

AURARIA CAMPUS MAKES AN IMPACT ON COLORADO



September 2024

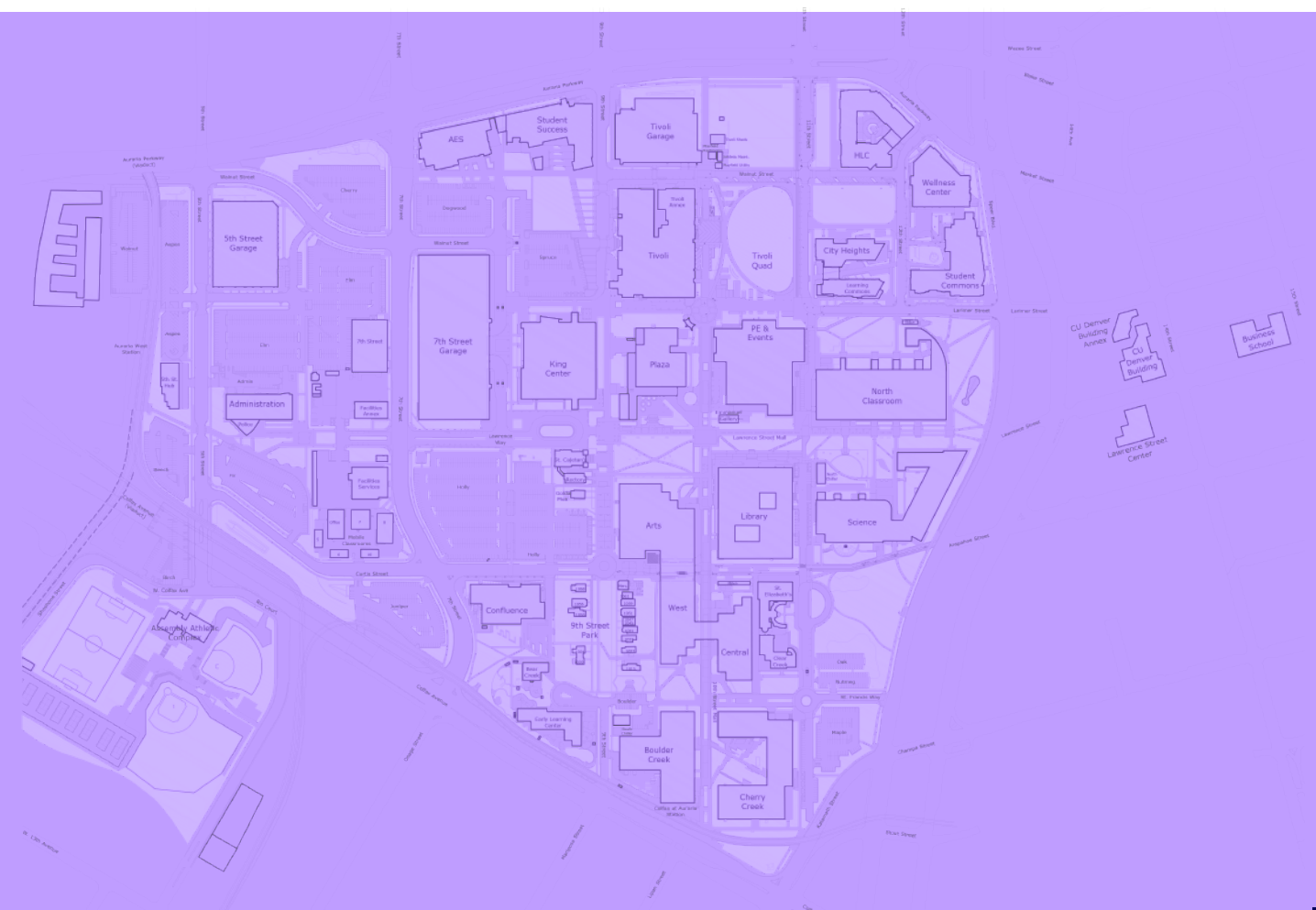
Prepared by:



