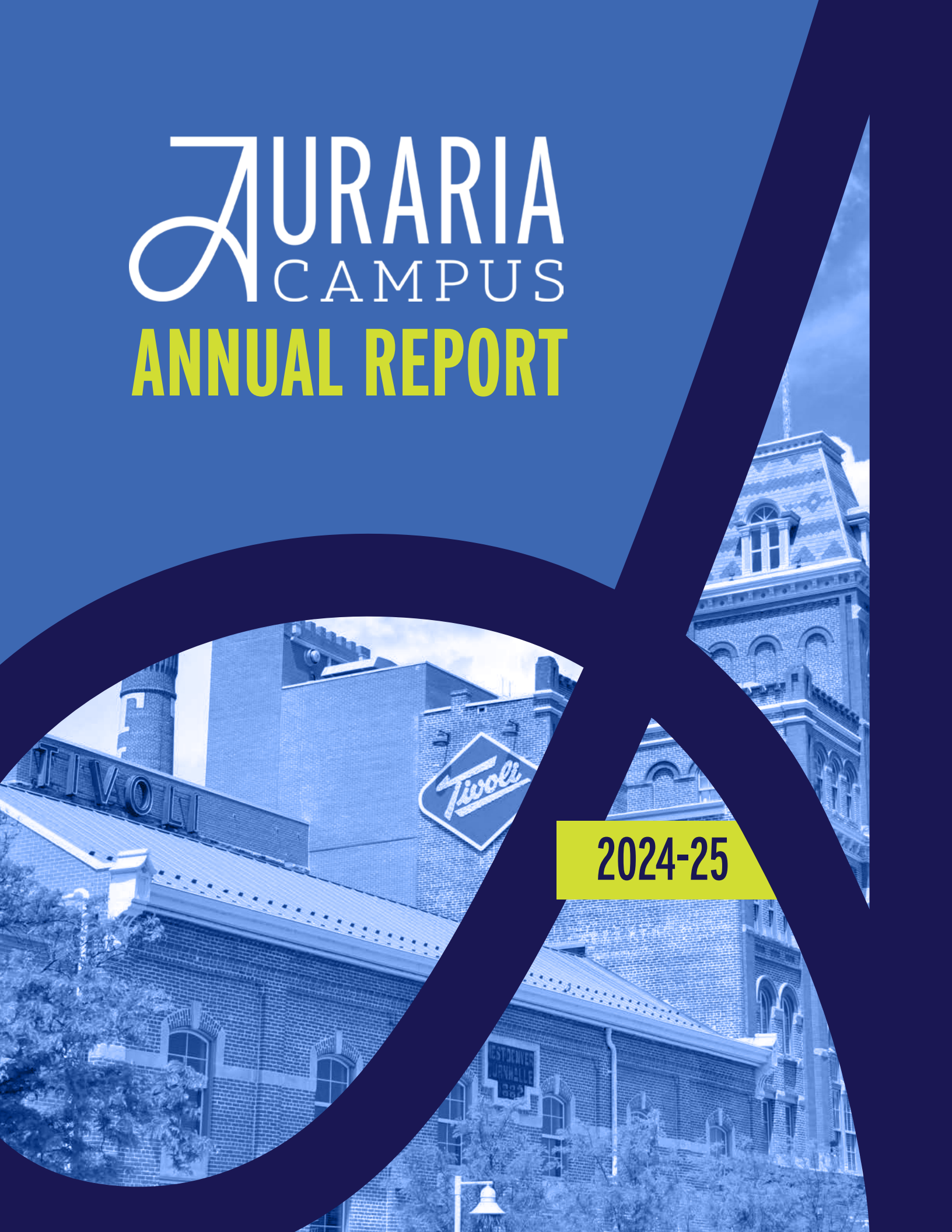


AURARIA CAMPUS ANNUAL REPORT

2024-25



The background is a grid of colored squares. The top row has a yellow square, a blue square, and a dark blue square. The middle row has a purple square, a teal square with a map pattern, and a dark blue square. The bottom row has a blue square, a purple square, and a yellow square. The text is placed on the dark blue squares. The text 'COURTESY & RESPECT' is in the top right dark blue square. The text 'HONESTY & TRUST' is in the middle left dark blue square. The text 'CONSISTENCY & SERVICE' is in the bottom middle dark blue square.

