

Since 1996, the Bachelor of Interdisciplinary Studies degree has offered ASU students an opportunity to apply knowledge in new ways to meet the challenges of an ever-changing world. Ranked among the top interdisciplinary studies programs in the nation, we currently have 2,252 majors and over 7,300 graduates.

Catching Up With Bis Alumni

By Carolyn Egan

Jennifer Raj on Internships and Post-Graduate Plans

Some interdisciplinary studies students have no idea what they would like to do for their BIS 401 internship. But Jennifer Raj says that's precisely why students should get a jump on finding internships. Such opportunities afford students the experience to try new things before entering the workplace.

You might just find out exactly what you like—and maybe don't like. Jennifer, a recent graduate from the BIS program, did FOUR different internships before she found her perfect fit. She loves people, and her disciplinary concentrations were business and communication. She started out interning in public relations, then with a media agency, then in media marketing and, finally, she found her niche doing marketing for Primavera, an online high school. Her advice to future students searching for the perfect internship: "Try as many internships as possible in the last two years of your degree at ASU!"

Jennifer's final internship doing marketing at an online high school led to her first job after she graduated from ASU. Jennifer truly enjoyed her internship, and her employer appreciated how well she performed. So much so, that upon hearing Jennifer had a few post-graduate job offers, her internship advisor immediately offered her a permanent position in the marketing department at Primavera. Jennifer was a standout from the beginning and she still can't believe that she received a promotion even before her first official day on the job. Her employer made her in charge of the marketing department altogether. It just goes to show what you can achieve when you're doing something you really enjoy.

Jennifer says she owes part of her internship success to ASU's career Web site. The site is where she found all four of her internships, proving that some of the best resources are right here at the university. Not only was ASU's Career Services helpful in locating BIS 401 opportunities, but they helped Jennifer kickoff a promising career!



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Contact Information

Bachelor of Interdisciplinary Studies
sfs.asu.edu/bis | (480) 965-1970

Carolyn Egan, writer
Denise Bates, Ph.D., faculty editor
Deanna Johnson Mullican, graphic designer
Karen Mancini, consultant

Original artwork in the *Kaleidoscope* masthead was created by BIS student Rebecca Soltis.

Are you a creative BIS student

Interested in having your work featured in an upcoming issue of *Kaleidoscope*?

Any type of creative work will be considered, such as poetry, short stories, art pieces, or photography.

Please send submissions to
Denise.Bates@asu.edu

Mistie D. Hague, Integrated Marketing Communications Entrepreneur

Mistie graduated from the BIS program this past summer and has been creating her own career path ever since. Her disciplinary emphases were business and art history. She always wanted to be her own boss and decided that there was no time like the present to make that happen. After graduation she started her own business, *beBroad*, inc. (www.bebroad.com). *beBroad*, inc. is an integrated marketing communications company that assists businesses, nonprofits and individuals by creating high-performance, end-to-end Web presence, internal and external brand messaging, and online and offline tools and processes for establishing consistent brand communication to desired audiences.

Encouraged and inspired by a bit of consulting work she did for a local nonprofit organization, The Wellness Community (www.twccaz.org), Mistie found herself building a clientele. Additional clients include Bowery Lane Bicycles, an innovative new bicycle company in New York that produces very affordable American handmade “Dutch Style” bikes, and the Fixtures Group, a twenty-five-year-old company that sells display cases to universities, museums and the retail industry. The company’s offerings depend upon the client. *beBroad* aims to create consistent marketing and brand messaging. Tactics can range from Web site creation and collateral design to Web marketing and public relations. Mistie’s business partner, Lenora Mosby, specializes in project management, corporate curriculum and employee development training. Mistie’s client list is currently growing, a remarkable feat considering our country’s economic state.

Mistie recalls one of the things she liked most about the BIS program at ASU was the faculty. She cites their passion as a source for her inspiration. She also enjoyed the ability to study the two areas that interested her most: business and art. Starting out in art school and working as a freelance sculptor in NYC, Mistie found that most art majors often have a poor understanding of the business world, two realms that she found to be inevitably intertwined. The Bachelor of Interdisciplinary Studies degree, with its well-planned core courses, allowed her to bridge that gap. Mistie points to critical hands-on learning experiences such as Web design and creating a digital video in professor Dave Thomas’ BIS core class as the tools she needed to start her own business. Her advice to current and future BIS students is to take full advantage of the lessons taught in the BIS core classes. “You can glean a lot of insight and practical skills that will be useful to you in the real world.”

Currently Mistie is studying to take the GMAT and hopes to be in graduate school by January.