TABLE OF CONTENTS

Executive Summary	3
Auraria Campus Makes An Impact	5
About the Study	9
Auraria Campus: Evolution of the Traditional Campus	11
Auraria Higher Education Center Drives Impact Locally And Statewide	13
Shaneis Malouff: Multiple Institutions, One Journey	15
Auraria Higher Education System Creates And Sustains Jobs In Downtown Denver	17
The Auraria Campus Generates Local And State Tax Revenues	18
Auraria Graduates: Making an Impact Beyond Graduation	19
The Auraria Campus Community Gives Back	26
Auraria Higher Education Center Economic Impact	27
Community College of Denver: Meeting Colorado's Workforce Needs	29
Community College of Denver Economic Impact	32
MSU Denver: Launching Colorado's Changemakers	33
"We have amazing graduates:" Faculty Insights on the Changemakers.	35

MSU Denver Economic Impact	37
CU Denver: Big Campus Name with Small College Attention	39
Jarrett Hardy: Big school perks, big city life, close to home	42
CU Denver Economic Impact	44
Auraria Higher Education Center Students, Faculty And Staff Give Back	45
Appendix A: Terms & Definitions	
Appendix B: Data & Methods	



EXECUTIVE SUMMARY

The Auraria Higher Education Center (Auraria Campus), encompasses a 150-acre footprint in downtown Denver—forming a triangle between the South Platte River, Colfax Avenue, and Speer Boulevard. The Auraria Campus provides a snapshot of what the future of higher education can achieve and offer. The Auraria Campus is an innovative model perfectly poised to provide a national model for serving marginalized student populations in a post-COVID world. One physical campus, four separate entities, and one goal: to educate the future Colorado workforce and provide opportunities for everyone to succeed.

Housing the Community College of Denver (CCD), Metropolitan State University of Denver (MSU Denver), and University of Colorado Denver (CU Denver) on one campus, the Auraria Campus facilitates the proliferation of educational opportunity for students of all backgrounds. Whether a student has just graduated high school and is entering a college classroom for the first time, or a working professional is seeking additional credentials or graduate degrees, the Auraria Campus welcomes all. Originally created to house 15,000 students when it was established in the 1970s, the Auraria Campus has quickly outpaced that shared goal and its current student population is nearly 38,000, making the Auraria Campus the largest collective campus in Colorado.¹

The colleges and universities of the Auraria Campus are educating the future workforce and reflect the growing diversity of the state.² CCD (in 2001), MSU Denver (in 2019), and CU Denver (in 2021) were designated as Hispanic-Serving Institutions (HSI). CU Denver was designated

3 colleges and universities

1 campus administration

\$2.7B generated in annual economic impact

19,273 jobs supported and sustained

\$151.4M created in local and state tax revenue

13,174 direct employees on the campus

38,000 students on the Auraria campus

\$29M in community impact

as an Asian American Native American Pacific Islander Serving Institution (AANAPISI) in 2023. The diversity of the students who attend the Auraria Campus is a true strength of Colorado and demonstrates a commitment to providing opportunities for all students. This translates into a meaningful and intentional impact in the greater Denver community and throughout Colorado.

This commitment to the diverse communities that the Auraria Campus serves, along with the mission of providing businesses with the workforce of tomorrow, is possible through the one-of-a-kind campus model that links together four institutions under a common vision. In the coming years, the Auraria Campus community will continue to innovate and grow. The three educational institutions, while maintaining their own identities, will become further enmeshed in the Auraria Campus community and neighborhood in the coming decades. An increase of green space, housing on campus, and transportation improvements will take the unique one-campus model and integrate improvements that will continue to provide opportunities for all of Colorado.

The entities that comprise the Auraria Campus generate **\$2.7 billion in annual economic impact**. Taken together, the Auraria Campus annually **supports and sustains 19,273 Colorado jobs**. The impact generated from the jobs supported and sustained through the Auraria Campus's operations should not go understated. The state and local tax revenue impact of the Auraria Campus' operations and tourist and visitor spending totals **\$84.9 million in state and local taxes paid** through the collective campus's operations and spending.

Given the funding mechanisms that power this impact—40% from Colorado state appropriated funds and 60% from auxiliary services—the Auraria Campus generates significant economic activity while also being great stewards of the taxpayers' money.³ The efficiencies realized on the Auraria Campus, as a result of the shared-service model, creates a cost savings for all three colleges and universities while not duplicating spending if all three institutions were geographically disparate. Future considerations from the state government should be guided by this fact: not only do the colleges and universities of the Auraria Campus generate \$2.7 billion in economic impact but they do so responsibly.