**COURTESY
& RESPECT**

HONESTY & TRUST

**CONSISTENCY
& SERVICE**

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AURARIA CAMPUS

900 Auraria Parkway, Suite 325

Denver, CO 80204

aurariacampus.edu | 303.556.2400

AURARIA CAMPUS

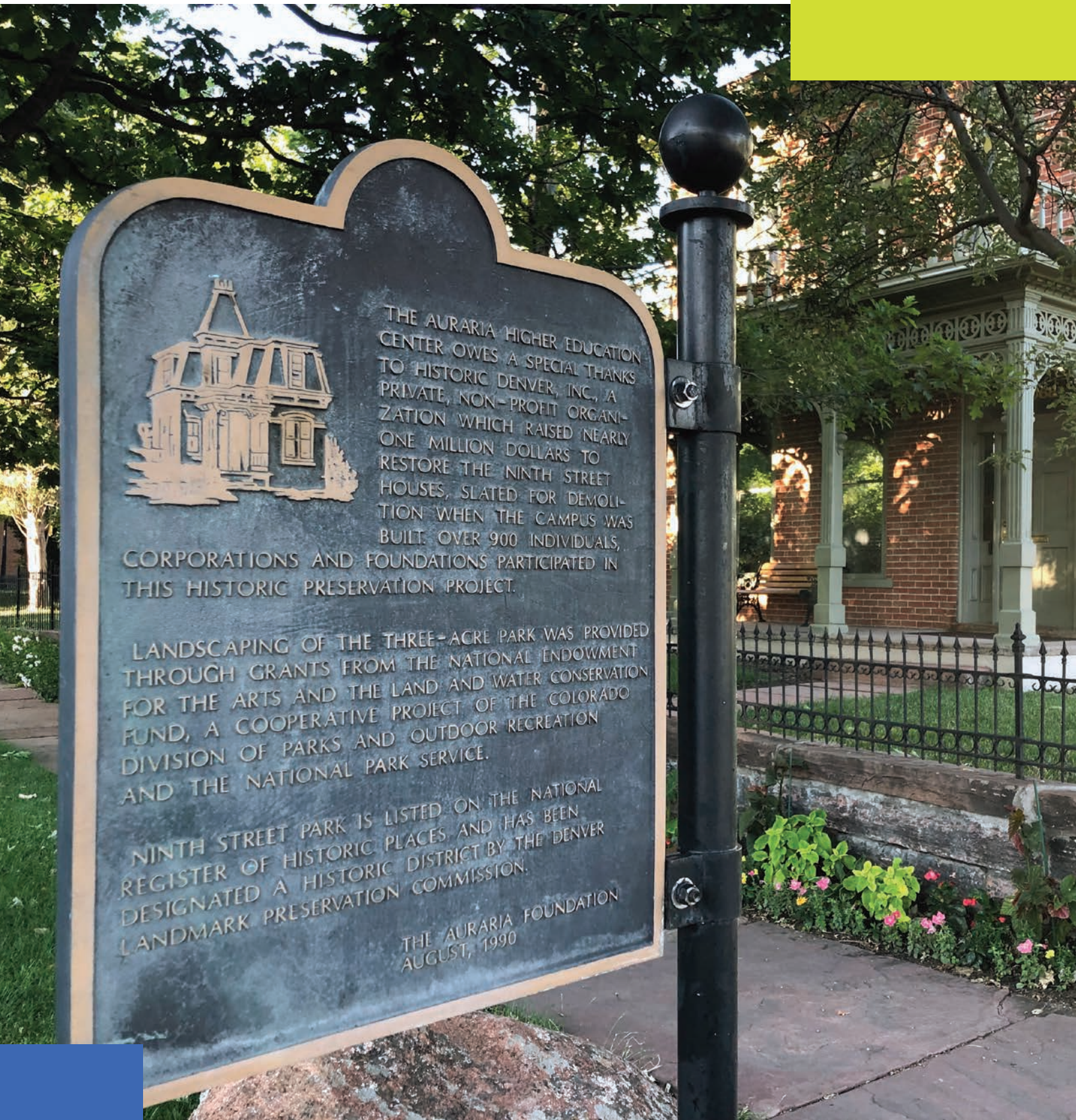
LAND ACKNOWLEDGMENT

As we gather today, we honor and acknowledge that the Auraria Campus is on the traditional territories and ancestral homelands of the Cheyenne and Arapaho Nations. This area was also the site of trade, hunting, gathering, and healing for many other Native Nations: The Lakota, Ute, Kiowa, Comanche, Apache, Shoshone, and others.

We recognize the Indigenous peoples as the original stewards of the land, water, plants, and animals who called this place home. As these words of acknowledgment are spoken and heard, the ties that these nations have to their traditional homelands are renewed and reaffirmed. Let us also acknowledge the painful history of genocide and forced removal. We respect the many diverse Indigenous peoples still connected to this land on which we gather. We pay our respect to them and give thanks to all Tribal Nations and the ancestors of this place.

We also want to recognize the community and families of Auraria who lived, worked, and worshiped at Auraria. One of the two original settlements in the mid-1800s that later formed greater Denver, Auraria nurtured immigrants, businesses, and families. Many of the oldest buildings of Auraria continue to exist and add beauty and significance to this land.

The decision to use this historically rich location in order to create a permanent home for Community College of Denver, Metropolitan State University of Denver, and University of Colorado Denver was a difficult one. Let us honor the sacrifice of Aurarians and acknowledge their contribution in order for public higher education to flourish in Denver.



THE AURARIA HIGHER EDUCATION CENTER OWES A SPECIAL THANKS TO HISTORIC DENVER, INC., A PRIVATE, NON-PROFIT ORGANIZATION WHICH RAISED NEARLY ONE MILLION DOLLARS TO RESTORE THE NINTH STREET HOUSES, SLATED FOR DEMOLITION WHEN THE CAMPUS WAS BUILT. OVER 900 INDIVIDUALS,

CORPORATIONS AND FOUNDATIONS PARTICIPATED IN THIS HISTORIC PRESERVATION PROJECT.

LANDSCAPING OF THE THREE-ACRE PARK WAS PROVIDED THROUGH GRANTS FROM THE NATIONAL ENDOWMENT FOR THE ARTS AND THE LAND AND WATER CONSERVATION FUND, A COOPERATIVE PROJECT OF THE COLORADO DIVISION OF PARKS AND OUTDOOR RECREATION AND THE NATIONAL PARK SERVICE.

NINTH STREET PARK IS LISTED ON THE NATIONAL REGISTER OF HISTORIC PLACES AND HAS BEEN DESIGNATED A HISTORIC DISTRICT BY THE DENVER LANDMARK PRESERVATION COMMISSION.

