Emerging Media program. It sets shared expectations for ourselves as being on the forefront of immersive content creators, journalists and producers as well as a community of learners. It also outlines the standards and policies set by the Cronkite School, the Poitier School and ASU's Graduate College.

Read it. Save it. Ask questions about it if policies seem unclear. It is your responsibility to make sure you are following it in letter and in spirit.

I look forward to working with you to achieve your goals at Arizona State University and beyond.

Sincerely,



Nonny de la Peña  
**Founding Director**

## MASTER'S STUDENT PLEDGE

I commit myself to meeting the highest standards of excellence, ethics and integrity, according to:

- [The Society for Professional Journalists Code of Ethics](#)
- [ASU's Academic Integrity Policy and Honor Code](#)
- [ASU Graduate College Policies](#)
- The MA in Narrative and Emerging Media Program Handbook
- [The HIDA Professionalism Standard](#)

I affirm that:

1. I take pride in my work. I dedicate myself to developing as a journalist, communicator, multimedia storyteller and industry leader.
2. I take pride in my professionalism. I show up on time, meet deadlines, communicate clearly and honestly, and give maximum effort to my work.
3. I prioritize my health and safety, and I recognize that I will do my best work when I take care of myself and those around me.
4. I respect the people and communities I serve; I value and seek out diverse perspectives.
5. I uphold the journalistic principles of truth, fairness, accuracy, independence, accountability and transparency.
6. I recognize my classmates, teachers and mentors are critical to my success. I treat each one with empathy, and I respect professional boundaries.
7. I appreciate that, as a student at the Cronkite and Poitier Film Schools, I have the opportunity to drive innovation and shape the future of media, communications and public discourse. I am prepared to experiment, adapt and support my colleagues in doing the same. I bring a sense of curiosity and a spirit of collaboration to all that I do.

I understand that cultivating a healthy, supportive community means abiding by these principles. I know that failing to uphold these responsibilities may result in suspension or expulsion from ASU.

## **ASU CHARTER**

ASU is a comprehensive public research university, measured not by whom it excludes, but by whom it includes 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.

(Adopted 2014)

## **DIVERSITY, EQUITY AND INCLUSION**

Arizona State University welcomes all students regardless of race/ethnicity, gender identities, gender expressions, sexual orientation, socio-economic status, age, disabilities, religion, regional background, Veteran status, citizenship status, nationality and other diverse identities. Each of us bears intersectional perspectives that are born out of our backgrounds and identities.

Both the Hardenberger Institute for Design and the Arts and the Walter Cronkite School of Journalism and Mass Communication are dedicated to Diversity, Equity and Inclusion within our schools and throughout the communities we serve.

## ETHICS, INTEGRITY AND PROFESSIONALISM

As journalists and communicators, our integrity is central to our credibility and our success. Simply put, we won't accomplish any of our goals if audiences don't trust our work.

Therefore, the Cronkite School holds students to the highest standards of ethics and academic integrity. Please read through these codes in their entirety and ask questions if anything is unclear. Failing to uphold these ethical standards may result in disciplinary action up to and including dismissal from the master's program.

### Academic Integrity

All students are expected to adhere to the Arizona State University Academic Integrity Policy, found here: <https://provost.asu.edu/academic-integrity/policy>

The MA-NEM program has a zero-tolerance policy toward academic dishonesty that is enforced within every course and educational activity offered or sanctioned by the school. If any student is found to have engaged in academic dishonesty in any form – including but not limited to cheating, plagiarizing and fabricating – that student shall receive a grade of XE for the class and may face dismissal from the Cronkite School master's program as well as suspension or expulsion from ASU. Please review [these examples](#) of how academic integrity principles are applied in journalistic work.

Any allegation of academic dishonesty will be referred to the school's Academic Integrity Officer for investigation and a determination of sanctions. Students have the opportunity to appeal the Academic Integrity Officer's findings to the Cronkite School Academic Standards Committee.

International students who violate academic integrity policies may be dismissed immediately. Being withdrawn from a degree program can have immediate consequences regarding visa status, and dismissed students are required to leave the country immediately per immigration and visa rules.

### Professional Ethics

In addition to academic integrity commitments, students in Cronkite School programs must abide by the highest levels of professional ethics. This includes following the core principles of the [Society of Professional Journalists' Code of Ethics](#):

- Seek truth and report it



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- Minimize harm
- Act independently
- Be accountable and transparent

### **ASU Student Code of Conduct**

All students are expected to adhere to the Arizona Board of Regents Student Code of Conduct and university policies and procedures:

<https://eoss.asu.edu/dos/srr/codeofconduct>

<https://eoss.asu.edu/dos/srr/PoliciesAndProcedures>.

### **Respect for the Learning Environment**

Students must exhibit professionalism in all course-related activities, assessments and communications. It is vital to the learning process that each student respects their instructor, classmates, clients, partners, sources, technology, equipment, and course content. Students who engage in damaging or abusive behavior — and those who consistently make disruptive, rude or intimidating comments in person or online — will be referred to [ASU's Student Rights and Responsibilities](#) for investigation and possible consideration for dismissal from the program. According to [ASU policy](#), "Students, faculty, staff, and other individuals do not have an unqualified right of access to university grounds, property, or services. Interfering with the peaceful conduct of university-related business or activities or remaining on campus grounds after a request to leave may be considered a crime."

## **PROGRAM OVERVIEW**

### **Master of Arts in Narrative and Emerging Media (MA-NEM)**

The MA-NEM is the flagship educational program for the Los Angeles-based Center for Narrative & Emerging Media, a best-in-class research and teaching venue, with a focus on diversifying the demographics of who gets to create and distribute narratives using emerging media technologies in the areas of arts, culture and nonfiction. The center brings together pioneers from diverse communities, pushing technology with underrepresented narratives, using innovative techniques and strongly anchored in ASU's larger purpose of inclusion.

This 30-credit MA develops a creative practice and critical understanding of emerging storytelling and immersive content creation in augmented, virtual and extended reality, short-form digital and virtual production. Led by Nonny de la Peña, winner of the Peabody Field Builder Award for Digital and Interactive Storytelling, the program is a collaboration between The Sidney Poitier New American Film School in the Herberger Institute for Design and the Arts, and the Walter Cronkite School of Journalism and Mass Communication.

MA-NEM students will acquire the production skills required to create a professional portfolio using innovative tools and methodologies, learning to capture and create content for multiple industries, and obtaining professional-level competency to lead teams of producers, engineers, writers and artists. Running through the spine of the program is an understanding of how to produce for and interact with new and established industries embracing these new technologies. Students will master methods for integrating values of equity and social justice into their research and working practice, while remaining cognizant of the needs of communities impacted by their work, as well as ensuring diverse creators tell stories from their own perspective. Central to the program will be enhanced insight on research, development and, in key sectors, a heightened grasp of finance and business model challenges for their future in emerging media. Graduates will leave the program armed with the skills, knowledge, tools, and a portfolio to place them as top-of-the-field graduates for employers in emerging creative industries.

The MA-NEM students will engage in professional networking and for-credit portfolio development, and they'll emerge prepared to take on roles in film, content development, media production and project management, or become entrepreneurial storytellers ready to seek funding for their own projects.



## **PROGRAM GENERAL ADMISSIONS INFORMATION**

Applicants must fulfill the requirements of ASU's Graduate College, the Walter Cronkite School of Journalism and Mass Communication and the Herberger Institute for Design and the Arts.

Applicants are eligible to apply to the program if they have earned a bachelor's or graduate degree from a regionally accredited institution.

They must have a minimum of a 3.00 cumulative GPA (scale is 4.00 = "A") in the last 60 hours of a student's first bachelor's degree program, or applicants must have a minimum of a 3.00 cumulative GPA (scale is 4.00 = "A") in an applicable master's degree program.

All applicants must submit:

- Graduate admission application and application fee
- Official transcripts
- Personal statement of interest
- Resume
- Proof of English proficiency

An applicant whose native language is not English must provide proof of English proficiency regardless of current residency. TOEFL scores must be at least 100 for the internet-based TOEFL (iBT).

## PROGRAM EXPECTATIONS

### Satisfactory Academic Progress

All ASU graduate students are expected to make systematic progress toward completion of their degrees. This progress includes satisfying the conditions listed below, achieving the benchmarks and requirements set by the individual degree programs as well as [ASU's Graduate College](#). If a student fails to satisfy the requirements of the degree program and/or the benchmarks outlined below, the student may be dismissed from their program based on the academic unit's recommendation to Graduate College, at which time the Dean of the Graduate College makes the final determination.

In order to make satisfactory academic progress, students must:

1. Maintain a minimum 3.00 for all GPA calculations:
  - a. **The iPOS GPA** is calculated on all courses that appear on the student's approved iPOS (with the exception of LAW and Transfer credits).
  - b. **Cumulative ASU GPA** represents all courses completed at ASU.
  - c. **The Overall Graduate GPA** is based on all courses numbered 500 or higher that appear on the transcript after admission to a graduate program or graduate non-degree. This includes shared coursework if in an approved accelerated bachelor's/master's program. Courses with grades of "D" (1.00) and "E" (0.00) cannot appear on the iPOS but will be included when calculating the Graduate GPA. Courses with an "I" grade (Incomplete) cannot appear on the iPOS.
2. Earn at least a B (3.00) in the culminating experience NEM 593 - Applied Project
3. Remain continuously enrolled in the degree program and register for at least one graduate credit per fall and spring semester, or receive Graduate College approval through a Graduate College approved request to **Maintain Continuous Enrollment**.
4. Satisfy all requirements of the graduate degree program.
5. Complete the graduate degree program within six years of starting it.