¹ <https://www.ahec.edu/auraria/annual-report>
² <https://www.ahec.edu/auraria/annual-report>; <https://www.census.gov/quickfacts/fact/table/CO/PST045223>

³ <https://www.ahec.edu/auraria/annual-report>

AURARIA CAMPUS COMMUNITY MAKES AN IMPACT

As a collective campus (Auraria Campus, Community College of Denver, CU Denver, and MSU Denver), the Auraria Campus generates **\$2.7 billion in annual economic impact (output), supports and sustains 19,273 jobs in Colorado, and contributes \$85 million annually in state and local taxes.** This impact is a result of operational and capital spending, student spending, and visitor spending.

Auraria Campus Combined Impact (FY23)				
	DIRECT	INDIRECT	INDUCED	TOTAL
ECONOMIC IMPACT	\$1,434,104,880	\$486,671,011	\$784,439,078	\$2,705,214,969
EMPLOYMENT IMPACT (JOBS)	13,174	2,079	4,020	19,273
LOCAL AND STATE TAX IMPACT	\$52,143,297	\$7,860,178	\$24,997,068	\$85,000,545

Source: Parker Strategy Group using IMPLAN with data from the Auraria Campus, Community College of Denver, MSU Denver, and CU Denver

When broken down by institution, the impact generated by Auraria Campus, the Community College of Denver, MSU Denver, and CU Denver is detailed below:

The state entity that administers the campus assets, Auraria Campus, generates **\$140.4 million in annual economic impact (output), supports and sustains 626 jobs in Colorado, and contributes nearly \$5 million annually in state and local taxes.**

Auraria Campus Impact (FY23)				
	DIRECT	INDIRECT	INDUCED	TOTAL
ECONOMIC IMPACT	\$78,629,314	\$29,615,605	\$32,155,001	\$140,399,920
EMPLOYMENT IMPACT (JOBS)	330	132	164	626
LOCAL AND STATE TAX IMPACT	\$2,266,672	\$767,207	\$1,918,666	\$4,952,545

Source: Parker Strategy Group using IMPLAN with data from the Auraria Campus, Community College of Denver, MSU Denver, and CU Denver



Community College of Denver generates **\$324.5 million in annual economic impact (output), supports and sustains 2,231 jobs in Colorado, and contributes \$19.6 million annually in state and local taxes.**

Community College of Denver Impact (FY23)				
	DIRECT	INDIRECT	INDUCED	TOTAL
ECONOMIC IMPACT	\$190,916,065	\$51,495,225	\$82,156,937	\$324,568,227
EMPLOYMENT IMPACT (JOBS)	1,580	230	421	2,231
LOCAL AND STATE TAX IMPACT	\$13,146,429	\$1,587,865	\$4,901,401	\$19,635,695

Source: Parker Strategy Group using IMPLAN with data from the Auraria Campus, Community College of Denver, MSU Denver, and CU Denver



MSU Denver generates nearly **\$1 billion in annual economic impact (output), supports and sustains 7,233 jobs in Colorado, and contributes \$54.1 million annually in state and local taxes.**

MSU Denver Impact (FY23)				
	DIRECT	INDIRECT	INDUCED	TOTAL
ECONOMIC IMPACT	\$497,147,636	\$172,474,067	\$284,147,684	\$953,769,387
EMPLOYMENT IMPACT (JOBS)	5,047	729	1,457	7,233
LOCAL AND STATE TAX IMPACT	\$32,278,918	\$4,892,361	\$17,094,739	\$54,266,020

Source: Parker Strategy Group using IMPLAN with data from the Auraria Campus, Community College of Denver, MSU Denver, and CU Denver

CU Denver generates **\$1.3 billion in economic impact (output), supports and sustains 9,183 jobs in Colorado, and contributes \$6.1 million in state and local taxes.**

CU Denver Impact (FY23)				
	DIRECT	INDIRECT	INDUCED	TOTAL
ECONOMIC IMPACT	\$667,411,865	\$233,086,114	\$385,979,456	\$1,286,477,435
EMPLOYMENT IMPACT (JOBS)	6,217	988	1,978	9,183
LOCAL AND STATE TAX IMPACT	\$4,451,278	\$612,745	\$1,082,262	\$6,146,285

Source: Parker Strategy Group using IMPLAN with data from the Auraria Campus, Community College of Denver, MSU Denver, and CU Denver

ABOUT THE STUDY

In September 2023, the Auraria Higher Education Center engaged Parker Strategy Group Inc. to measure the economic contribution of the Auraria Campus community to the city, county, and surrounding communities. The goal of this analysis is to tell Auraria Campus's story from a numbers and narrative perspective. To develop this report, Parker Strategy Group gathered financial and employment data about the Auraria Campus community, interviewed key stakeholders and members of the community, surveyed recent graduates of each campus, and researched secondary data and information to inform the writing and key messages.