THE AURARIA FOUNDATION
AUGUST, 1990

A MESSAGE FROM THE CEO



Welcome to a year of momentum and meaningful progress at Auraria Campus! Our 2024-25 annual report captures a remarkable chapter of growth, innovation, and collaboration as we continue advancing our mission to provide an effective, efficient, and supportive environment that empowers the Community College of Denver, Metropolitan State University of Denver, and the University of Colorado Denver. Guided by our vision—quality services that support quality education—this past year, we tracked 79 goals across seven divisions and 20 departments, each a step toward shaping a stronger and more dynamic Auraria Campus.

Among our most transformative milestones is the Auraria Living and Learning Hub, formerly known as the Ballfield Project. This two-tower development represents a bold new era for our campus, with MSU Denver leading construction on the first tower—its first on-campus housing project—featuring affordable student residences, the innovative Classroom to Career Hub shared with CCD, and vibrant retail space to connect campus life with the greater downtown community. The second tower, developed by Columbia Ventures, will expand workforce housing for faculty, staff, and Denver residents while creating a new home for the Auraria Early Learning Center. With historic philanthropic support, including landmark gifts from multiple donors, the AELC expansion marks our most significant fundraising achievement to date, ensuring educational opportunities for future generations.

Our advocacy at the State Legislature secured pivotal investments, including \$16.1 million for Phase II of the new Public Safety Building, completing our \$40 million funding request, as well as Phase II funding for the quad-institutional IT project. In controlled maintenance, we advanced essential upgrades, such as campus-wide access control replacement and critical roof and infrastructure repairs, with continued efforts to address energy, safety, and facility needs. Engagement on the new Campus Safety Center has been robust, with over 40 sessions shaping the design and ensuring a facility that reflects our community's input.

Equally exciting is the “Tivoli Reimagined” project, where a diverse steering committee and national design partners have laid the foundation for a renewed and future-ready student union. Parallel to this work, the Auraria Board of Directors unanimously approved an Energy Performance Contract with Iconergy, LTD, enabling major sustainability upgrades, while the Auraria Sustainable Campus Program led the development and approval of a new Climate Action Plan—the first comprehensive update in more than 15 years—charting a bold course toward carbon neutrality.

This year, we also leaned into telling the Auraria story with renewed vibrancy. Through return events like Brunch Fest, Denver Food and Wine, Amor a la Mexicana and Denver Burger Battle, the campus strengthened its role as a downtown hub of cultural life. Growth on our social platforms, the addition of public art, and projects such as the Displaced Aurarian Peace Garden and Vibrant Entrances initiative reflect our deepening commitment to inclusivity, healing, and connection.

To our students, faculty, staff, supporters, and community partners—thank you for your dedication and belief in the transformative power of higher education. Together, we are shaping a campus that is not only a cornerstone of Denver's growth but also a catalyst for equity, opportunity, and innovation. The path ahead is bright, and I look forward to building on this extraordinary momentum with all of you.



Sincerely,
Colleen Walker, CEO

BUDGET

Auraria Campus is funded through two main mechanisms, the Colorado state appropriated funds, which flow through the three institutions, and auxiliary revenue. The state appropriated funds make up 40% of Auraria Campus's budget, and auxiliary services comprise 60% of Auraria Campus's budget.

The chart on the following page illustrates Auraria Campus's preliminary summary of revenues and expenses. A key component of this summary is the differentiation of operating and nonoperating activities. Operating revenues are received for providing goods and services to the various customers and constituencies of the Auraria Campus. Operating expenses are paid to acquire or produce goods and services to carry out the mission of the Auraria Campus. Nonoperating revenues and expenses include interest expense on capital debt, state support for pensions, and investment income.



FY 2024-25 PRELIMINARY BUDGET SUMMARY

REVENUES	CURRENT YTD ACTUAL
Appropriation from Institutions	\$28,408,385
Auxiliary Enterprises	\$24,891,254
Non-Appropriated Services	\$3,911,794
Student Fees	\$4,797,600
Other General Fund Operating Revenue –Auxiliary and Other Support	\$4,701,276
Deferred Maintenance	\$2,315,040
TOTAL REVENUES*	\$69,025,349

EXPENDITURES	CURRENT YTD ACTUAL
Operations & Maintenance of Plant	\$32,858,591
Auxiliary Enterprises & Bonds	\$25,409,497
Non-Appropriated Services	\$3,637,352
Auxiliary Support of General Fund	\$4,066,166
Deferred Maintenance	\$2,315,040
TOTAL EXPENDITURES	\$68,286,646

**Total Revenues do not reflect state appropriated funds for capital construction, or RTD CollegePass and EcoPass programs.*

ABOUT THE AURARIA CAMPUS

The Auraria Campus was created to house and serve 15,000 students, a number we exceeded when we opened our doors in 1976. Auraria Campus has continued to adapt and grow to become a modern campus bustling with activity in the heart of downtown Denver. Today, the Auraria Campus is the largest collective college campus in Colorado, serving approximately 45,000 students, faculty and staff. Auraria Campus proudly operates on an efficient shared services model to support students of three of Colorado's finest higher educational institutions: Community College of Denver (CCD), Metropolitan State University of Denver (MSU Denver), and University of Colorado Denver (CU Denver).

As a separate state entity, Auraria Campus exists to provide shared services, oversee facilities, and steward this exceptional state-owned property to support Colorado's leading institutions in achieving their goals.