These as well as all other Graduate College policies can be found in the [ASU Graduate Policies and Procedures](#).

### Plan of Study (POS)

[The plan of study \(iPOS\)](#) functions as a contract between the student, the academic unit and ASU's Graduate College. The purpose of this contract is to outline your planned course of study for your degree, including the required courses you expect to take and when you expect to take them. You can access your POS electronically through the interactive Plan of Study (POS) system link in the "Programs" tab under the "My Programs" section of your MYASU page.

The MA in Narrative and Emerging Media students must submit an iPOS before enrolling for their third semester. Graduate College will place an enrollment hold on a student's account if the iPOS has not been submitted.

Once the official plan of study is approved, you are required to initiate any future changes or updates to your POS through a "Course CHange" request. These changes may include, but are not limited to: taking a course during a different semester or taking a different course.

Only coursework applicable toward a student's degree must be listed on the iPOS. Detailed instructions on how to file the iPOS will be sent to students in their second semester in the program. Please contact MA in Narrative and Emerging Media graduate coordinator with questions about the iPOS.

### **Continuous Enrollment**

Graduate students planning to discontinue registration for a fall or spring semester must submit a leave of absence (LOA) request via their iPOS. This must be submitted and approved before the anticipated semester of non-registration. Students may request to maintain continuous enrollment without course registration for a maximum of two semesters during their entire program.

Students should contact their adviser as soon as possible if they will not be able to meet continuous enrollment.

### **Attendance and Deadlines**

The MA in Narrative and Emerging Media courses are designed to be immersive, hands-on experiences, so attendance of class sessions is vital to the learning process. NEM master's students are expected to attend all class sessions, arriving on time, staying for the full class period and engaging fully without distraction. Students who need to be absent from class due to religious observance, military service or ASU-sanctioned travel must notify their instructor at the beginning of the semester.

Deadline extensions, which should be requested in advance, are rarely given and must be under extenuating circumstances. In the event of an unforeseen emergency, the request for the deadline extension will be referred to the director of the program for consideration.

### **Disability Accommodations**

The MA in Narrative and Emerging Media program works closely with ASU's [Student Accessibility and Inclusion Learning Services](#) (SAILS) to support students with a range of health conditions. Students with documented disabilities may request accommodations such as, but not limited to, alternative testing, alternative formatted materials, captioning and/or assistive technology. Accommodations are determined on a case by case, course by course basis through the use of an interactive process between the student, Student Accessibility staff, course instructors and other university partners as needed to make an accommodation determination. Students requesting accommodations in a course must work with SAILS to provide documentation of the disability and request specific accommodations in advance of the start of the course or as soon as possible for conditions diagnosed during the course term. Accommodations cannot be granted retroactively.

To complete this process, students start by completing a [registration form](#) and completing the intake process. Once a student is determined eligible for accommodations, they can access and request services at the [online portal](#) for students. Once a student has been made eligible for accommodations, they are responsible for requesting their accommodations for each course, each semester.

### **Sexual Violence or Harassment**

Title IX is a federal law that provides that no person be excluded on the basis of sex from participation in, be denied benefits of, or be subjected to discrimination under any education program or activity. Both Title IX and university policy make clear that sexual violence and harassment based on sex is prohibited. An individual who believes they have been subjected to sexual violence or harassed on the basis of sex can seek support, including counseling and academic support, from the university. If you or someone you know has been harassed on the basis of sex or sexually assaulted, you can find information and resources at <https://sexualviolenceprevention.asu.edu/faqs>. As mandated reporters, instructors are obligated to report any information instructors become aware of regarding alleged acts of sexual discrimination, including sexual violence and dating violence. ASU Counseling Services, <https://eoss.asu.edu/counseling> is available if you wish to discuss any concerns confidentially and privately. ASU online students may access 360 Life Services,

<https://goto.asuonline.asu.edu/success/online-resources.html>.

### **Academic Probation**

ASU's Graduate College will conduct a GPA audit at the end of each semester. Any graduate student with a cumulative GPA below 3.00 will be placed on academic probation. Students will be notified via email and granted one semester to be reinstated to good standing. If students fail to raise their GPAs above the 3.00 threshold in one semester, the program will recommend dismissal to the Graduate College.

### **Incomplete Grades**

Students who receive an "Incomplete" grade in a graduate-level course (500-level or above) must complete the necessary work on a timetable made in agreement with the instructor using this form: <https://students.asu.edu/forms/incomplete-grade-request>

Students may request no more than one calendar year and must agree to the grade received if the work is not completed by the deadline. If the incomplete is not removed within one calendar year, the grade will be changed to previously agreed upon default grade.

Students with more than one "Incomplete" at any time will be considered "failing to make adequate progress," and will be notified and placed on probation. If the student does not complete the work to remove the incomplete and earn a letter grade by the end of the calendar year, a recommendation may be made to ASU's Graduate College to remove the student from the program.

With 400-level courses taken for graduate credit, students are required to complete the necessary work to remove an "Incomplete" grade within one calendar year. If the "Incomplete" grade is not removed within one calendar year, the "I" will become an "E." An "E" cannot be used to meet the requirements for a graduate degree, but it is used to calculate the student's GPA. Students may retake the class to earn a higher grade, however both the "E" and the new grade will be used in calculating the student's GPA. If this results in the GPA falling below 3.0, the Cronkite School will recommend dismissal from the master's program to ASU's Graduate College.

### **Graduation and Degree Conferral**

Students must apply for graduation at the beginning of the term in which they plan to graduate. You can apply for graduation through MyASU in My Programs, under the graduation tab.

Students who choose not to attend the graduation or commencement ceremonies must still apply for graduation to earn their degree.

Students who do not complete all requirements in the semester they intend to graduate will need to petition to have their graduation application moved to the following semester when they plan to complete all requirements. That request can be made through the Graduation Office at [graduation@asu.edu](mailto:graduation@asu.edu).

Students must have their iPOS approved before they can apply for graduation. The application to graduate should be submitted online before the application deadline to avoid late fees. For more information, please visit <https://students.asu.edu/graduation-apply>.

### **Transfer Credit**

Students may transfer up to 6 credit hours of coursework taken before beginning the program (referred to as pre-admission credits). Pre-admission credit hours must be approved by the degree program and ASU's Graduate College. Students are responsible for alerting their graduate adviser that they plan on transferring in credits.

To qualify for pre-admission credits, the courses must meet specific criteria:

- Be graduate level
- Have been taken within three years of admission to the ASU degree program
- A grade of "B" or better must have been earned
- Must not have been used toward a previous degree
- Have been completed at a regionally accredited US institution or international institution officially recognized by that country

Certain types of graduate credits cannot be transferred to ASU, such as courses taken at a non-collegiate institution, institutions that lack regional accreditation, continuing education programs, workshops, etc.

Students must officially transfer pre-admission credit hours through the iPOS system for approval by the academic unit and Graduate College. Official transcripts from where the preadmission credits were earned must be sent to Graduate Admissions.

### **Course Registration and Withdrawal Policies**

Students should bookmark the Academic Calendar website and reference the calendar for important dates each semester. The Academic Calendar shows future terms and allows students to adequately plan for such items as tuition payment deadlines, adding and withdrawing from a course. The Academic Calendar can be found here:

<https://students.asu.edu/academic-calendar>.

### **Adding and Dropping a Course**

During your assigned registration period (see your appointment time listed in your MYASU in the “classes” section), you can add a course through your MYASU portal. Classes may be Session A (first 7.5 weeks), B (second 7.5 weeks), or C (full semester, 15 weeks). Each semester has an add/drop deadline when you can add or drop a course through your MYASU portal without receiving permission or a “W” on your transcript. For a Session A or B course, students typically have 1 day after the start of the session to add or drop a course without approval from the department that offers the course. Session C classes typically have 1 week from the first day of the semester. You should always consult the academic calendar for the deadlines each semester. Courses that are “dropped” will not appear on the student transcript.

### **Withdrawing from a Course**

Withdrawing from a course after the online add/drop deadline has passed and results in a “W” on the transcript. The “W” has no bearing on your GPA or academic standing. The “W” indicates that you chose not to complete the course. Students can withdraw from the course through their MYASU portal. Reference the academic calendar for the course withdrawal deadlines for each semester.

### **Late Add or Class Swap Period**

MA in Narrative and Emerging Media students are allowed an extended add or class swap period without penalty for Session C courses. To add a class after the online add/drop deadline, the student must have written approval via email from the instructor. An [Enrollment Change Request](#) form should be filled out online. The Enrollment CHange request is reviewed by the Office of Student Success for the Herberger Institute for Design and the Arts and then processed by the ASU Registrar’s Office.