The primary tool used in the performance of this study is the Input-Output model and data set developed by IMPLAN Group LLC. Financial data used in this study was obtained from Auraria Campus and the three individual institutions and included the following data points: operational expenditures, capital expenditures, and payroll and benefits for employees for FY 23. Secondary data was used to estimate salaries and educational attainment of graduates. Additional information on the methodology and assumptions used to complete this study can be found in Appendix B.

The impact presented in this analysis is separated into three categories: direct impact, indirect impact, and induced impact. The indirect and induced impacts are commonly referred to as the "multiplier effect." The graphic to the right provides an overview of the types of impact detailed in this report.

THE AURARIA HIGHER EDUCATION CENTER STUDY PROFILE
DATA SOURCE: AURARIA HIGHER EDUCATION CENTER
METHODOLOGY: IMPLAN
STUDY TYPE: ECONOMIC CONTRIBUTION ANALYSIS
GEOGRAPHY: CITY OF DENVER, DENVER COUNTY, AND COLORADO
STUDY YEAR: FISCAL YEAR 2023



AURARIA CAMPUS: EVOLUTION OF THE TRADITIONAL CAMPUS

Introduction: The Auraria Campus's History and Unique Model

The Auraria Campus is located on the traditional land of the Cheyenne and Arapaho Nations. In the 1850s, miners from Auraria, Georgia established a mining town, and it quickly expanded as the 19th century continued. By the 1960s, the Auraria neighborhood had gone from a majority of eastern- and central-European immigrants to a diverse, majority-Hispanic community. The neighborhood added now-historic locations like Ninth Street Park, Emmanuel Gallery, the Golda Meir Museum, and Denver landmark St. Cajetan's.⁴ In 1965, a catastrophic flood devastated the Auraria neighborhood, and the creation of the Auraria Campus community was borne out of government redevelopment of the neighborhood. While the displacement of the inhabitants was a painful event, the Auraria Campus community strives to preserve the neighborhoods' historic roots and propel into the future with the north star of providing opportunities to historically disadvantaged students and community members in the Denver area and beyond. Beginning in 1988, the Auraria Campus turned

this commitment into action with the Displaced Aurarian Scholarship program, which gave funds for tuition and fees to students who were residents, children of Auraria residents, or grandchildren of residents of the Auraria neighborhood between 1955 and 1973 (prior to campus construction). In 2022, this commitment grew and the program expanded to include all direct descendants of displaced Aurarians in perpetuity. Since 1988, over 600 students have received a Displaced Aurarian Scholarship.⁶ This work is important to keeping what makes Auraria special and reflects the unique arrangement and model that Auraria cultivates.

All entities on the Auraria Campus start with the collaborative goal of providing opportunities to all. The institutions are training students for a successful future and providing networks that help them thrive. As a shared community, Auraria gathers students from different institutions in one space to generate the

best learning outcomes and community. Diversity in the student body and in opportunities for students, as well as a unique model for cultivating belonging, make the Auraria Campus community a special place.

The Auraria Campus community is one-of-a-kind; never had multiple independent institutions of higher education shared a collective physical campus when the Auraria Campus established this model in the 1970's and there has yet to be any imitators. While the physical layout is the most obvious unique quality, what may go unnoticed by the everyday passerby is the cost-savings that the campus community enjoys by having one collective shared-service model. This allows for a more streamlined campus improvement process as well as a singular advocacy effort to state and federal government entities. For example, capital campus projects go from three separate purchases into one. One such upcoming project includes the expansion of high-speed internet on campus. If each institution was alone and independent, that would result in four separate contracts whereas the Auraria Campus community can do so in one fell swoop, saving the campus community money and time due to the rapid negotiation, bid processes, and implementation plans.

This shared-service model is what makes the Auraria Campus successful and will continue to be a model for higher education in the 21st century. Not only does this approach save each institution money, but it saves the Colorado taxpayer money.

In an expansion of this approach, the Auraria Campus unveiled their 10-year Campus Framework Plan in the summer of 2024. This plan includes new and improved roadway access to campus and taller building developments. Specifically, the plan includes:

- A "Learning Loop Roadway System," a pedestrian-oriented approach to campus planning, with more connections to Downtown Denver;
- Consideration of higher density, vertical buildings the increase the capacity of the campus footprint along with "public realm spaces" that will give the campus community weather-tolerant, natural spaces to gather and connect with the broader environment;
- "Historical connection" to promote projects recognizing the historical tribal lands Auraria Campus sits on.