Campus Services:

- Acquisition and Property Management
- Auraria Campus Police Department
- Auraria Early Learning Center
- Auraria Library
- Auxiliary Services
- Campus Planning & Development
- Classroom Scheduling and Media Support
- Commercial Lease and Contract
- Cultural and Community Engagement
- Emergency Management
- Facilities Services
- Golda Meir House Museum
- Information Technology and Telecommunications
- Kenneth King Performing Arts Center
- Mail Services
- Negotiation/Management
- Parking and Transportation Services
- Special Events
- Student ID and Pop-up operations
- Tivoli Student Union
- Internal Support Services:
 - Business Operations & Financial Management
 - Human Resources
 - Marketing and Campus Relations
 - Procurement & Distribution



FALL 2024

STUDENT

POPULATION DATA

The Auraria Campus is proud of its diversity. In the 2024-25 fiscal year, MSU Denver, CU Denver, and CCD were all designated as Hispanic-Serving Institutions (HSI) by the U.S. Department of Education. Additionally, CU Denver was also designated as an Asian American and Native American Pacific Islander-Serving Institution (AANAPISI).

In 2001, CCD officially received its HSI designation, and Latinx students make up approximately 45% of their current student population. They have continued to lead the way for the past 20 plus years with enrolling and graduating Latinx undergraduate students. In 2019, MSU Denver officially received their first HSI designation. Currently, Hispanic/Latina/o/x students represent 37% of its enrolled student body, which includes all undergraduate and graduate students. CU Denver re-received its HSI designation in May 2024 when it reached 25% of its student population identifying as Hispanic. They officially received an AANAPISI designation for the first time in May 2023, and currently have 13 percent of its student population representing Asian/Pacific Islander.

While these designations place an importance on retaining and graduating the institutions' Hispanic/Latina/o/x students and Asian American, Native American, and Pacific Islander students, it also provides opportunities to create and implement better and more effective practices aimed at retaining and graduating all students.

COMMUNITY COLLEGE OF DENVER

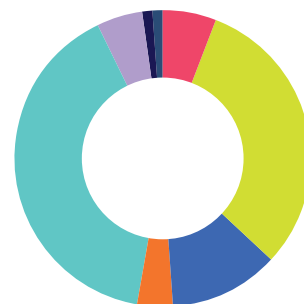
11,824 STUDENTS

Gender % of Enrollment

Male 38%

Female 62%

Race/Ethnicity % of Enrollment



METROPOLITAN STATE UNIVERSITY OF DENVER

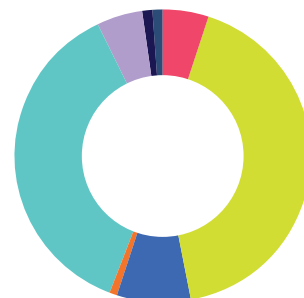
16,600 STUDENTS

Gender % of Enrollment

Male 46%

Female 54%

Race/Ethnicity % of Enrollment



UNIVERSITY OF COLORADO DENVER

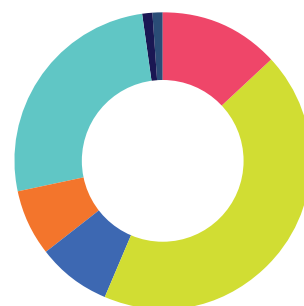
13,730 STUDENTS

Gender % of Enrollment

Male 43%

Female 55%

Race/Ethnicity % of Enrollment



Race/
Ethnicity
Key



Asian/Pacific
Islander



Black/African
American



Hispanic/
Latino



Native
American



White



International



Bi/Multiracial



Unknown

HOW AURARIA CAMPUS IS GOVERNED

Auraria Board of Directors

The Auraria Board of Directors is comprised of eleven members. Nine are voting members:

- Three are appointed by the Governor of Colorado.
- Three who are the chief executive officers of the governing boards of the three institutions (CCD, MSU Denver, CU Denver) who share the Auraria Campus or their designees, who are limited to the presidents/chancellor of the three institutions.
- Three are appointed respectively by the Regents of the University of Colorado; the Board of Trustees for Metropolitan State University of Denver; and the State Board for Community Colleges and Occupational Education.

Two are non-voting members:

- An elected member from the Student Advisory Committee to the Auraria Board (SACAB)
- An elected member from the Faculty Advisory Committee to the Auraria Board (FACAB)



MEMBERS OF THE AURARIA BOARD OF DIRECTORS



Angie Rivera-Malpiede

NETC President/CEO

Governor Appointee



Janine Davidson

Metropolitan State
University of Denver

President



Paul Washington

IMA Financial Corporation

Governor Appointee



Marielena (Marie) DeSanctis

Community College of Denver

President



Kate Barton

Downtown Denver Partnership

*Governor Appointee
& ABOD Chair*



Kenneth T. Christensen

University of Colorado Denver

Chancellor



Dr. Landon Mascarenaz

Open Systems Institute,
Co-Founder

*State Board of Community
Colleges & Occupational
Education Appointment*



Anna Rose Craig

SACAB Representative



Jerry Glick

Columbia Group

Trustee, MSU Denver



Diana White

University of Colorado Denver

FACAB Representative



Elliott Hood

University of Colorado

CU Regent At-Large



FY 2024-25 FACAB & SACAB

Faculty Advisory Committee to the Auraria Board

Purpose: The purpose of FACAB is to represent the faculty at CCD, MSU Denver, and CU Denver, and to advise the Board about policies and issues affecting the faculty. FACAB is the primary conduit of communication between the Board, the AHEC CEO, and the faculty.

Composition: FACAB consists of two regular, full-time faculty members from each of the three institutions. FACAB members serve for a two-year term. Each institution determines the method by which its FACAB members are elected and are responsible for filling mid-term vacancies.