## **Course Overrides**

You will not need to request for overrides to register for all the MA in Narrative and Emerging Media required core classes. However, if you are interested in taking other graduate level courses at ASU, you may need to ask for course overrides. There may be several reasons why a student cannot add a class through your MYASU during the regular registration period. Sometimes a student may need instructor permission before they can register for a course.

- The class is set to “instructor consent.” This message is displayed in the course catalog under the class description. The student should be in discussions with the instructor prior to contacting the academic unit that offers the course.
- The class has enrollment requirements such as a different class should be taken prior to enrollment.
- A time conflict occurs with another class and the student has received permission to arrive late or leave early.
- The class is full but the student has received permission from the instructor to add the course.

## **Leave of Absence and Withdrawal Procedures**

If your program of student must be interrupted due to extenuating circumstances, you may be eligible for a leave of absence. Graduate students may request a leave of absence for up to two semesters, which may be taken consecutively or separately.

The leave of absence must be approved by your program director and notification must be sent to the MA in Narrative and Emerging Media graduate coordinator for processing. You must submit a petition online through your Plan of Study (POS) before the first day of class of the semester for which you plan to take leave. Petitions submitted after the deadline will not be approved. During a leave of absence you will not have access to any university services including faculty and library resources.

### **Military Leave of Absence**

Students who choose to enlist or are deployed on active military duty can submit a military leave of absence by completing a petition online through your Plan of Study (POS). The petition should be submitted prior to the first day of class of the semester that the leave will begin. In addition, students should submit their enlistment papers to the MA in Narrative and Emerging



Media graduate coordinator to process and send to the ASU Graduate College before the petition can be approved.

### **Medical or Compassionate Withdrawal**

You may experience extraordinary circumstances during your degree that are beyond your control, such as a serious medical injury, illness or other personal circumstance. In such cases, a medical, compassionate or partial withdrawal may be considered. Medical and Compassionate Withdrawal requests are reviewed by the Dean's Office in the Herberger Institute for Design and the Arts. Visit <https://students.asu.edu/forms/medical-compassionate-withdrawal-request> for more information.

### **Voluntary Withdrawal from a Degree Program**

In the event a student no longer wishes to pursue this degree program, the student will need to contact the faculty director and the MA in Narrative and Emerging Media program coordinator in writing to indicate the intent to withdraw from this degree program. A form will be sent to the student to complete and will be processed by the ASU Graduate College. Should a student wish to return to the program, the student must reapply to the ASU Graduate College and the MA-NEM program. Any coursework the student completed prior to the withdrawal will be subject to the Pre-Admission credit policy described in the [ASU Graduate College Policies and Procedures Handbook](#).

International students should also contact the [International Student and Scholar Center \(ISSC\)](#) before submitting a Voluntary Withdrawal form, as it most likely will affect their visa status.

### **CHECKING OUT EQUIPMENT/HARDWARE**

There will be times when you need to check out hardware from the NEM Program Equipment Cage to create your project. We have a variety of hardware for you to check out and use. The hardware will be physically inspected by Jet and the student to make sure that all the parts are present and in working order.

Upon return of the hardware, please make sure to factor in some time to physically hand Jet the

hardware. At that time, you and he will go over the hardware and make sure everything is accounted for and in working order for the next student.

The use of equipment and facilities in the Sidney Poitier New American Film School in California is governed by policies developed by the faculty and staff and set forth by ASU. In return for the privilege of using the facilities and equipment, students, faculty and staff must agree to abide by the following policies.

NEM equipment is extremely expensive. It is costly to repair and virtually impossible to replace. Proper handling of all equipment and proper conduct in the studio and edit labs will prolong the life of the production equipment and will result in a more effective project.

Taking care of the equipment is everyone's responsibility. If you see someone misusing or abusing the equipment, in the studio or in the field, please contact the equipment manager or one of the departmental faculty immediately.

### **Equipment Room Rules and Procedures for Reservations**

#### **Hours:**

Monday to Thursday: 10 a.m - 6 p.m

Friday: 10 a.m - 4 p.m

#### **Location:**

Herald Examiner Building  
1111 S. Broadway  
Room 324  
Los Angeles, CA 90015

General Enquiries for Equipment:

[jet.olano@asu.edu](mailto:jet.olano@asu.edu)

**STEP 1:**

To check out the hardware, email Jet Olaño the Technology Learning Specialist at [jet.olano@asu.edu](mailto:jet.olano@asu.edu) and set up a time to meet and go over the hardware.

The subject line of the email should read: Request for hardware - \_\_\_\_type of hardware\_\_\_\_

The body of the email should have this information:

- Date Needed
- Date Returned
- School Project the hardware is intended for

Please remember:

- This hardware is specifically meant for use on your personal school project and is not intended to be used on paid professional projects.
- You are personally responsible for this hardware and will incur financial penalties should there be any issues. Please see below.

**STEP 2:**

Reservations should be made at *least* 72 hours to a week in advance. They should be made via email until (Cheqroom is activated) you may verbally start a conversation with Jet Olano at HEXB but all reservations must be finalized via email *only*.

**All reservations require the following:**

- Training overview
- Student ID
- Reservation in Cheqroom

**Student ID Card Mandate**



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Reservations/checkouts/check-in's mandate that you carry your student ID card. ***No ID card = no checkout.*** If you are working in groups, all parties must be present for pick-up and return.

### **Course Enrollment Restrictions**

Equipment is only available to students who have had the proper training and who are currently enrolled in NEM production courses for the specific needs of that course. Equipment is not permitted for personal or club use.

### **Making a Reservation**

Reservations will *not* be taken in person, but opening conversations can be had. Official reservations will be on via email: [jet.olano@asu.edu](mailto:jet.olano@asu.edu)

Phone Numbers are also needed to make a reservation.

Students with extensive needs are STRONGLY ENCOURAGED to come in and discuss reservations in person.

Your reservation is guaranteed for 60 minutes after your scheduled pick up time. If you have not picked up or called by the end of this grace period, it will be given to anyone who asks for it.

Cancellations need to be made at least 1 hour prior to the scheduled pick up time by leaving a text or via email; Jet has office hours from 9am to 5pm. He is not available before or after those hours or during the weekends or holidays.

### **Pick-ups & Returns**

Please check out your MyASU email for confirmations from Jet regarding confirmations following your reservation/checkout/return.

### **Most Checkouts are 24-hours**

For example, if you check something out on Monday, it's due back Tuesday at the previously scheduled return time. Unless previously specified. We are closed on weekends, so, if you pick-up on Friday, you have the equipment until Monday.

### **Fair Access**

Groups and individuals must wait one night before getting the same equipment again. In other words, we want everyone to have a fair shot at getting their projects done. If you know you'll need longer than a standard checkout, speak with your professor and the Equipment Manager in advance, to coordinate.

### **Semester/ Summer Breaks/ Holidays**

The Sidney Poitier New American Film School is closed over semester/ summer breaks and holidays. As such, students within a production-oriented course should make other arrangements if they decide to work through the breaks.

### **Out of State Travel**

Equipment *is not permitted to cross state lines*. The administration considers this theft. Faculty who are using equipment for research projects should refer to the Faculty Policy section for further details.

### **\*Testing equipment\***

Please make sure to schedule time to inspect the equipment with staff. Alot for 15 minutes. Make sure to thoroughly test and check your equipment in person with staff and resolve any issues before leaving the Equipment Room area! Students/ faculty/ staff are ***financially responsible*** for the items they take out.

Students/ faculty/ staff will have up to 1 hour after their checkout to inform Equipment Room staff of any issues with their reservation. If nothing is presented by that time, it will be assumed that all equipment is in working order.

## **Equipment Return Condition**

All equipment should be returned in the neat and orderly condition in which it was given. Equipment will be looked over by staff in your presence. Please make sure to schedule time to inspect the equipment with staff. Alot for 15 minutes.

There is no Drop Off of equipment without inspection.

### **A helpful tip:**

Take pictures of everything you reserve in the cases while you are checking it. This makes it easier to remember how the equipment should be repackaged after use.

## **Late Return Consequences**

Late returns will result in equipment usage privileges being revoked. This is strictly enforced whether you are 15 minutes late or a day late.

As all of our equipment is shared between student projects and courses, it is imperative that equipment is returned at the agreed upon time. Otherwise, complications could arise and classes may not be able to run properly.

If you need to make changes to your return times please call ahead. We would be happy to help you!

## **Arrangements for Flexibility in Pick-up, Returns, and Extensions**

Early pick-ups, late returns, and extensions can usually be arranged in advance. We try to be as flexible as possible in order to help you out. If you have a special situation, speak to the Equipment Manager to find out if we can accommodate your request. DO NOT assume that you can pick-up early, return late, etc *without getting approval*.

## **Warning About Equipment and Cars/ Rental Properties/ Spaces You Do Not Own/ Etc.**

NEVER leave equipment in the car/ rental properties/ spaces you do not own/ etc. If stolen or damaged, it is *your* responsibility for replacement costs. (See the Financial Responsibility and Fines sections for further detail.)

## **Problems & Financial Responsibility**

### **Equipment Problems**

All equipment should be checked and resolved prior to leaving the equipment Room. If, however, you experience a problem with the equipment, make note of it and tell us exactly what happened. Many times, “problems” are user errors, so make sure you are able to show us what you did. This way, we can fix the problem or show you what to do next time.