Intern in the Spotlight: Steve Ryan

By Carolyn Egan



Steve Ryan’s community service efforts are truly inspirational. While working on his Bachelor of Interdisciplinary Studies degree as a full-time student at ASU, he also works full time as a 911 dispatcher in downtown Phoenix. The Phoenix Regional Dispatch Center where he works completes around 300,000 dispatches per year. A dispatch is a call that results in sending at least one fire department resource to an address. The center also answers about 850,000 medical and fire-related phone calls per year, providing medical and fire dispatching services for 24 cities in the Maricopa County area including: Tempe, Scottsdale, Phoenix, Chandler, Peoria, Glendale, Sun City, Sun City West, Surprise, Buckeye, Avondale, Maricopa and others.

One of Steve’s disciplinary emphases is communication. While he was looking for an internship for BIS 401, he stumbled upon a huge communication gap between employees of the city and state and the union that represents them, the American Federation of State, County and Municipal Employees. Out of this need for better communication, Steve engineered his own internship. Nancy Gray, the union’s president, approved Steve to create and implement a Web site that would initiate a formal interface for the communication of the union members and its leaders. This efficiency of communication is crucial in negotiating pay rates, raises, benefits, breaks, working conditions, policy enforcement, as well as disciplinary action. By building this new communication channel for the union, he’s revolutionizing the links between union leaders and 19 different departments of employees. Steve says he’s being challenged more than ever as he now has the opportunity to learn a completely new field: Web programming.

Steve describes himself as extremely motivated, outgoing and a professional when it comes to time management. He says one of the hardest things about his internship is finding the time to do it all. Steve feels his internship is paramount to the improvement of union leader and member relations. The sheer number of people Steve has the opportunity to assist is staggering. He plans to continue his job as a 911 dispatcher after he graduates with the intentions of training new dispatchers as he gains experience. Steve also sees a continuum between his internship and his future career path as he aspires to increase his involvement with the union, perhaps one day becoming an elected union official.

Steve has some advice for future students doing their BIS 401 internship: "Be persistent!" He advises that while the Internet is an excellent resource, students should get out and talk to people. This is a great way for students to create their own opportunities just as Steve did. Where needs arise, solutions will follow! He's a firm believer in an old-fashioned handshake and a smile. Steve insists that any successful internship requires a certain amount of persuasive leadership, a skill that can be applied to any career path.

Meet the BIS Faculty Dr. Kevin Ellsworth

By Carolyn Egan



New ideas always require visionaries to lead the way. Kevin Ellsworth, BIS faculty member and former program director, came to ASU in 2001 when the program was a mere three years old. Two years later he was asked to assume the position of director. At that time, the BIS program at ASU was still in its infancy, but "the faculty drew upon their abundant expertise and creative energies and advanced the degree to among the nation's top five by 2007 and top three by 2009."

Even though Kevin has traveled the globe, he says his favorite place to be is right here at ASU. He values working with "brilliant, fascinating and dedicated colleagues," as well as the diverse student body. "I love the ever-present challenge and promise of interdisciplinarity. I love knowing that we offer students of broad backgrounds, means and interests the highest quality education uncorrupted by a profit motive." Ellsworth can't say enough about the strength of ASU's renowned BIS program: "The future is brighter still because we are working passionately to advance the Bachelor of Interdisciplinary Studies degree as well as the new Bachelor of Liberal Studies degree that we recently adopted. The quality of our curriculum will continue to improve and serve more students throughout the valley and throughout the world online. The breadth of interdisciplinary opportunities will expand as ASU offers students more and stronger disciplinary areas to integrate; currently we have 130 areas. Our students will find even greater success and exert an even greater positive impact on the world as they better seize the opportunities we offer and better apply their education to its fullest potential."

When asked if he has any advice for the BIS undergraduate student body, Kevin says "You are attending one of the country's most outstanding interdisciplinary studies programs at a university that offers almost unlimited potential to create an outstanding education. Seize this opportunity to get a world-class education in preparation to accomplish great things."

Originally from southeastern Pennsylvania, Ellsworth holds a B.A. and M.A. from Brigham Young University and a Ph.D. from ASU. He enjoys cycling, camping, hiking, gardening, raising chickens, promoting human rights, reading an old-fashioned newspaper, community service, and Web design (see www.interdisciplinarystudies.org). His wife speaks many foreign languages, which he credits to sustaining his aspirations and humility. Kevin plans to learn Spanish.