FACAB Members:

- Mike Jacobs, MSU Denver Representative
- Zsuzsa Balogh, MSU Denver Representative
- Adam Glick, CCD Representative
- Mark Broyles, CCD Representative
- Jody Beck, CU Denver Representative
- Diana White, CU Denver Representative (ABOD rep)

Student Advisory Committee to the Auraria Board

Purpose: SACAB endeavors to support a quality educational experience by providing a balanced representation of all campus individuals and their constituent academic institutions. SACAB provides an advisory role to the Auraria Board of Directors to represent the opinions and interests of students from the three institutions.

Composition: SACAB consists of two elected or appointed members from each of the three institutions.

SACAB Members:

- Jessica Valdez, CU Denver, Chair
- Betsaida Andres, CCD, Vice Chair
- Anna Rose Craig, CU Denver, ABOD Representative
- Mosad Abdalla, CCD
- Victor Delgado, MSU
- Matthew Rathbun, MSU
- Staff: Akshay Kaidapuram, Secretary

AURARIA CAMPUS

ORG CHART

Executive Team

The Executive Team oversees every department within the Auraria Campus.

Executive Team Members:

- Colleen Walker, Chief Executive Officer
- Zach Hermesen, Chief Financial Officer
- Skip Spear, Chief Administration Officer and General Counsel
- Shaneis Malouff, Chief of Staff
- Liz Mendez, Chief Operations Officer
- Jason Mollendor, Chief of Auraria Campus Police Department
- Carl Meese, Deputy Chief of Planning and Sustainability
- Lulu Lantzy, Chief Activation Officer



AURARIA BOARD OF DIRECTORS



CHIEF EXECUTIVE OFFICER

EXECUTIVE
ASSISTANT

CHIEF ACTIVATION OFFICER

Auxiliary
Services/
On-site Vendors
Department

Kenneth King
Performing
Arts Center

Events
Management
& Support
Services

Strategic
& External
Partnerships

Historic Auraria

Golda Meir House
Museum

CHIEF ADMIN OFFICER & GENERAL COUNSEL

Human
Resources
Department

Legal Affairs
Department

Early Learning
Center

CHIEF FINANCIAL OFFICER

Finance &
Business Services
Department

Information
Technology
Department

Parking &
Transportation
Department

Academic Support
Services

CHIEF OPERATIONS OFFICER

Facilities &
Physical Plant
Department

Project
Management &
Construction
Department

Deferred &
Controlled
Maintenance
Department

CHIEF OF POLICE & CAMPUS SAFETY

Auraria
Campus Police
Department

Emergency
Preparedness,
Response &
Recovery

Safety
Communications

CHIEF OF STAFF

Strategic Planning,
Implementation, &
Monitoring

Agency Liaison

Communications
& Marketing
Department

Performance
Enhancement

DEPUTY CHIEF OF PLANNING & SUSTAINABILITY

Planning
Department

Sustainability
Department

IMPLEMENTING AURARIA CAMPUS' STRATEGIC PLAN

The Auraria Campus is committed to providing an effective, efficient, and supportive environment that serves the students of the Community College of Denver, Metropolitan State University of Denver, and University of Colorado Denver. Each part of the Auraria ecosystem supports and reinforces the others. The 2021 Strategic Plan established the foundation of the ecosystem.

Our collective identity serves as the connective tissue. Successfully executing the strategic plan will ultimately create an Auraria Campus that is an integral part of downtown Denver and serves as a welcoming oasis for students seeking public higher education and community members seeking a diverse neighborhood to live, work, play, and learn.

The team continues to operationalize the 2021 Strategic Plan, advancing the work laid out in the foundation years. This year, the organization tracked 79 goals for FY 24-25. All strategies and goals have been developed as modalities of forward movement to the organization's overarching mission and vision:

Mission: The Auraria Higher Education Center (AHEC) is committed to providing an effective, efficient, and supportive environment that supports the students of the Community College of Denver, Metropolitan State University of Denver, and University of Colorado Denver.

Vision: We provide quality services that support quality education.

The following pillars of the strategic plan aim to highlight all Auraria strategies and provide a status update on the current state of each goal.



01

EXEMPLARY SERVICE

As stewards of the Auraria Campus, it is our top priority to provide excellent customer service to our students, faculty, and staff. To be most effective in this endeavor, Auraria Campus is committed to ensuring our campus is a place where differences are welcomed, and every individual feels a sense of belonging and inclusion. Our collective identity will be woven into all facets of our mission and values as we work to live out our strategic vision for the future success of the Auraria Campus.



Improvement with Purpose

Safety remains the top priority: Throughout the 2024-2025 academic year, the Auraria Campus advanced its commitment to safety through a series of robust engagement efforts. Building on the previous year's listening tour, the Auraria Campus Police Department and the Campus Safety Sub-Committee hosted town halls, coordinated a Safety Night event, and held multiple engagement sessions with students, faculty, staff, and administrators. These efforts not only strengthened trust and collaboration across the campus community but also ensured that community voices guided the planning process. This extensive outreach played a pivotal role in securing final funding for the new Campus Safety Center, a major step toward enhancing long-term safety resources and support for everyone on campus.

State Legislative Work

Two critical priorities were brought forward to the State Legislature for funding this year:

Auraria Campus Police Public Safety Facility

- After successful submission and testimony to the State Legislature, Auraria Campus received \$16.1 million for the Public Safety Building Phase II funding. This fulfilled the total ask of \$40 million for a new Public Safety Building for the Auraria Campus Police Department. Auraria Campus was the only higher education Capital Construction request to be approved.