### **Financial Responsibility**

Students/ faculty / staff are financially responsible for the equipment, up to \$500. If there is a group project, all parties involved will share the financial responsibility.

### **List of Expendables students are responsible for:**

Batteries (AAA, AA, D, C, etc.)

Gaff Tape

Spike Tape

C47's (close pins)

Gloves (these should be rated for high temperatures)

## **STUDENT APPEAL PROCEDURES**

### **Grade Appeals**

Students with questions or concerns about specific grades should reach out first to the instructor of record in the course. If the student does not reach a satisfactory resolution with the instructor, he or she may initiate a grade appeal process by completing the ASU Academic Affairs Report Form:

[https://asuacademicaffairs-advocate.symlicity.com/public\\_report/index.php/pid832808](https://asuacademicaffairs-advocate.symlicity.com/public_report/index.php/pid832808)

Appeals focus on fair and appropriate application of university, school and course policy. Students submitting grade appeals should provide documentation of a situation they believe involves unfair or inappropriate application of policy, such as those included in the course syllabus.

Specific grade appeals will be considered by a faculty committee of the Cronkite School or the Herberger Institute for Design and the Arts, determined by the home school of the instructor of record. The committee will make a recommendation to the deans of both the Cronkite School and the Herberger Institute, and they will make the final recommendation to ASU's Graduate College.

### **Academic Integrity Appeals**

All NEM instructors are required to forward any potential violation of the school's Academic Integrity Policy to the school's Academic Integrity Officer. The AIO will conduct an investigation and notify the student of a determination of responsibility and, if necessary, sanction(s).

Students have 10 business days from the time of notification to appeal the sanction to the Cronkite School Standards Committee. The Standards Committee reviews evidence provided by the Academic Integrity Officer and invites the student accused of a violation to submit a written statement outlining any relevant information or evidence. The student then has the opportunity to meet with the Standards Committee in person or by phone to discuss the case.

After completing its investigation, the Standards Committee writes a report of findings and a recommendation to be presented to the dean of the Cronkite School for review. Any recommendation of suspension or dismissal will be forwarded to ASU's Graduate College for additional review.



### **Dismissal Appeals**

Students dismissed from the master's program for failing to make "satisfactory academic progress" or violating a code of ethics or conduct will be notified in writing and have 10 business days to appeal the determination to a joint committee representing both the Cronkite School Master's Committee and Herberger Institute Narrative and Emerging Media Program Committee. The Committee will review documentation provided by the student as well as the basis for dismissal. The student will have the opportunity to meet with the committee members and explain the basis of their appeal. The Committee will share its determinations with the deans of the Cronkite School and Herberger Institute, who will forward a recommendation to ASU's Graduate College. The Dean of ASU's Graduate College makes final decisions regarding dismissal from the program.



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## ASU CALIFORNIA CENTER

The Herald Examiner Building in downtown Los Angeles stands out as a cultural landmark in a modern city. As the new home of ASU in Los Angeles, the ASU California Center at the Herald Examiner Building represents ASU's growing evolution as a university of global impact.

The ASU California Center provides students from all of ASU's campuses the opportunity to make connections within Los Angeles and engage industries through jobs and internships. The new location also helps expand access to higher education for California students and life-long learners through undergraduate and graduate degree programs, executive education, workshops and seminars.

Through academic, research and public programs, ASU collaborates with the City of Los Angeles, local institutions and area businesses to address educational and societal issues.

Please see Page 37 of this handbook for a full breakout of Center details including a building guide, how to reserve rooms both for studying and production as well as more information on technology support and other issues.

### Getting there

Students may purchase a U-Pass for unlimited rides on all LA Metro services. Purchase a U-Pass in your ASU Transportation Account. After purchase, please contact Melissa Cortez, Facilities and Operational Support Manager, to pick up your U-Pass sticker to attach to your ASU ID card (aka Sun Card).

**Metro:** The ASU California Center is located about half a mile from the Pico Station stop on both the A and E Lines.

Please visit <https://www.metro.net/>

**Bus:** There are numerous Metro Local and DASH bus routes that stop within reach of the ASU California Center.

Please visit <https://www.metro.net/>

**Uber/Lyft/Taxi:** Taxi cabs and rideshare options are readily available in Downtown Los Angeles.

**Visitor parking:** There are several public parking garages and surface lots nearby that offer hourly and daily parking. [Click here for details.](#)



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## STUDENT WELLNESS

Student health and safety are always top priorities at ASU. This section of the handbook provides resources to support student wellness in a variety of areas. However, this is by no means an exhaustive list. Nonny de la Peña, MA-NEM program director, works to ensure a supportive, inclusive and healthy learning environment. Please contact her with questions or concerns or feel free to refer to any resources listed below.

### For life threatening emergencies

Call 911

### Health and Fitness

For information on ASU Health Services, including information about health insurance, COVID-19 testing and appointments with care providers, please visit:

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

Nurse triage line

9:00 a.m. to 5:30 p.m. MST

(480) 965-3349

After Hours

(800) 901-4763

### ASU Counseling Services

[ASU Counseling Services](#) provides confidential, time-limited counseling and crisis services for students experiencing emotional concerns or other factors that affect their ability to achieve their goals. Support is available 24/7, with options available for phone, text and telehealth sessions. Please find contact information here: <https://eoss.asu.edu/counseling>

After-hours/weekends

Call EMPACT's 24-hour ASU-dedicated crisis hotline: 480 921-1006

### 10 best practices in Graduate student wellbeing:

[https://graduate.asu.edu/sites/default/files/student\\_well\\_being\\_best\\_practice.pdf](https://graduate.asu.edu/sites/default/files/student_well_being_best_practice.pdf).

### The Herberger Institute Community of Care Process:

Don't know where to start? Need help figuring out a complex problem or non-911 crisis? Start here: <https://students.herbergerinstitute.asu.edu/student-life/community-of-care>

## STUDENT SERVICES

The charter of Arizona State University declares that the university is “measured not by whom it excludes, but rather by whom it includes and how they succeed.” ASU is committed to providing every resource possible for students to succeed academically, personally and professionally.

Nonny de la Peña, MA-NEM program director, works to ensure a supportive, inclusive, healthy learning environment. Please contact her with questions or concerns, and feel free to reach out to any of the resources listed below.

### Academic Advising

MA-NEM students work with an academic adviser to assist with course selection, registration and graduation application. For Fall 2023, Patricia Abracia will serve as the MA-NEM adviser and can be reached at [Patricia.Abracia@asu.edu](mailto:Patricia.Abracia@asu.edu).

### Career Services

The Herberger Institute for Design and the Arts in partnership with [ASU Career and Professional Development Services](#) have collaborated to help you prepare for a successful professional life doing what you love both in school and after graduation. The Herberger Institute Creative Career Services resources are available to all Herberger Institute alumni for life. [Please visit this page](#) for more details.

Cronkite School Career Services hosts dozens of recruiters and several job fairs throughout the year. [Please visit this page](#) to familiarize yourself with their services.

### Support for Students with Specialized Learning Needs

Students with health conditions that may impact their coursework should reach out to ASU’s [Student Accessibility and Inclusion Learning Services](#) (SAILS).

Student Accessibility and Inclusive Learning Services determines and facilitates accommodations for students with disabilities attending Arizona State University and those individuals who may be engaging in other ASU sponsored academic programs.

**Title IX**

Title IX is a federal law that provides that no person be excluded on the basis of sex from participation in, be denied benefits of, or be subjected to discrimination under any education program or activity. Both Title IX and university policy make clear that sexual violence and harassment based on sex is prohibited. An individual who believes they have been subjected to sexual violence or harassed on the basis of sex can seek support, including counseling and academic support, from the university. If you or someone you know has been harassed on the basis of sex or sexually assaulted, you can find information and resources at

<http://sexualviolenceprevention.asu.edu/faqs/students> and information about how to report such cases here <https://www.asu.edu/reportit/>.

**Financial Services**

The MA-NEM program offers a limited number of merit-based scholarships. For all other financial questions, please contact ASU Financial Aid and Scholarship Services:

<https://students.asu.edu/financialaid>.

**Pat Tillman Veterans Center**

The Pat Tillman Veterans Center provides guidance and support for students who are veterans, active-duty military or military dependents. The Downtown Phoenix Tillman Veterans Center is located in the University Center Building Room 130. For more information, please call the office at 602 496-0152 or visit: <https://veterans.asu.edu/>.

**International Students**

ASU's International Student and Scholars Center can provide support and answers to questions about visas, employment, scholarships and travel. To find more information or schedule an appointment with an ISSC adviser, visit the website: <https://issc.asu.edu/>.

To maintain SEVIS compliance, F-1 and J-1 international students must be enrolled full-time (9 credit hours or 6 credit hours with a teaching assistantship) by the start of each fall and spring semester through the final semester on their Plan of Study (POS). Refer to the International Students and Scholars Center [Maintaining your F1 Status](#) website for further detail, including residency requirements. International students completing the final semester of their Plan of Study- and with fewer than 9 hours (or 6 hours with a GA/TA) remaining to fulfill degree requirements - may be permitted to take a reduced course load by submitting the online Reduced Course Load form through the International Students and Scholars Center website: <https://issc.asu.edu/students/reduced-load>.