Valuable Reading

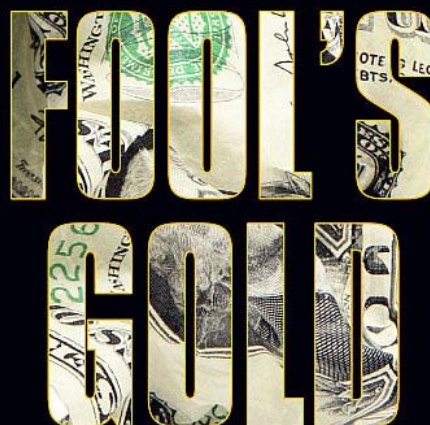
A review of *Fool's Gold: How the Bold Dream of a Small Tribe at J.P. Morgan Was Corrupted by Wall Street Greed and Unleashed a Catastrophe* by Gillian Tett
(Free Press, 2009)

By Carolyn Egan

At this point, there is no denying that we are experiencing the worst economic crisis since the Great Depression. But how did we get here? The only way to prevent the repetition of such circumstances is to understand *how* it happened. What could have been done to prevent skyrocketing home foreclosure rates, rising unemployment, and government bailouts? Was the crisis simply and inevitably just another cyclic rotation in the boom and bust of capitalism? Absolutely not. This book systematically uncovers the roots of the financial crisis, right down to the poolside brainstorming session of J.P. Morgan's elite derivatives team in Boca Raton, Fla., one hot afternoon in 1994. If derivatives and high finance sounds a bit too arcane for you, or perhaps you don't even know what derivatives are, this book is a must-read. Truth be told, J.P. Morgan may have been responsible for the introduction of the financial alchemy that revolutionized the world of banking, but they exercised caution and restraint in the face of unreasonable risks. In the end, they foresaw the future, and managed to steer themselves away from impending disaster—proof that our recession could have been avoided. It was other financial institutions that included Merrill Lynch, UBS, Deutsche Bank, and Citigroup who went too far with Morgan's innovative concepts, perverting brilliance into delusion and sheer greed. When these concepts merged with the housing boom, poor judgment compounded with psychological recklessness to create an insurmountable amount of risk.

Author Gillian Tett runs global markets coverage for the Financial Times, and was named British Business Journalist of the Year in 2008 for her coverage of the financial crisis. She holds a Ph.D. in social anthropology from Cambridge University. Her exclusive access to JPMorgan Chase CEO Jamie Dimon and a group of Wall Street bankers known as the "Morgan Mafia" creates a detailed perspective of the rocket-charged derivatives trade, the crux of our meltdown. Tett provides us the ability to look inside the disaster, which is the only way we can truly attempt to exercise prevention. As the business leaders and entrepreneurs of the future, we shall carry the responsibility of a healthy economic climate.

How the Bold Dream of a Small Tribe at J.P. Morgan
Was Corrupted by Wall Street Greed
and Unleashed a Catastrophe



GILLIAN TETT

Call for Interns!

Kaleidoscope is looking for interns to aid in the continued production of the newsletter for the spring semester. If you are looking for a BIS 401 opportunity and would like to get writing experience and hone your research and interviewing skills, please contact Denise Bates at Denise.Bates@asu.edu. Please include two writing samples and your concentration areas with your inquiry.



Meet the BIS Student Behind Kaleidoscope Carolyn Egan

Carolyn Egan is currently an interdisciplinary studies undergraduate senior. Her emphases are Chinese and Spanish, with a minor in French. She prefers traveling and learning new languages. Carolyn presently lives in Tempe.

Words of Wisdom

Having a Successful BIS 401 Experience

By Sandra Freeman, BIS 401 coordinator

BIS 401 is more than just one more class standing between you and your graduation. It is the first time in 16-plus years of schooling that you, the student, can actually tailor the content of the class to your special interests and needs. It is the first chance you have to apply both your concentrations together in a real-world setting.



What are the top ten things you should know about BIS 401?

- 1 This must be a NEW experience with a NEW mentor.
- 2 Many students find permanent careers during this semester.
- 3 You are responsible for finding your own applied study site.
- 4 You can design a unique experience to fit your personal interests.
- 5 You must incorporate both of your concentrations.
- 6 There are many resources to aide students during this process.
Two are: dlt.asu.edu/bis/internships.cfm and www.asu.edu/studentaffairs/career/
- 7 The official e-mail address is BIS401@asu.edu
- 8 The BIS 401 cyber workshop is NOT part of the application; it is just a source of information.
- 9 You must apply online in the middle of the semester prior to your registration semester.
sfs.asu.edu/bis/bis_courses/401.html
- 10 You must turn in TWO signed documents to the BIS 401 office by the due date. Missing the deadline will delay your graduation.
The deadline for application materials for Spring 2010 is Nov. 19.

Sandee Freeman is available to meet with students in Undergraduate Academic Services Building, room 202A on the Tempe campus.

Mark Your Calendar

Important Dates and Deadlines

Nov. 8	Course withdrawal deadline—online
Nov. 11	Veterans Day observed
Nov. 19	BIS 401 applications due for spring 2010 sfs.asu.edu/bis/bis_courses/401.html
Nov. 26-27	Thanksgiving holiday observed
Dec. 8	Complete withdrawal deadline—in person and online
Dec. 8	Last day of classes
Dec. 10-16	Final exams
Dec. 17	Commencement