Auraria Campus Technology Committee (ACTC)

- With successful submission and testimony to the State Legislature for Phase II funding in the "Quad-Institutional" Capital IT request, we were awarded \$7.6 million to complete the project.
- Auraria Campus IT continues to work with our tri-institutional partners to complete the work from Phase I and begin Phase II work.

Controlled Maintenance

In July 2024, Auraria Campus submitted five projects for controlled maintenance funding:

- We requested and received funds to replace Access Control campus-wide for \$8,887,398. This is Phase I of III for this project.
- We requested funds to move the Administration Building, 5th Street Garage, and the Tivoli Student Union from secondary to primary grid electricity for \$4,400,000. We did not receive the funds, however, the work for the Administration Building and 5th Street Garage was funded through the EPC.
- We requested funds to replace a portion of the North Classroom roof and walkways for \$1,966,688; the project was instead funded through deferred maintenance funds.
- Other projects that were requested but have not yet been funded include:
 - Replacing/refurbishing the entire South Chiller Plant for \$6,565,456.
 - Tivoli Student Union fire alarm system upgrades for \$4,457,398.



Students head to class on the Auraria Campus.



Auraria Campus branded flags line Larimer Square.

Improved Services

The King Center

The King Center continued to be a hub of activity in 2024-2025, supporting more than 1,500 performing arts bookings, over 100 departmental productions, and 20+ non-performing arts campus partner events. Highlights included diverse student performances across music, theater, and film, as well as major cultural events such as the Mile Hi Jazz Festival, the Bao Bao Festival, and MSU Denver's Holiday Card to the City.

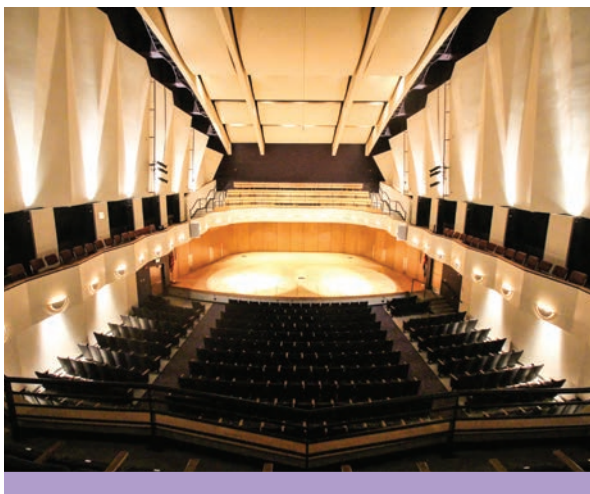
The King Center also strengthened its role as a community partner, hosting 20+ external events ranging from graduations and dance recitals to national conferences and professional performances.

The venue generated approximately \$50,000 in rental revenue, which was used to reinvest into the building and services, all while delivering high-quality service that supported academic achievement, student engagement, and community connections.

Campus Sustainability

In October 2024, the Auraria Board of Directors unanimously approved the Energy Performance Contract (EPC). This decision marked a major step forward in the campus' commitment to energy efficiency and long-term cost savings. Auraria Campus then entered an EPC with Iconergy, LTD, a leader in energy solutions. The EPC leverages future utility and operating cost savings to finance critical upgrades to campus. The improvements will target performance enhancements and reduce operating costs, ensuring the campus's facilities become more energy-efficient while maintaining fiscal responsibility. Entering into the EPC has enabled our campus to fund projects that otherwise did not have funding, like portions of Project C, lighting replacement, and primary to secondary electrical grid transfers.

The Auraria Sustainable Campus Program (ASCP) successfully led the development and unanimous approval of the Climate Action Plan (CAP) by the Auraria Board of Directors in June 2025. This represents the first comprehensive update to the campus' climate roadmap in over 15 years. The CAP reflects extensive stakeholder engagement and sets ambitious targets to achieve carbon neutrality. The ASCP collaborated closely with Auraria Campus leadership and institutional partners throughout the process, reinforcing the plan's broad support and institutional alignment.



The King Center main auditorium



The King Center stage set for a production.





02



ACTIVATED PARTNERSHIPS



A founding tenant of Auraria Campus is to facilitate cooperation among our partners. Returning to the spirit of a shared campus benefits a greater proportion of campus community members, and strengthens communication between the partner institutions. This is a collective goal all partners will participate in and ensures we preserve and honor our campus' rich history and the foundational principles of our statutory founding.

Event Highlights

The 2024-2025 school year has been a dynamic and exciting season for Auraria Campus Special Events. With all three institutions in full swing, the year began with a full calendar of commencements, galas, student organization meetings, and countless campus gatherings.

Community and external partnerships also kept the campus busy throughout the fall semester, with the return of large-scale productions such as the Denver Burger Battle, Brunch Fest, Denver Food and Wine, and Amor a la Mexicana. The campus was also proud to host several impactful 5K events this fall, including the St. Jude Walk, Susan G. Komen Race for the Cure, and the American Cancer Society Run. In addition, the office continued to strengthen longstanding partnerships, providing services to Denver Public Schools, the City of Denver, and Dope Mom Life.

The spring semester 2025 brought even more vibrancy to campus, including Destination Imagination in April, the launch of Vintage Wednesdays on the Lawrence Street Mall, and the much-anticipated installation of The Portal Dome in June, which generated an additional \$14,906.50 in parking revenue at the Holly Lot alone. The summer also saw the return of youth-focused programming, with two camps dedicated to empowering girls in engineering and science.

