



**STRATEGIC PLANNING PHASE 1**

# **OUR VISION FOR 2030**



University of Colorado **Denver**

# 1 | What We Did

CU Denver embarked on an ambitious **strategic planning process** in January 2021 to create a bold, exciting vision and strategy that will differentiate CU Denver by 2030.

After Chancellor Michelle Marks' **100 Days of Listening** tour, it was clear that our university community has tremendous pride and momentum, as well as a strong desire to launch CU Denver to national recognition as an urban research university. In addition, while our role within the CU System and as a consolidated university with the CU Anschutz Medical Campus brings mutual benefit, we must seize this opportunity to explore and define our own identity within those structures.

To realize these ambitions, we first needed to identify and codify the attributes and perspectives that make our university a unique place to study and work.

We engaged more than 500 participants to help us do just that as part of the first phase of the strategic planning process: **"Our Vision for 2030"**

This document captures the results of that effort: draft statements for our purpose, vision, and values, as well as an overview of traits we hope to nurture in our CU Denver graduates.

These statements are in draft form, as we invite reactions and input from our entire community. Feedback can be shared [here](#) for the duration of Phase 2. Your feedback will be used to further refine our purpose, vision and values, which will serve as a "north star" to guide the rest of our strategic planning work.



# 2 | How We Did It

## Phase 1 Participation



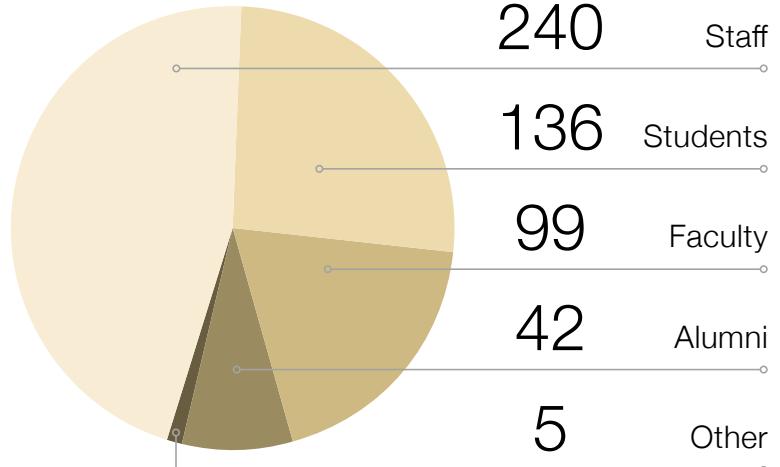
522  
Total participants



290  
Attended a virtual  
community session



232  
Completed an  
asynchronous survey



## Ideas



3,674  
Stories, ideas, and  
aspirations shared

## Tools We Used



Surveys



Miro boards



Zoom sessions

To glean the level of insight necessary to develop our 2030 vision, we employed human-centered design and appreciative inquiry tactics to balance data with community-led inspiration. With a robust suite of tools and channels in place, we solicited input from CU Denver students, faculty, staff, alumni, and community members through eight virtual community sessions and the Vision for 2030 survey.



Qualitative coding and  
quantitative analysis



Identity discovery



# 3 | Purpose Statement



## // PROPOSED NEW CU DENVER PURPOSE STATEMENT

*Guided by the belief that education should be radically inclusive, CU Denver creates transformative student experiences through impactful research and creative work, academic excellence, and real-world readiness infused with urban energy.*

CU Denver's proposed new statement of purpose cascades from and supports the mission statement of the consolidated CU Denver | Anschutz entity.

## EXISTING CU DENVER | ANSCHUTZ MISSION STATEMENT

*The University of Colorado Denver | Anschutz Medical Campus is a diverse teaching and learning community that creates, discovers and applies knowledge to improve the health and well-being of Colorado and the world.*

# 4 | Our Vision For 2030



## PROPOSED NEW CU DENVER VISION STATEMENT

*To redesign higher education to work for everyone—to transform lives, uplift communities, and expand economies.*



This supports the existing [\*\*CU Denver | Anschutz vision statement\*\*](#).



## // PROPOSED NEW CU DENVER VALUES

**We are student centered.**

CU Denver's highest priority is the success of our students. We ensure that success by cultivating transformative student experiences, instilling enduring competencies, and promoting a supportive community that values flexible learning opportunities, innovative ideas, and academic excellence.

**We strive for belonging and equity on our campus and in our community.**

CU Denver views the world through a lens of equity, inclusivity, respect, empathy, care, and empowerment. As an urban university with a significant history in our community, we seek to learn from the past and effect meaningful change for our future. We are proud that a diverse group of passionate learners with rich and varied perspectives calls our campus their own.

**We are interdisciplinary, collaborative, and innovative.**

CU Denver cultivates a bold, innovative culture. Our interdisciplinary collaboration in teaching, research and creative work, and entrepreneurship yields solutions that proactively address complex challenges and create positive change in our world.

**We learn by doing and impact the world around us—near and far**

CU Denver is deeply engaged with our local, regional, and global community. Our emphasis on hands-on learning and real-world problem solving creates a profound impact for our students, our partners, and the world.

**We are an agile, adaptable, and aspirational organization.**

CU Denver evolves through inquiry, dialogue, and action. We meet the emergent challenges of a complex and rapidly changing world with agility, an open mindset, and eagerness to continuously improve.

These support the consolidated [\*\*CU Denver | Anschutz values\*\*](#).



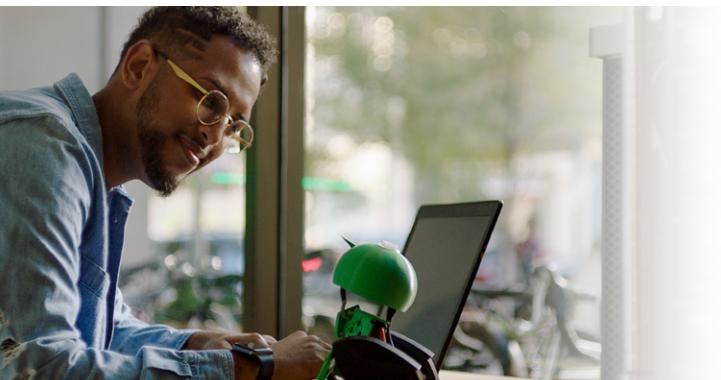
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# 6 | Proposed New 2030 Graduate Characteristics



## READY TO MAKE AN IMPACT

- Our graduates are inquisitive problem-solvers equipped to be entrepreneurial, creative, equity-minded, and forward-thinking.
- Our graduates are confident, well-prepared collaborators with ideas and perspectives that will enrich any project and enterprise.



## EMPOWERED BY LIVED EXPERIENCES

- Our graduates are doers in the grandest sense of the word—they learn by doing, seek out new experiences, and embrace every opportunity to do more and do better.
- Our graduates are resilient—fueled by diversity, lived experience, adaptability, and grit, they break down barriers and strive to achieve their goals.



## MOTIVATED TO GIVE BACK

- Our graduates are empathetic, inspired to act, and poised to spark transformative change in their communities and careers.
- Our graduates are astute leaders who recognize the potential in others and make an effort to activate that potential and offer support.