## **International Students Employment**

As an F-1 or J-1 international student, the United States Citizenship and Immigration Services (USCIS) provides a variety of opportunities to be employed in the UNITED States during and after the completion of a degree. Students must obtain the appropriate work authorization type before commencing employment.

F-1 students are generally allowed to work on-campus for a limited number of hours per week. Off-campus employment authorization for F-1 students is available for qualified international students to apply after one academic year of full-time enrollment. Visit [ASU International Students and Scholars Center- Employment](#) for more information.

### **Optional Practical Training (OPT)**

International students have two options after all coursework is complete: Pre-OPT and Post-OPT. A total of 12 months may be used for OPT. A student may start in Pre-OPT, graduate and then continue in Post-OPT.

Pre-OPT is when a student wishes to gain off-campus work experience, is completed with their coursework but still has to complete other degree requirements (e.g., applied project). Post-OPT is used when students wish to gain off-campus work experience after completing their degree program.

ASU's International Student and Scholars Center offers workshops to help you learn more about the Pre-OPT and Post-OPT.

### **Curricular Practical Training (CPT)**

Curricular Practical Training (CPT) is a type of planned off-campus employment authorization for international students on F1 visa who must complete an internship course in order to graduate from their current degree program. The MA in Narrative and Emerging Media degree program does not require an internship course for students to graduate.

### **ASU student groups**

Students lead more than 1,000 clubs and organizations outside of the Cronkite School and media opportunities. You can find a searchable database of clubs here:

<https://asu.campuslabs.com/engage/organizations>



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These student groups offer opportunities to connect with peers around [culture, faith and identity](#); [international student experiences](#); [community service](#); [entrepreneurship](#) and [intramural sports](#), and among many others.

**ASU's Graduate and Professional Student Association** offers opportunities to represent the Cronkite School at the university level, as well as some supplemental grants for research and travel.

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

A list of **additional ASU resources** for graduate students can be found here:

<https://admission.asu.edu/graduate/student-resources>

## REPORTING CONCERNS OR COMPLAINTS

ASU and MA in Narrative and Emerging Media faculty and staff teams are committed to providing an environment that is free of discrimination, harassment and retaliation for students, faculty and staff, and we all play critical roles in cultivating a culture of safety, respect, inclusion and integrity. Those wanting to report concerns about discrimination, harassment, retaliation or violations of law or codes of conduct should reach out to the following resources.

**ASU Police Department:** Call 911 for life-threatening emergencies or 480.965.3456 for non-emergency matters.

**Faculty leadership:**

Associate Dean and Professor Dr. Stephani Etheridge Woodson at the Herberger Institute for Design and the Arts oversees student services and serves as a resource for any student concerns. You can reach her at [soodson@asu.edu](mailto:soodson@asu.edu).

Senior Associate Dean Rebecca Blatt oversees Cronkite School master's programs and serves as a resource for any student concerns. You can reach her at [rebecca.blatt@asu.edu](mailto:rebecca.blatt@asu.edu) or 602.496.3244.

**Office of University Rights and Responsibilities:** OURR investigates complaints of discrimination or harassment against university faculty and staff. <https://urr.asu.edu/>

**Office of Student Rights and Responsibilities:** This office reviews and handles complaints regarding conduct of individual students and student groups. <https://eoss.asu.edu/dos/srr/filingreport>

**Title IX Coordinator:** If you are unsure what to do in a situation where sexual misconduct may have occurred you can contact the Title IX coordinator. <https://www.asu.edu/titleIX/>

**ASU Hotline:** If you have a pressing ethical or compliance concern or a highly sensitive matter that is best kept confidential and have exhausted other options for reporting your concerns, you may report your concern anonymously through the ASU Hotline: 877.786.3385 <https://inclusion.asu.edu/resources/reporting-options>





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**Academic Integrity Officers:** Students who observe violations of the ASU Academic Integrity Policy should report these instances to the course faculty member first. Reported cases will be forwarded to the Academic Integrity Officers of the Herberger Institute and the Cronkite School. NEM 593 Applied Project (3)

### RECOMMENDED PLAN OF STUDY – MA-NEM

30 credits minimum

TERM 1	TERM 2	TERM 3	TERM 4	TERM 5
MCO 501 Emerging Media (3)	NEM 530 Emerging Media Project Management (3)	NEM 550 Diversity & Ethics in Emerging Media (3)	NEM 630 Emerging Media for Clients (3)	NEM 593 Applied Project (3)
NEM 510 Emerging Media Narrative & Pre-Production (3)	NEM 515 Emerging Media Production (3)	*Technique (3)	**Elective (3)	
NEM 585 Portfolio (1)		NEM 585 Portfolio (1)		NEM 585 Portfolio (1)

#### Required Core (21 credit hours)

NEM 501 Emerging Media (3)  
 NEM 510 Narrative Development and Pre-Production (3)  
 NEM 515 Emerging Media Production (3)  
 NEM 530 Emerging Media Project Management (3)  
 NEM 550 Diversity and Ethics in Emerging Media (3)  
 NEM 585 Portfolio (1)  
 NEM 630 Emerging Media for Clients (3)

#### Other Requirements “Technique” (3 credit hours)

NEM 520 AR/VR/XR for Storytelling (3)  
 NEM 525 Virtual Production for Storytelling (3)  
 NEM 601 Short Form and 360 Video Production (3)

## **Electives (3 credit hours)**

### **Culminating Experience (3 credit hours)**

NEM 593 Applied Project (3)

### **Additional Curriculum Information**

NEM 585 is a one credit hour course that must be taken three times, for a total of three credit hours. Students must complete one course from the Other Requirements list.

### **Culminating Experiences - Applied Project**

#### **Applied Projects Committee Selection**

The committee chair (usually the faculty advisor) and at least two other members serve on the committee. Before placing the names of the faculty whom you would like to serve on the committee, confirm with all of them that they are willing to serve. After you submit the committee member names through the iPOS link in your MYASU portal, the committee is officially appointed by the dean of the ASU Graduate College upon recommendation of the MA in Narrative and Emerging Media program. The committee serves as the applied project committee for the degree.

#### **External Committee Members**

In special circumstances, you may wish to have an external member serve on your applied project committee. This decision should be in consultation with your committee chair. In such cases, you need to submit a request to the MA in Narrative and Emerging Media graduate coordinator with the contact information, C.V. or resume of the person you wish to add. After the request is processed in the system, the ASU Graduate College will review and either approve or deny the request. It is recommended that the external committee member be added to the committee no later than the final semester of the study.

#### **Student Responsibilities**

Students are expected to adhere to the [University Student Academic Integrity Policy](#) when completing their applied projects. Students must earn a B or better in NEM 593 before you can graduate.

## Human Subject Research

Thesis projects that are not journalistic and involve human subjects research (e.g., interviews, tests, surveys) must be submitted to [ASU's Institutional Review Board](#) to ensure that subjects are treated ethically and that their rights and welfare are adequately protected. IRB approval (designating the study as Exempt, requiring Expedited Board Review, or requiring Full Board Review) must be received before data collection can begin. Follow these steps to apply for approval.

- Your project must have a Principal Investigator (PI) who is a member of the faculty and who must supervise the research. While not required, it is strongly recommended that the PI be a member of the Supervisory Committee. You will be the Co-Principal Investigator (Co-PI).
- All researchers conducting human subjects research, including the PI and Co-PI must complete the Human Subjects CITI Training Course before applying to the IRB for approval. The training takes several hours, but may be completed in several 20- to 30-minute increments. Keep multiple paper and electronic copies of the Certificate of Completion, which is valid for three years. See <https://researchintegrity.asu.edu/human-subjects>
- Submit an application to the ASU IRB through the ASU Office of Research Integrity. Allow several weeks to complete this process.
- **Your contact with human subjects may begin after your application to conduct research has been approved by the ASU Office of Research Integrity.**

## MYASU AND UNIVERSITY CORRESPONDENCE

You can manage most of your academic affairs through your MYASU portal ([my.asu.edu](http://my.asu.edu)). You may use this site to check your ASU Gmail, access your Google Drive, Canvas, enroll for classes, check the status on any outstanding tuition balances, financial aid and view your grades. Remember to update your contact information by clicking the Profile tab in the top center. If we need to contact you for any reason, this is the contact information used.

Students are expected to regularly check their ASU email accounts for messages from the university and the Cronkite School. Students also are expected to regularly check their MyASU priority tasks for messages and holds from the university. Students are responsible for managing their tuition payments, finances and tracking university academic calendar deadlines.

### ACCESSING STUDENT PORTAL: MYASU

Your [my.asu.edu](http://my.asu.edu) portal is your go-to place for information about courses, transcripts, transportation, student success and support, finances, university policies and the academic calendar. Please take time to familiarize yourself with these areas:

**Profile:** Update your address, phone number, email information, or add guests, such as a parent, so they can look at FERPA-protected information including grades.

**My Classes:** Click on the name of each course to access the corresponding Canvas content. This is where you will see the syllabus, find links to readings and submit assignments. Take a few minutes to familiarize yourself with the structure of each course.