Looking ahead, we are thrilled to announce that the Christkindl Market will come to Auraria in 2025—an exciting milestone that reflects our growing reputation in the regional event sector. By consistently delivering high-quality experiences, Auraria has become a preferred destination for events that would not have been considered on the campus just two years ago.

Through these diverse events and partnerships, the campus continues to thrive as a hub of activity, bringing vibrancy, connection, and enriched experiences to students, partners, and the wider Denver community.

Cultural and Community Engagement

In 2024-2025, Auraria Campus deepened its commitment to cultural connection and community partnership through a wide range of impactful

initiatives. The campus engaged in more than 20 Latino and Native American community-focused events during Hispanic Heritage Month and Native Heritage Month, including flagship activities such as the Calaveras en Mi Ciudad exhibit and the installation of flags honoring the five sovereign Indigenous nations connected to Colorado. These efforts fostered belonging and visibility for students in new and meaningful ways.

The year also marked a historic step forward with the establishment of the Historical Community Committee (HCC), strengthening relationships with Displaced Aurarian Families and Descendants and advancing collaborative solutions for the Displaced Aurarian Scholars Program.

Auraria served as a visible partner in regional cultural life, supporting events such as the Dia de los Muertos quad-institutional celebration, the Latino Heritage Month Celebration with Mayor Mike Johnston, and the Fiestas Patrias celebration with Governor Jared Polis. Partnerships with organizations including CLARO, LCFC, Papagayo Community Healing, and History Colorado further expanded the campus's role as a trusted community convener. At the end of the 2024-2025 academic year, the Auraria Board of Directors also approved the Campus to move forward with an option to ground lease land adjacent to the former ballfield project, paving the way for the first Colorado Hispanic/Latino History Museum.

Through these efforts, Auraria Campus not only celebrated cultural heritage but also reinforced its identity as a place where history, community, and student belonging intersect.



Amor a la Mexicana Festival on the Auraria Campus

Connecting Auraria and Telling the Auraria Story

The 2024-2025 academic year marked significant progress toward the launch and execution of the Story of Auraria campaign, designed to strengthen campus sentiment and visibility across social and media platforms. Early phases focused on developing an internal communications plan, building a branded website, and piloting storytelling through social media.

The campaign expanded to showcase authentic and diverse narratives—spotlighting students, staff, cultural celebrations, and community partnerships. Highlights included Hispanic Heritage Month activations, Women's History Month profiles, and consistent local news coverage. The rollout of a redesigned website, an engaging sizzle reel, and targeted media features, including the Director of the Auraria Early Learning Center's appearance on Good Day Colorado and the Early Learning Center's coverage on Denver news stations, further elevated the Auraria story to broader audiences.

Social media performance reflected this momentum, with measurable increases in impressions, engagement, and reach, particularly around content related to women's leadership. Media tracking also showed strong outcomes, with 82% of coverage classified as positive or neutral in sentiment. Together, these efforts amplified the Auraria Campus identity and demonstrated its impact as a vibrant, inclusive community hub.



Longer Tables photo opportunity backdrop



Longer Tables event on the Auraria Campus



VIBRANT ENVIRONMENTS

03



The Auraria Campus should be a place where students, faculty, staff, and downtown Denver community members gather, cultivate relationships, and get inspired. We are focused on creating an environment to draw our community in by modernizing our academic facilities, establishing connections to downtown, and enhancing the vibrancy of our common areas.

Activate the Campus

Golda Meir House Museum

In 2024-2025, the Golda Meir House Museum advanced its mission as a space for education, dialogue, and resilience amid rising antisemitism. Highlights included the Executive Director's trip to Israel to connect with Golda Meir's family, Israeli museum leaders, and Denver's sister city of Ramat Hanegv, where plans began for a memorial garden. On campus, the museum partnered with Auraria institutions and Hillel to host intercultural dialogues, the one-year commemoration of the October 7 massacre, and student-centered programs such as a screening of Golda. With more than 650 visitors, 100+ tours, and 35 educational programs, the museum also presented the regional premiere of *When Strawberries Bloom* at Elitch Theatre and co-hosted Holocaust Memorial Day with the Anti-Defamation League, featuring *The Triumphant Spirit* exhibit and survivor testimony.

Campus Safety Center

The Auraria Campus Police Department (ACPD), Communications and Marketing, and Campus Planning teamed up with consultants to aid in a comprehensive engagement and communications plan to engage with campus constituents on the Public Safety Building. Over 40 engagement sessions were conducted to gain feedback on what stakeholders wanted to see in the new Campus Safety Center. An April 2025 engagement report describes that most respondents were in favor of or indifferent towards ACPD having a visible presence in the new building and identified the benefit of a greater police presence on campus.

Our Campus Planning department established a steering committee to work with AMD architects to guide the design process, and a design review team was established. The project has been successfully reviewed by the interim Integrated Planning Group for the campus. Engagement, updates, and construction will continue through FY 26, notably with a groundbreaking scheduled for September 3, 2025.

Tivoli Reimagined

In October 2024, a 28-person steering committee, with representation from all four campus partners, was established. The first five steering committee meetings were meant to be educational and ensure that all steering committee members understood the complexity of the project. Roles and responsibilities of committee members were established—ensuring that all members were aware of the need for campus-wide communications and information for such a large and impactful project.

