DU as an Anchor Institution
Transformative Direction Three: Engagement and Empowerment in Denver and the Rocky Mountain West

A National View of the Anchor Mission
Anchor institutions make a commitment to intentionally apply an institution’s place-based economic power and human capital in partnership with community to mutually benefit the long-term well-being of both (The Democracy Collaborative).

Community Engaged Anchor Institution
Students | Faculty & Staff | Residents
HR & workforce development
Government relations
Academic research
Real estate & housing
Communications
Institutional assessment
Endowments & investments
Procurement & supply
Education pipeline
Community partnerships

Higher Education Anchor Mission Initiative
Colleges and universities in the United States are local centers of research and innovation. Imagine what these capabilities could accomplish if they were fully aligned to help collaboratively solve the problems facing our nation’s most underserved communities.

We employ over 4 million people.
We spend over $23 billion in goods and services each year.
We hold $155 billion in endowments.
CU M & The Democracy Collaborative have partnered to help 33 colleges and universities from across the US embrace and advance the anchor mission.

DU Anchor Impact
DU IMPACT 2025 charges us to expand our work and impact in our immediate area, Denver and the Rocky Mountain West, by using our presence, space and intellectual capital to promote economic and cultural development and serving as a place of active, inviting engagement.

We will leverage institution-wide anchor assets, such as a history of community-engaged scholarship, which reaches every academic unit on campus.

We will bridge anchor work across roles and offices on campus in a coordinated way which leverages our assets and activities for public good impact.

We will identify and leverage ongoing DU anchor work in each of the CUMU categories which bring powerful benefits to communities by aligning our resources and business operations with community aspirations.

We will pursue forward-thinking goals to continue to leverage our public good vision and commitment across departments, divisions, and DU IMPACT 2025.

Examples of DU Anchor Assets
We are in the process of identifying current anchor assets, such as (but not limited to):

Pioneering Denver
Prospector Library Share
Student Field Placements
THE DENVER ADVANTAGE
Summer Youth Camps
Public Impact Fellows
Minority Business Enterprise
Diversity Summit

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