AURARIA'S UNIQUE HIGHER EDUCATION MODEL



Four distinct entities sharing a single campus: Auraria Campus, CCD, MSU Denver, and CU Denver.



Auraria Campus



The collective student population: ~38,000

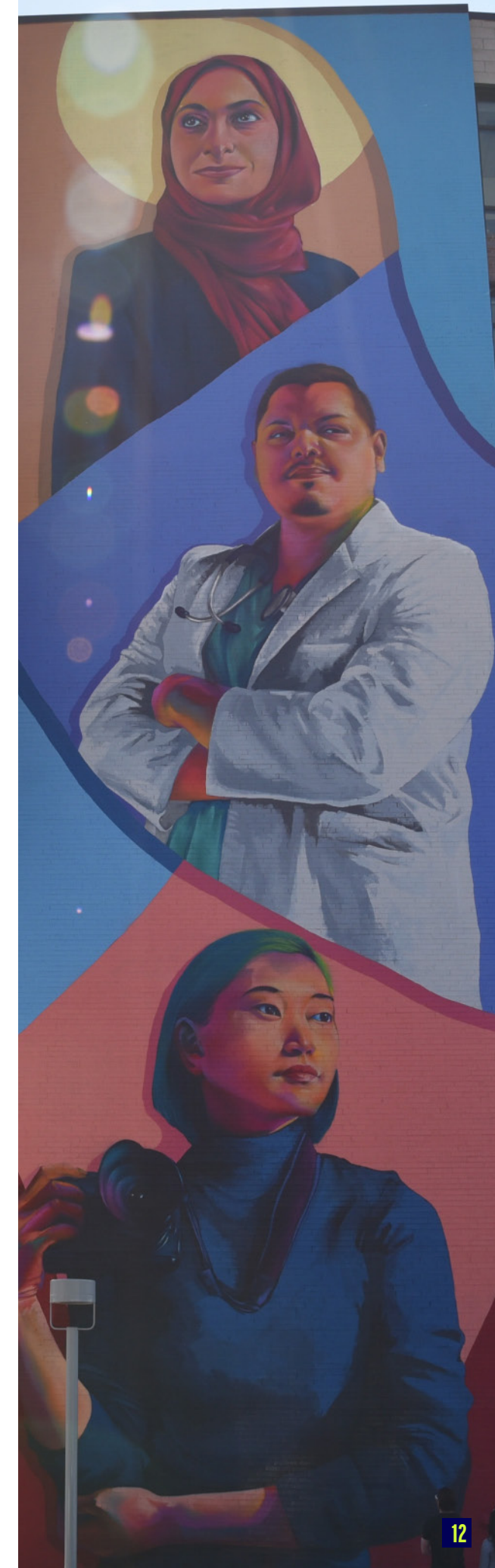


The collective faculty and staff: 5,000

⁴ <https://history.denverlibrary.org/neighborhood-history-guide/auraria-neighborhood-history>

⁵ <https://www.ahec.edu/auraria/historic-auraria>

⁶ <https://people.auraria.edu/about/spaces/displaced-aurarian-scholarship#:~:text=The%20Displaced%20Aurarian%20Scholarship%20program,Higher%20Education%20Campus%20was%20built.>



AURARIA HIGHER EDUCATION CENTER DRIVES IMPACT LOCALLY AND STATEWIDE

The Auraria Campus contributes to the local and statewide economies through its expenditures on operations, capital projects, wages, the spending of staff in the community, and the spending of its students. The direct, day-to-day expenditures of the Auraria Campus, combined with the staff and student spending, cause a ripple effect throughout the regional economy. While Auraria Campus is not an institution that provides direct student instruction, it acts as the administrative state entity of the Auraria Campus, and therefore provides the important work of advocating for state funding and additional land development in collaboration with its partners.

Auraria Campus Combined Economic Impact

Since Auraria Campus's administrative offices are in the same physical space as each of its institutions, administrative staff also frequent downtown Denver locations, contributing the local economy and overall economic impact. The economic impact of Auraria Campus in FY 23 totaled \$2.7 billion. This contribution to the local and statewide economies is a point-in-time snapshot depicting how the expenditures of the Auraria Campus community and its staff, faculty, and students make an impact.