**Final Transcript:** If you sent in a transcript for admission to the program before you graduated, send your final transcript with your degree posted.

**Academic Integrity Module:** ASU's Graduate College requires completion of a module reviewing academic integrity expectations. Please complete it as soon as possible. Please note, this module explains how to avoid plagiarism and the university-wide policy. The Cronkite School Academic Integrity Policy includes additions specific to journalism students. Please be familiar with both policies.

**Academic Calendar (bottom left box):** This has important dates you need to monitor, including when classes begin, last day to register or drop/add classes, tuition and fee payment deadlines, holidays, withdrawal deadlines, schedule of classes available and when to enroll.

**Campus Services:** This includes Health and Wellness Resources, such as health insurance, counseling, disability services; Transportation, such as parking permits, METRO Light Rail, U-Pass and campus shuttles; Student Success and Support, such as disability services, tutoring and student success centers; and Job & Career Services. Please note these job resources are university-wide and not specific to the Cronkite School. Please consult with the Cronkite School graduate career adviser for Cronkite resources for job and career preparation and placement.

## **The Sidney Poitier New American Film School and Cronkite Faculty- Staff**

**Academic Affairs and Admissions (academic questions, student services, enrollment assistance)**

Amanda Osman	Assistant to Herberger Institute Associate Dean of Students: Stephani Etheridge Woodson	Amanda.Osman@asu.edu
Cheryl Boone Isaacs	Founding Director, Sidney Poitier New American Film School: Oversees all of The Sidney Poitier New American Film School locations, Los Angeles, Tempe and Mesa	Cbisaacs@asu.edu
Melissa Dickman	The Herberger Institute Sidney Poitier New American Film School Manager: Manages student experiences and supports leadership team	Melissa.Dickman@asu.edu
Patricia Abracia	Graduate Recruiter Academic Advisor: Responsible for program admissions, Plan of study, Course Registration, and Incomplete grade requests	Patricia.Abracia@asu.edu

Peter Murrieta	Deputy Director, Sidney Poitier New American Film School: Advises the Director on organizational planning and oversees issues relating to faculty and student experience.	Pmurrie3@asu.edu
Sharon Teo-Gooding	Associate Director for the Sidney Poitier New American Film School: Oversees business operations and provides operational oversight	Sharon.Teo-gooding@asu.edu
Sofia Jujano	Assistant to Cronkite School Senior Associate Dean, Rebecca Blatt	Sofia.Lujano@asu.edu



**Narrative and Emerging Media Faculty and Staff Leadership**

Nonny de la Peña	Founding Director, Narrative & Emerging Media program: Oversees all activities related to NEM	anonny@asu.edu
Mary Matheson	Professor of Practice, Narrative & Emerging Media: Oversees all NEM course related issues	Mary.Matheson@asu.edu
Jet Olaño	Learning Technology Specialist: Responsible for all hardware and software needs for NEM course	Jet.Olano@asu.edu
Ryat Yezbick	Learning Resource Specialist: Manages NEM program	Ryezbick@asu.edu
April Corrales	Administrative Specialist: Performs all N.E.M administrative duties including scheduling appointments for Nonny de la Peña	April.Corrales@asu.edu



**The Sidney Poitier New American Film School**

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# ASU California Center Broadway Student Building Guide

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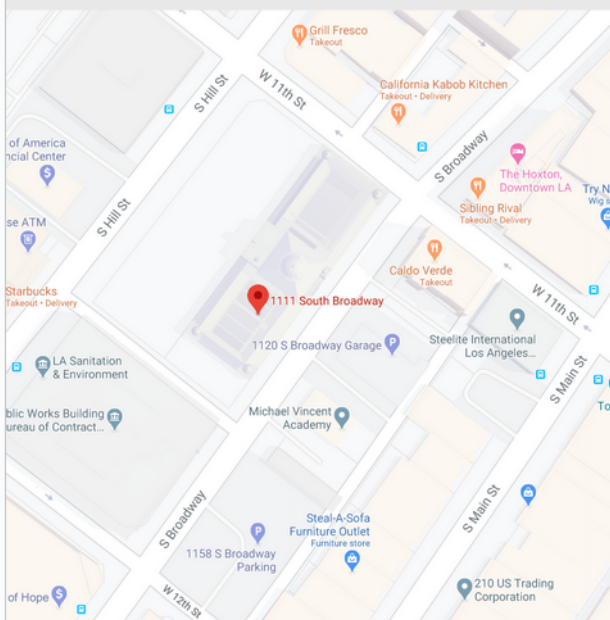
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**The Sidney Poitier New American Film School**

**Walter Cronkite School of Journalism and Mass Communication**



## Location

ASU California Center Broadway  
1111 S. Broadway, Suite 100  
Los Angeles, CA 90015  
213-510-6900

Northeast corner of S. Broadway and W. 11th St.

ASU building code: HEXB  
ASU mail code: 3131

# Operations Team

Point of Contact	Contact For	Contact Info
<b>Elizabeth Tam</b> <i>Sr. Director, ASU Los Angeles Operations Executive Administration</i>	<b>Responsible for all LA operations</b> and Executive Admin staff at California Center Broadway and California Center Grand	<a href="mailto:elizabeth.tam@asu.edu">elizabeth.tam@asu.edu</a> 424-229-9473
<b>Caitlin Benson</b> <i>Director of Operations Executive Administration</i>	<b>California Center Broadway onsite program operations</b> , space needs, hoteling desks and offices, room scheduling system access and instructions (EMS), classroom scheduling, program operations needs, storage, Facility Use Agreements, alcohol permits, ASU in CA website content	<a href="mailto:caitlin.benson@asu.edu">caitlin.benson@asu.edu</a> 213-510-6896
<b>Jasmin Logrono</b> <i>Workplace Experience Coordinator, Business and Finance Affiliate via CBRE</i>	<b>Provides administrative support</b> for Business & Finance Operations including: building access, safety, security, maintenance, facility work order system (TMA), Sun Card services, lockers, parking and transit, mail services, deliveries etc.	<a href="mailto:jasmin.logrono@asu.edu">jasmin.logrono@asu.edu</a>
<b>Vacant</b>	<b>Events and meetings</b> at the ASU California Center Broadway	
<b>Jon Bassinger-Flores</b> <i>Program Operations Manager, Executive Administration</i>	<b>Serves as the POC for all ASU affiliates.</b> Manages requests to film at the ASU California Center Broadway and provides building tours.	<a href="mailto:Jon.Bassinger-Flores@asu.edu">Jon.Bassinger-Flores@asu.edu</a> 480-884-2248
<b>Amber Page</b> <i>Office Coordinator Sr. Executive Administration</i>	<b>Provides administrative support</b> for the office operations. Manages hoteling workspace, approves new EMS account requests, trains new users on EMS, gives building tours, ASU in CA website staff and event updates	<a href="mailto:amber.page@asu.edu">amber.page@asu.edu</a> 602-543-4786
<b>Mabel Johnson</b> <i>Office Coordinator, Executive Administration</i>	<b>Greets and registers all visitors</b> , students, and employees entering the building. Directs visitors, accepts deliveries and mail.	<a href="mailto:mabel.johnson@asu.edu">mabel.johnson@asu.edu</a> 213-510-6900
<b>Raul Corrales</b> <i>Transportation and Logistics Coordinator Executive Administration</i>	<b>Ground transportation</b> and logistics for visitors, building operations support	<a href="mailto:raul.corrales@asu.edu">raul.corrales@asu.edu</a> 323-928-8397
<b>Executive Technical Support</b> <b>Jason Lloyd</b> , <i>Technical Director, Events</i> <b>Kennard Guillermo</b> , <i>Systems Support Analyst Sr.</i> <b>Aleks Malczewski</b> , <i>Systems Support Analyst Sr.</i> <b>Ronen Rozner</b> , <i>Systems Support Analyst</i>	<b>Technology support</b> including deskside, classroom, and meeting and event A/V, printers and WiFi	<a href="mailto:ETSLA@asu.edu">ETSLA@asu.edu</a>

**15 ASU  
Colleges,  
Schools and  
Departments  
On Site  
Summer 2023**

- Academic Alliances
- Admissions Services
- ASU Local
- ASU Foundation
- Business and Finance
- California College of ASU
- Executive Administration
- Learning Enterprise
- Sidney Poitier New American Film School
- Sidney Poitier New American Film School: Narrative and Emerging Media
- Sandra Day O'Connor College of Law: Difference Engine, an ASU Center for the Future of Equality
- Thunderbird School of Global Management
- University Affairs
- Walter Cronkite School of Journalism and Mass Communication
- Zócalo Public Square

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## Building Access | Security Emergency Procedures

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## Building entrance and hours

The ASU California Center Broadway's primary entrance is the set of double doors at the center of the building on Broadway. Those doors are unlocked Monday-Friday 8 a.m.-5 p.m. Outside of those hours the building is accessible to employees through the ISAAC system through your Sun Card. After hours student access will be provided via Sun Card for evening and weekend classes and as needed for specific academic program requirements.

The entrance to the East Lobby on Broadway will open after the City of Los Angeles completes renovations to the sidewalk, creating an accessible entrance.

The West Lobby doors are accessible via Sun Card.