ZGF Architects were hired in April to create the project program plan that will be utilized to request Capital Construction funds in spring 2025. ZGF has since met with the steering committee three times, verifying information from the 2021 HCM feasibility analysis and identifying any needs that have changed for the campus community. ZGF and AHEC have worked hand-in-hand to prepare for the “Tivoli Reimagined Launch” that will begin and run for the first two weeks of the fall 2025 semester. This will include tabling in and around the Tivoli Student Union to drive survey participation.

In May 2025, a Capital Renewal request was submitted to the State to fund \$26.9 million in critical infrastructure maintenance, and initial feedback has been positive.



The Golda Meir House and Museum

Ballfield Reimagined

Over the course of the fiscal year, the full concept of the Ballfield Project, now named the Auraria Living and Learning Hub, was fully solidified as a two-tower concept. The first tower, owned by Metropolitan State University of Denver, will be for student housing, with a second-floor Classroom to Career Hub (C2 Hub), shared with Community College of Denver, and first-floor retail. This is a first-of-its-kind development for MSU Denver, as more students are priced out of living in the greater Denver-Metro area, MSU Denver is pivoting to meet students where they are with affordable, on-campus housing. The C2 Hub provides a collaborative and innovative space to connect workforce-ready students with industry opportunities. Finally, the first-floor retail will feature a dining and convenience store option for residential students, as well as an elevated food and beverage option, meant to bring in patronage visiting Ball Arena. This will be a co-operated space for AHEC and MSU Denver, again, a first-of-its-kind. MSU Denver is beginning construction as of August 2025 and plans to open in August 2026.

The second tower will be developed by Columbia Ventures, focusing on workforce housing that will be available to our Auraria Campus staff and faculty, and with first-floor Auraria Early Learning Center (AELC) space. The 13-story tower will create a positive economic and social impact on the community by providing approximately 320 units of affordable housing for households with 60%-120% AML. A portion of the units will be dedicated to faculty and staff housing to assist with attracting and retaining talent.

The Auraria Early Learning Center (AELC) expansion will increase enrollment capability to match the growing demands of the campus and the surrounding Denver community. As of July 2025, \$9.6 million was raised through philanthropic efforts and federal grants for the updated Auraria Early Learning Center (AELC). The total cost of the new AELC facilities will be \$15.5 million. This marks the most significant philanthropic fundraising achievement in our history, including a seven-figure donation from the Anschutz Family Foundation.

The project has earned multiple media mentions, underscoring the project's public visibility and community relevance. In the spring of 2024, The Auraria Board of Directors have also approved a land lease option, paving the way for the Colorado Hispanic/Latino History Museum to be built on land adjacent to the Living and Learning Hub. Public interest continues to increase in this project due to the multi-faceted community benefits this project will bring to both the Auraria Campus and the Downtown Denver community.



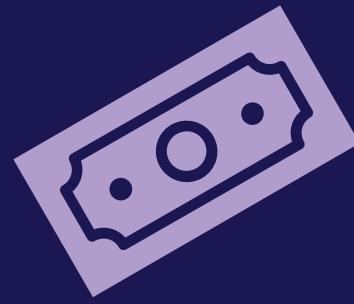
Future site of the Living and Learning Hub at Auraria Campus



Construction sign near the new development



04



Auraria Campus is exploring alternative funding strategies, focusing on economic development, and maximizing existing assets so that all the other strategic goals can be accomplished.



SUSTAINABLE FUNDING

The entities that comprise the Auraria Campus generate \$2.7 billion in annual economic impact. Taken together, the Campus annually supports and sustains 19,273 Colorado jobs. The efficiencies realized on the Campus, because of the shared-service model, create cost savings for all three colleges and universities while not duplicating spending if all three institutions were geographically disparate. Future considerations from state government should be guided by this fact: not only do the colleges and universities of the Campus generate \$2.7 billion in economic impact but they do so responsibly.

Parking

In 2024-2025, Parking and Transportation Services advanced several initiatives to strengthen operations and revenue. Two town halls were held each semester, including virtual options, to share updates on permit options, kiosk improvements, and pricing. A new customer service survey established a Net Promoter Score baseline, providing valuable feedback on parking equipment, facility cleanliness, and safety. A consultant partnership produced the first draft of a campus parking study, with stakeholder feedback integrated into revisions for inclusive long-term planning. Marketing efforts, including digital advertising, boosted evening and weekend parking revenue by more than 11% year over year, generating \$3.64 million. In addition, vendor collaboration focused on improving kiosk interfaces and event coupon reliability, ensuring a smoother visitor experience.

Early Learning Center

The AELC team actively worked to recruit through tabling events, tours, working with the Communications and Marketing department to produce an online virtual tour, and ensuring quick, clear communication when families connect with us. Through marketing, communication, and active recruitment, we were able to have close to full enrollment by the Summer of 2025.

The AELC developed a sustainable staffing model that alleviated the high cost of staffing. This included restructuring, streamlining positions, monitoring student hours, increasing internships, and increasing work-study.

Auxiliary Services

This year, Auxiliary Services has continued to deliver quick and efficient support to our institutional partners. Our team rapidly bolstered student ID services to meet the expanded badging needs created by the secure campus initiative, ensuring students, staff, and faculty were served without delay. We also provided onsite assistance and clear communication to support our RTD partners as they implemented changes to their services.

Another highlight has been the success of our food truck and pop-up vendor program. In the first two quarters alone, Auxiliary Services surpassed the total revenue generated in all of last year. These offerings have brought fresh and exciting options to campus, including the introduction of Ichigo Matcha, which is now slated to open as a brick-and-mortar location in fall 2025.



A child having fun at the Auraria Campus Early Learning Center



The Holly parking lot with a view of the Confluence building.



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