Operations Contribution

The Auraria Campus and its partners contributes a total of \$1.4 billion of FY23 operational and capital spending. The Auraria Campus's operations generate \$659.8 million in direct economic impact, \$248.4 million in indirect economic impact and \$504.8 million in induced economic impact.

Student Spending

The students of the Auraria Campus community contributes a total of \$1.1 billion to the economy as a result of their spending -- \$685 million in direct, \$201.9 million in indirect, and \$241.9 million in induced impact.

Visitor Spending

Auraria Campus visitor spending contributes a total of \$163.3 million to the economy as a result of their spending - \$89.2 million in direct, \$36.4 million in indirect, and \$37.7 million in induced impact.

Auraria Campus Combined Economic Impact				
	DIRECT	INDIRECT	INDUCED	TOTAL
OPERATIONS	\$659,810,679	\$248,367,510	\$504,820,550	\$1,412,998,739
STUDENT SPENDING	\$685,037,044	\$201,943,439	\$241,888,036	\$1,128,868,519
VISITOR SPENDING	\$89,257,157	\$36,360,062	\$37,730,492	\$163,347,711
COMBINED IMPACT	\$1,434,104,880	\$486,671,011	\$784,439,078	\$2,705,214,969

Source: Parker Strategy Group using IMPLAN with data from the Auraria Campus, Community College of Denver, MSU Denver, and CU Denver



SHANEIS MALOUFF: MULTIPLE INSTITUTIONS, ONE JOURNEY

Shaneis Malouff, the current Chief of Staff for the Auraria Higher Education Center, is a true exemplar of the Auraria Campus story. Her sister, mom, and her grandmother received their degrees from institutions on campus. As the oldest of five children, Shaneis and her family could not take on the economic burden of a four-year institution before determining a career path. To save money while still experiencing all that Auraria had to offer, Shaneis began her postsecondary education at the Community College of Denver. Following CCD, Shaneis pursued a pre-medical degree at MSU Denver and was a student athlete on the cross country and track teams. Her undergraduate experience at CCD and MSU Denver led to a nationally ranked graduate program at Loma Linda University in California, where Shaneis followed her passion and enrolled in their orthopedic subspecialty program for prosthetics and orthotics. Like many Auraria Campus Institution graduates, Shaneis returned to Colorado to complete her residency specializing in pediatrics, now a part of the Denver metro workforce.



Fast forward two years, while working with children as now a board-certified provider, Shaneis quickly became frustrated with the lack of insurance coverage for children with different mobility challenges. Parents of her patients constantly were required to pay out of pocket for prosthetic devices ranging from thousands to tens of thousands of dollars per device.

Shaneis left patient care and turned to a career in public health where she could improve prosthetics accessibility for children. Working alongside the American Orthotics and Prosthetics Association (AOPA) and the Amputee Coalition, Shaneis helped lead a policy and advocacy initiative—So Every Body Can Move—by authoring and publishing research that would eventually lead to House Bill 1136. Passed in 2023, HB 1136 requires health insurance companies in Colorado to cover prosthetics for Coloradans who need them to live active lifestyles, for little or no cost.⁷ The initiative spread nationally. Six states have since successfully passed the initiative after being included in Shaneis' publication and eleven other states are now proposing similar legislation. After completing this important work, Shaneis returned to Auraria, where it all began, so she could give back to students like her—students taking their own path leading to a positive difference in their community.

⁷ <https://leg.colorado.gov/bills/hb23-1136>; <https://www.aopanet.org/so-kids-can-move/>; <https://livingwithamplitude.com/prosthetic-insurance-low-cost-amputees/>

“What sets students graduating from Institutions on Auraria apart is their drive to get a degree, as non-traditional students. Students here often have full time jobs, children, and/or have serious commutes outside of their responsibilities on campus. In fact, the average age of students here on campus is 26. My family’s experience here was no different over the past 30 years. When my grandma went here, she had two little kids. When my mom went here, she was juggling four little kids and a part time job. When my sister and I went here, we both worked jobs to pay our way. We all noticed that in our peers that sat next to us in class. My biggest take away from my time here is our campus is committed to make a difference in their community, while being a critical part of their community.”