## Building access

Access to the ASU California Center Broadway's entrances, elevators, stairwells and other interior building areas is controlled through the ISAAC system.

Faculty, staff, students and affiliates must use their Sun Card for access, including showing the lobby security guard their Sun Card.

**To request building access via your Sun Card, please complete the ASU California Center Broadway [Access Request form](#).** Faculty should have each student enrolled in their California Center Broadway courses submit the form or provide a spreadsheet with the requested information to [caitlin.benson@asu.edu](mailto:caitlin.benson@asu.edu) prior to the first day of classes.



## Building security

**Safety and security is a high priority at the ASU California Center Broadway. Employees, students and affiliates need to be cognizant of their surroundings.**

### **Security Staff**

At least two security officers are onsite 24/7.

One security guard is located in the lobby, another patrols the interior of the building and two security guards patrol the exterior of the building.

Employees, students and affiliates must wear their Sun Cards throughout the building as a visible identifier to security staff that they are affiliated with ASU.

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## Building security

### Physical Security Controls

Access to locations within the ASU California Center Broadway, including elevators, stairwells and classrooms areas, is controlled by the ISAAC system. The building is equipped with cameras and door sensors which will be monitored by onsite security staff.

### LiveSafe App

The LiveSafe mobile app for ASU allows smartphone users to report tips to the ASU Police Department, make emergency calls and perform other functions that improve their personal safety and security.

### Sun Cards

Employees, students and affiliates will wear Sun Cards as a visible identifier that they are affiliated with ASU.

### Safety Escort Service

A safety escort service is available to students and employees. See details [here](#).

### Training

LA-specific training is available for ASU employees addressing:

- Community of Care - Los Angeles training
- Earthquake awareness and preparedness training
- LA Campus Safety

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## LiveSafe mobile app

### Purpose

The LiveSafe mobile app for ASU allows smartphone users to report tips to the ASU Police Department, make emergency calls and perform other functions that improve their personal safety and security.

### Highlights


- SafeWalk option
- Request Security Escort Service
- Report Tips to ASU PD (real-time)
- Campus Alerts & Advisories
- Emergency options (i.e. 911)
- Visit our [ASU LiveSafe mobile app](#) page
  - [How-To video](#)
  - [Download App](#)

**ASU** Arizona State University  
**ASU LiveSafe mobile app**

The free ASU LiveSafe mobile app enhances your personal safety across ASU campuses by placing more reporting power in the palm of your hand.

- Send an emergency 911 text or call ASU Police dispatch.
- Send ASU Police real-time, anonymous tips that include audio, pictures, text and video.
- The app broadcasts ASU Alert and Advisory messages.

**Download the free ASU LiveSafe mobile app:**




1. Scan the QR code with your smartphone, or visit the App or Google Play stores.
2. Search for and select the blue **LiveSafe, Inc.** shield and download the app to your mobile device.
3. Select **Arizona State University**.
4. Choose your organization based on your location. Use **ASU AZ – Fac/Stu/Staff** or **ASU DC – Fac/Stu/Staff**.
5. ASU parents and visitors choose **ASU AZ – Visitor** or **ASU DC – Visitor**.
6. Complete your profile.

  
**audio | chat | pictures | video**  
**livesafe.asu.edu @ASULiveSafe**

**ASU** Arizona State University  
**ASU LiveSafe mobile app**

**Features and Benefits:**

- Access archived ASU crime alerts and bulletins.
- Alert personal emergency contacts in times of distress.
- Choose **GoSafe** to activate **SafeWalk** and text with your friends or family during your trip as they view your progress on a map. Deactivate **SafeWalk** after your trip.
- Enable location services to provide your accurate GPS position.
- Locate ASU intercampus shuttles in real time via the **Shuttle Tracker**.
- Select **GoSafe** to access **SafeRide** and request ASU Safety Escort Services. Enable the map feature to find pick-up and drop-off locations nearest you.
- Tip **Report Tips** to use **Motorist Assist** if you locked your keys in your car or your battery is dead.



**audio | chat | pictures | video**  
**livesafe.asu.edu**  
**@ASULiveSafe**

Printed on recycled paper

## Safety Escort Service

To request a safety escort to your vehicle, please do one of the following:

- Go to the front desk
- Call security at **213-510-6911**
- Use the LiveSafe app to make the request



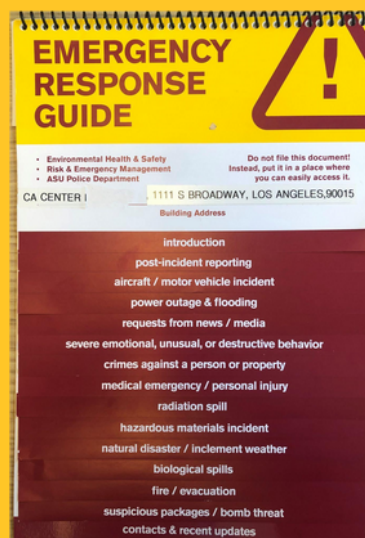
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## Emergency Procedures

Emergency Response Guide flipcharts are located in each classroom.

- **Fire** – Exit immediately  
Gather on Broadway near Joe's Parking lot
- **Earthquake** – *Drop-Cover-Hold*  
Gather on Broadway near Joe's Parking lot
- **Active Shooter**– *Run-Hide-Fight*  
Wait for further instruction from law enforcement

Contact [jasmin.logrono@asu.edu](mailto:jasmin.logrono@asu.edu) with questions.



## COVID-19 Protocols

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**Wearing  
is caring**

**Face coverings  
are strongly  
recommended  
inside all ASU  
buildings.**



## Face coverings strongly recommended indoors

The ASU California Center Broadway follows current [ASU guidelines](#) as well as local and State of California guidelines. In instances where there are conflicts in guidelines, the more stringent guidelines are followed.

As of March 4, 2022 the [LA County Department of Public Health](#) strongly recommends wearing a mask while indoors.

Face coverings are provided in the Community of Care kits and are also available upon request at the 1st floor lobby front desk.

## Self-screening

Employees, students and visitors that enter the ASU California Center Broadway are encouraged to complete a self screening upon entering the building by answering the questions on signs posted at the entrance:

- 1) Do you feel sick?
- 2) Do you have a fever?
- 3) Have you been around someone that has been diagnosed with COVID-19 or asked to quarantine by a health professional?

## Commit to a daily low-tech well check

**Do not enter** if you answer **yes** to any of these questions:



1. Do you feel sick?



2. Do you have a fever?



3. Have you been around someone that has been diagnosed with COVID-19 or asked to quarantine by a health professional?



If you answer **yes** to any of these questions, it's best you stay home.

Contact your primary healthcare provider for an assessment of symptoms if you believe they are related to COVID-19.

**Students**

[Community of Care training modules](#)

**Faculty and Staff**

[Community of Care Training 2021](#)

## Community of Care training

ASU's Community of Care training is required for all faculty, staff and students regardless of location. Use the following links to complete the training.

**Community of Care kits** are available upon request.

## Devils' drop-off COVID-19 saliva testing

Devils' drop-off is an onsite COVID-19 saliva testing option open to **all students, faculty, staff, affiliates and partners**. No appointments are required — pick up a kit at the ASU California Center, register it online and drop it off once you've collected your saliva sample.

Devils' drop-off is available at the ASU California Center on **Mondays and Wednesdays 9 a.m.- 2 p.m.** in the first floor lobby circulation area near the elevator. Samples are shipped to ASU's Biodesign Institute in Tempe, Arizona immediately after the 2pm deadline. Results are typically available in 24-72 hours.





**The Sidney Poitier New American Film School**

**Walter Cronkite School of Journalism and Mass Communication**

## Support Services

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## Lobby Operations

The East Lobby is staffed by security staff and an ASU receptionist.

Employees, students and affiliates must display their Sun Card to lobby staff to proceed past the security desk.

All visitors must register at the front desk. Hosts will be notified that their guest has arrived so they may come to the lobby to greet their guest.

Please alert [Mabel Johnson](#), Office Coordinator, of any visitors or deliveries you are expecting.

## Service Animals

A “service animal” is a dog that is trained to help a specific individual with a disability with specific services (i.e., fetching dropped items, minimal protection work, rescue work, pulling a wheelchair). Students, staff and members of the public may bring a service animal into ASU facilities.

Emotional Support Animals must be pre-approved by ASU Human Resources. Please contact Caitlin Benson with any questions.



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## ASU Sun Card

Sun Card printing is available onsite. Students, employees and affiliates may [order their Sun Card online](#) and pick it up at the California Center via [Jasmin Logrono](#), Workplace Experience Coordinator [jasmin.logrono@asu.edu](mailto:jasmin.logrono@asu.edu).

All students, faculty, staff and affiliates will need a Sun Card\* for [building access](#), including access to elevators, stairwells and classroom areas.

**Sun Cards must be worn as visible identification inside the ASU California Center Broadway.**

Sun Cards are also used to access the Print Anywhere devices near the first and second floor classrooms. Sun Cards are also used to access LA Metro services when the U-Pass is purchased.

*\*The Pitchfork ID from MidFirst Bank can also provide the same functionality*





## Print/Copy/Scan

### Employees

Printing, copying and scanning is available on levels 3 and 4 via Canon multifunction devices. At this time there is no charge to ASU departments for this service or the supplies.

