



Policy Number 2.1

Chapter: Activation

Title: Division of Activation Mission and Structure

Division/Department: Activation

Policy Administrator: Chief of Activation

Adoption Date: 12/18/2024

Revision Dates:

1. PURPOSE

The Auraria Higher Education Center (AHEC) administration is divided into divisions and departments. Each division has a mission statement and organization chart in order to guide and efficiently manage its operations. This policy will define the Division of Activation and identify its departments and key areas of responsibility.

2. DEFINITIONS

This Policy does not require the definition of any specific terms.

3. POLICY

3.1. Within the AHEC administration, there is a Division of Activation headed by the Chief of Activation, who reports to the Chief Executive Officer and whose responsibilities are to direct and manage the operations of the division, appoint department heads and other employees within the division, prepare its annual budget, be accountable for activities of the division, serve as the most senior supervisor over such departments, and other duties as assigned.

3.2. Mission: Operating through the lens of innovation, exemplary service and collaboration, the Activation Division is dedicated to the Auraria key strategic themes of Experience Auraria, Elevate Service and Expand Impact. The Division strives to:

- Create a vibrant downtown campus with inspiring spaces hosting community-building gatherings that welcome Denver to campus.
- Preserve and honor Auraria's rich history, build connections with the surrounding neighborhoods and partner with our partner institutions.

- Champion the spirit of a shared campus that benefits the greater community and creates Auraria experiences and memories for all who study, work, live, and play at Auraria.

3.3. The Division of Activation consists of the following departments:

3.3.1. Auxiliary Services Department:

The mission of Auxiliary Services is to manage positive tenant and vendor relations in order to deliver high quality services to the AHEC campus community, including quality food and beverage options, retail opportunities and identification card services.

The key areas of responsibility of the department include:

- Managing relations with vendor lessees in the Tivoli Student Union and other facilities.
- Operating the ID Station, which provides campus IDs for students, faculty, and staff, as well as the RTD Mobile CollegePass program for participating students. The ID Station also serves as the hub for campus questions/information and the location for lost and found inquiries.
- Managing Tivoli locker rentals to institutions who will manage the disbursement of lockers to their student bodies.
- Serving as a point of contact for all general inquiries about housing resources and other college programs.

3.3.2. Marketing and Campus Relations Department:

The mission of Marketing and Campus Relations is to raise awareness of the services and programs AHEC provides in support of the campus community.

The key areas of responsibility of the department include:

- Web services such as designing and maintaining the AHEC website and the web pages of AHEC divisions and departments.
- Designing and overseeing the use of AHEC's logos and trademarks by licensees for use on apparel and other branded products.
- Photography of campus areas, facilities and activities.
- Marketing planning.

- Public relations such as responding to media inquiries and authoring public communications like press releases, news articles, and public announcements.
- Editorial services such as providing editorial resources to AHEC departments.
- Designing business cards and stationery for AHEC departments.
- Designing special event publications such as flyers, brochures, or invitations that implicitly or explicitly indicate sponsorship or endorsement by AHEC or use the AHEC name or logos.

3.3.3. Special Events Department:

The mission of the Special Events Department is to activate the campus by helping to implement successful institutional events and to establish Auraria as a destination through external partnerships and events.

The key areas of responsibility of the department include:

- Event facility scheduling and space rental.
- Event coordination and planning.
- Audiovisual rental, set-up, and support for events.
- Management of student filming on campus.
- Coordination of event advertising on campus.
- Coordination of booth information and fundraising tables.

3.3.4. Golda Meir House Museum:

The mission of this department is to preserve, revitalize and bring awareness to the teenage home of Golda Meir.

The key areas of responsibility of the department include:

- Preserve, collect, catalogue and display archival items.
- Develop educational tours and programs.
- Build revenue to support the Museum through donations, fundraising efforts and grants.

3.3.5. Department of Cultural and Community Engagement:

The mission of Cultural and Community Engagement is to coalesce a broad group of community representation and institutional partners for the purposes of reconciling the history of Auraria. In addition to this, the

department will create opportunities to transform the campus culture to one that is reflective of its past, present, and future.

The key areas of responsibility of the department include:

- **Community Outreach and Activation:** The department will establish and sustain strategic partnerships with government, community, and institutions to build awareness for Historic 9th Street Park and all historic properties on Auraria Campus. Working closely with internal and external stakeholders, the department will activate Historic 9th Street Park and other historic sites by curating events to celebrate the Auraria heritage and campus community. Activation will include hosting and co-host events, gatherings, convenings, and other opportunities for exchange, sharing, and bridge building.
- **Development and Preservation Efforts:** The Auraria Executives Council has worked to create the Historic Community Committee that will work with community partners, representatives from the three higher education institutions on campus, AHEC and the Auraria Board of Directors to develop a strategy for the historic district of campus, including Historic 9th Street Park. The department will engage the Displaced Aurarian community and the Indigenous community as we work to tell the story of Auraria and continue to develop our historic district.

3.3.6. Kenneth King Performing Arts Center:

The mission of the King Center is to provide a facility that meets present institutional goals and promotes interaction among students, faculty, departments, institutions, professionals and the community. It facilitates the missions of the Community College of Denver, Metropolitan State University of Denver, and University of Colorado Denver (the Constituent Institutions) by managing shared spaces for classes and events (over 700 total reservations per semester).

The King Center is a modern performing arts complex located on the Auraria Campus in downtown Denver. It houses six performing arts spaces, including the Concert Hall, Recital Hall, Courtyard Theatre, and three permanently assigned production studios

With the inclusion of various support spaces, the facility has over 180,000 square feet dedicated to the education and development of students in the performing arts. The King Center, with its six performing arts spaces, can support many forms and sizes of entertainment, from theatrical performances to large choral ensembles or small master classes.

The key areas of responsibility of the King Center staff include:

- Working as the key service providers for the King Center’s operational and administrative management, ensuring the operation and maintenance of the highly technical performance equipment and systems.
- Managing the scheduling of the facility for all three Constituent Institutions.
- Managing ticketing services and distributions of funds collected for institutional performances for all three Constituent Institutions.
- Policy support for multiple tri-institutional committees.
- Supporting public safety during performances, administering fire code and egress policies, and serving as point of contact for emergency services and evacuations.
- Booking, managing, invoicing, and collecting revenue for rental events.

4. APPROVAL AND ADOPTION

This Policy has been reviewed and approved by the Board of Directors for the Auraria Higher Education Center.

Date: December 18, 2024

Approved by: */s/ Kate Barton*
Chairperson of the Auraria Board