- Shaneis Malouff



**Braden
McMahon,
Colorado
House Bill
23-1136
Patient
Advocate**

AURARIA CAMPUS CREATES AND SUSTAINS JOBS IN DOWNTOWN DENVER

Auraria Campus has 330 employees within its administrative offices. Providing overall administration for the combined campus, the Auraria Campus is the size of large company in terms of employment. The total employment impact of the Auraria Campus community in FY 23 totaled 19,273 jobs. This contribution to the local and statewide economies is a point-in-time snapshot depicting how the expenditures of the Auraria Campus and that of its partners—including staff, faculty and students—make an impact. This includes both the people directly employed at the Auraria Campus and the jobs supported and sustained by the economic activity generated by the institutions' staff, faculty and students.

As of June of 2022, the Bureau of Labor Statistics calculated that the average new business “birth rate,” or the number of jobs a new business opening creates, was just under three jobs (2.92).⁸ If a new business were to establish itself in downtown Denver, any business boasting a total job creation of over 19,000 jobs would be heralded as a huge community victory with a headline-grabbing press conference. The Auraria Campus is not only a community mainstay but also a job creator.



Total Auraria Campus Impact				
	DIRECT	INDIRECT	INDUCED	TOTAL
EMPLOYMENT (JOBS)	13,174	2,079	4,020	19,273

Source: Parker Strategy Group using IMPLAN with data from the Auraria Campus, Community College of Denver, MSU Denver, and CU Denver

AURARIA CAMPUS GENERATES LOCAL AND STATE TAX REVENUES

The Auraria Campus's staff, suppliers, and related constituencies and that of its Institutions for Higher Education contribute to the local and statewide tax bases through their spending. In FY 23, the Auraria Campus contributed an estimated \$84.8 million (\$52.1 million direct and \$32.7 million indirect and induced) through local spending (operational, capital, staff) as well as direct and indirect support of jobs. At the state and local levels, the Auraria Campus contributes to the tax bases through its purchasing. Specific taxes include employee and employer contributions to state and local social-insurance funds, sales and use taxes, personal property taxes, taxes paid on motor-vehicle licenses, and payments of fines and fees.

Auraria Campus Total Local and State Tax Impact				
	DIRECT	INDIRECT	INDUCED	TOTAL
SUB COUNTY GENERAL	\$14,894,893	\$1,992,347	\$8,454,582	\$25,341,822
SUB COUNTY SPECIAL DISTRICTS	\$24,580,722	\$3,301,284	\$13,904,771	\$41,786,777
COUNTY	\$7,603,377	\$1,021,076	\$4,301,383	\$12,925,836
STATE	\$43,712,389	\$7,482,745	\$20,146,259	\$71,341,393
TOTAL	\$90,791,381	\$13,797,452	\$46,806,995	\$151,395,828

Source: Parker Strategy Group using IMPLAN with data from the Auraria Campus, Community College of Denver, MSU Denver, and CU Denver

⁸ <https://www.bls.gov/opub/btn/volume-12/the-decline-of-job-creation-at-new-establishments.htm>



AURARIA GRADUATES: MAKING AN IMPACT BEYOND GRADUATION

\$5,631,767

total increase in salary earnings for graduates post-degree/credits

\$36,334

average increase in earnings over the course of graduates' careers

\$3.2B

in value for graduates in their careers through employer benefits

Nearly 35%

of graduates go on to further their education at other institutions.



Auraria Campus community alumni are a key component of Colorado's workforce and matriculate into family-sustaining careers. These alumni are the living embodiment of the social mobility that a degree from any of the Auraria Campus community institutions offer.

Parker Strategy Group surveyed recent graduates about their career experiences after their time at the Auraria Campus community. What is clear from the survey results is that the Auraria Campus community—no matter the pathway or particular institution—propels students to greater opportunities. The students who matriculated from one of the three educational institutions in the Auraria Campus community increased their earnings over time by about half of the Colorado's average median salary (\$61,700).

Parker Strategy Group surveyed recent graduates from CU Denver, MSU Denver, and CCD about their career trajectory after their time at the Auraria Campus. The respondents were asked about their earnings immediately after graduation, their earnings as of April 2024, and the benefits they now receive at their current job. Among the benefits reported were:

-  **Health Insurance – 78%**
-  **Dental Insurance – 72%**
-  **Vision Insurance – 66%**
-  **Life Insurance – 53%**
-  **401k Matching Programs – 59%**
-  **Tuition Reimbursement – 28%**
-  **Student Loan Forgiveness – 8%**
-  **Workplace Flexibility** (i.e. working remote or hybrid schedules) – **52%**
-  **Wellness Stipends – 19%**
-  **Technology Stipends – 8%**

Parker Strategy Group then used state and local averages to approximate the cost of each of these benefits. Through IMPLAN, the dollar value amount of these additional benefits into an annualized impact on the Coloradan economy.