Before printing the first time please contact [ETSLA@asu.edu](mailto:ETSLA@asu.edu) to request assistance with loading the required print driver.

### Students

Students have access to printing, copying and scanning through the [Print Anywhere](#) program. Print and copy costs are charged to the student's ASU account. Academic programs may purchase pre-paid Print Anywhere cards for students, if desired.

#### Print Anywhere

**Print, copy and scan prices (per page)**

- Letter (8.5x11): 12¢ black and white / 50¢ color
- Legal (8.5x14): 12¢ black and white / 50¢ color
- Ledger (11x17): 24¢ black and white / \$1 color
- Scanning any size document: Free

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## Technology Support

Executive Technical Support (ETS) staff are onsite to provide deskside, classroom, meeting and event technology support during regular business hours. Classroom and event technology support is also available during scheduled evening and weekend classes and events.

Students may contact the ASU Experience Center 24/7 for technology assistance. Service requests will be escalated to the onsite team as needed.  
<https://uto.asu.edu/experiencecenter>

**Request technology support by emailing [ETSLA@asu.edu](mailto:ETSLA@asu.edu)**

## ASU Network and WiFi

The ASU California Center Broadway is on the ASU network, providing the same experience users have on any of the Arizona campuses.

To connect to ASU's wireless network, please log into the encrypted wireless network following these instructions:

- 1) Select wireless setting on your device
- 1) Select "ASU" from the list of wireless networks
- 1) Log in with your ASURITE ID and password (if you are prompted to accept the certificate, please accept)

## Room scheduling system

The ASU California Center Broadway's shared meeting rooms, classrooms and hoteling desks and offices are reservable through the EMS room scheduling system <http://larooms.asu.edu/>.

The platform is available online, via mobile app, and on display panels outside each shared meeting space.

Employees and students with Sun Card access to the building will also have access to EMS. To otherwise request access, please complete the ASU California Center Broadway [Access Request form](#) online.

Please view the [EMS User Guide](#) for instructions on how to create a reservation. For assistance with meeting room, hotel desk and hotel office reservations, please contact [Amber Page](#), Office Coordinator Sr.



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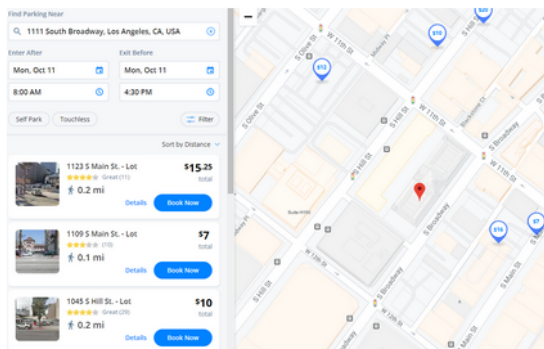
## Parking and Transit Options

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## California Center Broadway

### off site parking

<https://links.asu.edu/CaliforniaCenterVisitorParking>



#### PRE-PAID daily and/or monthly parking via [SPOTHERO website](#)

- Cost varies by location
- Book up to a month in advance
- Only participating lots listed on website

#### Directions:

Navigate to the [SpotHero](#) website; search for a nearby lot by entering the ASU California Center Broadway address 1111 S. Broadway, Los Angeles CA 90015

#### Parking Lot recommendations:

- Enter this location at **1109 S Main St.** This lot is operated by Unified Parking Service, Inc. It is located on the northwest side of S Main St. between W 11th St. & W 12th St. The entrance is directly north of the Hawaiian Collection. You may also enter this location at 1112 S Broadway, just south of Thelma's.
- Enter this location at **1123 S Main St.** This is the 1123 S Main St. lot, operated by JAZ Parking Inc. It is located on the northwest side of Main St. between 11th St. and 12th St.

#### How to Redeem:

1. Show the Attendant your SpotHero Parking Pass, either printed or on a mobile device.
2. If there is no attendant present, please make sure your license plate is entered correctly on your parking pass.
3. Simply leave when you're ready to go!

## California Center Broadway

### LA Metro



The Universal College Student Transit Pass (U-Pass) provides college students of participating schools with greater fare discounts and an expedited activation process that is administered directly on campus. It is good for unlimited rides on all Metro services in L.A. County, including Metro Rail, Metro Rapid and Express buses, and local buses

LA Metro U-Pass sold via ASU transportation account at

[https://asuparking.t2hosted.com/cmn/auth\\_ext.aspx](https://asuparking.t2hosted.com/cmn/auth_ext.aspx)

**Instructions:**

- Navigate [LA Metro U-Pass sold via ASU transportation](#)
- Click on "Affiliated Login" at the bottom of the screen and sign-in
- Look for "Permits" at the top of the page and click on "Get Permits"
- Click on "Purchase a transit Pass"
- Select type of permit i.e. LA Metro Pass and choose type of payment
  - \$75 per semester for U-Pass (same price as AZ Valley Metro U-Pass)
  - Receipt confirmation required at time of pick-up
  - The U-Pass sticker will be attached to ASU Sun Card

ASU Sun Card and U-Pass are distributed onsite.

More information on LA Metro <https://www.metro.net/>

For additional support, please contact Jasmin Logrono, Workplace Experience Coordinator, [jasmin.logrono@asu.edu](mailto:jasmin.logrono@asu.edu)

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## Bike parking

Bike parking is available in the lower level of the adjacent parking garage (AXIS building). Please contact Jasmin Logrono, Workplace Experience Coordinator for access to bike parking via [jasmin.logrono@asu.edu](mailto:jasmin.logrono@asu.edu)



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## Student Meeting and Study Spaces

## Student Meeting Room and Study Spaces

Small conference rooms and study spaces are available for undergraduate and graduate students participating in courses and programming at the ASU California Center Broadway.

### Locations

- 9 small conference rooms located outside of the first and second floor classrooms available on a first-come, first-served reservation basis
- Seating outside the first and second floor classrooms
- Quiet study space is also available on the second floor mezzanine when events are not taking place

### Hours

- Conference rooms and the 2nd floor mezzanine are available during regular building hours, Monday-Friday, 8am-5pm
- The mezzanine is not accessible when events are taking place in the event space below
- Programs which require student access for weekend study space should contact Elizabeth Tam, Sr. Director, ASU Los Angeles Operations, at [ewtam@asu.edu](mailto:ewtam@asu.edu).

### To reserve a meeting room

Make your student team meeting or study room reservation online through EMS. Navigate to <http://larooms.asu.edu/> then select "California Center-reserve a student space."

### Guidelines

- In order to keep the equipment in each room maintained, food and drink are not permitted
- Conference rooms may be blocked in 2-hour sessions by each group or user per day

## Wellness rooms

There are two wellness rooms located on the third floor. Wellness rooms are furnished with a lounge chair, counter and sink. They are reservable through the online scheduling system at <http://larooms.asu.edu/> or at the panel.



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## Lockers

Lockers are available for day use on the north and south sides of the 3rd floor for staff hoteling desk users.

Instructions for operating the lockers are located at the lockers.

Contact [jasmin.logrono@asu.edu](mailto:jasmin.logrono@asu.edu) with questions.



## Work cafe

The Work Cafe is located in the center of the third floor and features variety of casual seating options.

Self-serve coffee, tea, filtered water and vending machines are available in the adjacent pantries.

Refrigerators and microwaves are available in pantries located on levels 1-3.



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## Edit Bays and Media Production Studios

## Editing Rooms

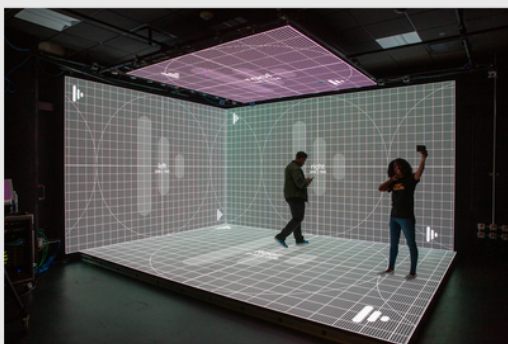
Level 4 has 3 edit bays, one with two editing setups.

Edit bays are reservable through the online room scheduling system <http://larooms.asu.edu/>. A digital panel outside each edit bay displays the daily schedule of reservations.

Access to the edit bays is managed through the ISAAC system. Students enrolled in courses which require use of the edit bays will use their Sun Card to access the edit bays.



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## Media Production Studios

Level 4 has two media productions studios which may be reserved by faculty and staff through [larooms.asu.edu](https://larooms.asu.edu) and in collaboration with the lead for each studio. Student use must be scheduled through the professor and students must be supervised by faculty or staff while using the studios.

**Broadcast and Digital Video Studio 414** is designed for digital video production and broadcasting.

Studio lead: TBD upon completion of the studio.

**Virtual Production Stage 416** designed for virtual media production.

Studio lead: [Jet Olano](#), Learning Technology Specialist, Sidney Poitier New American Film School

Studios must be reset after each use.

No food or beverage is permitted in the studios.





**The Sidney Poitier New American Film School**

**Walter Cronkite School of Journalism and Mass Communication**



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