In addition, Parker Strategy Group calculated the difference in earnings from the survey respondents and used IMPLAN to calculate the separate annualized impact of these additional earnings.



For MSU Denver alumni, the value of a degree is felt throughout the Colorado economy. The MSU Denver alumni impact with extra earnings post-degree is an additional \$9.9 billion to the Colorado economy. This additional economic impact generates \$579 million in state and local taxes and supports and sustains 50,896 jobs in Colorado. On average, MSU Denver alumni earn an additional \$37,168 compared their starting salary prior to their degree.

Economic Impact of MSU Denver Alumni additional earnings			
EMPLOYMENT	LABOR INCOME	VALUE ADDED	OUTPUT
50,896	\$3,202,110,566	\$5,936,314,902	\$9,901,668,574

Source: Parker Strategy Group using IMPLAN with data from the Auraria Campus, Community College of Denver, MSU Denver, and CU Denver

State and Local Tax Impact of MSU Denver Alumni additional earnings				
SUB COUNTY GENERAL	SUB COUNTY SPECIAL DISTRICTS	COUNTY	STATE	TOTAL
\$103,835,579	\$170,814,612	\$52,840,545	\$251,780,158	\$579,270,896

Source: Parker Strategy Group using IMPLAN with data from the Auraria Campus, Community College of Denver, MSU Denver, and CU Denver

These jobs from MSU Denver alumni also come with benefits such as health and life insurance, health and technology stipends, 401k account matching, and the cost savings on commuting due to work flexibility. The value to the economy of these benefits is significant: MSU Denver alumni benefits from their careers generate an additional 1.6 billion throughout the Colorado economy and contributes \$53 million to state and local taxes.



Economic Impact of MSU Denver Alumni job and career benefits				
	DIRECT	INDIRECT	INDUCED	TOTAL
EMPLOYMENT	4,598	2,080	2,049	8,727
LABOR INCOME	\$285,333,070	\$161,744,320	\$127,161,657	\$574,239,049
VALUE ADDED	\$344,862,616	\$233,347,813	\$239,141,363	\$817,351,794
OUTPUT	\$715,126,393	\$519,494,544	\$400,851,423	\$1,635,472,360

Source: Parker Strategy Group using IMPLAN with data from the Auraria Campus, Community College of Denver, MSU Denver, and CU Denver

State And Local Tax Impact Of MSU Denver Alumni Job And Career Benefits				
	DIRECT	INDIRECT	INDUCED	TOTAL
SUB COUNTY GENERAL	\$2,512,462	\$1,070,323	\$4,326,373	\$7,909,159
SUB COUNTY SPECIAL DISTRICTS	\$4,192,029	\$1,798,376	\$7,115,323	\$13,105,730
COUNTY	\$1,296,630	\$556,173	\$2,201,095	\$4,053,899
STATE	\$11,458,907	\$6,541,907	\$10,307,642	\$28,308,458
TOTAL	\$19,460,030	\$9,966,781	\$23,950,435	\$53,377,247

Source: Parker Strategy Group using IMPLAN with data from the Auraria Campus, Community College of Denver, MSU Denver, and CU Denver

For CU Denver alumni, the value of a degree is felt throughout the Colorado economy. The CU Denver alumni impact with extra earnings post-degree is an additional \$9.3 billion to the Colorado economy. This additional economic impact generates \$545 million in state and local taxes and supports and sustains 47,894 jobs in Colorado. On average, CU Denver alumni earn an additional \$35,706 compared their starting salary prior to their degree.

Economic Impact of CU Denver Alumni Additional Earnings			
EMPLOYMENT	LABOR INCOME	VALUE ADDED	OUTPUT
47,894	\$3,013,278,158	\$5,586,243,094	\$9,317,754,973

Source: Parker Strategy Group using IMPLAN with data from the Auraria Campus, Community College of Denver, MSU Denver, and CU Denver

State And Local Tax Impact Of CU Denver Alumni Additional Earnings				
SUB COUNTY GENERAL	SUB COUNTY SPECIAL DISTRICTS	COUNTY	STATE	TOTAL
\$97,712,267	\$160,741,464	\$49,724,473	\$236,932,372	\$545,110,577

Source: Parker Strategy Group using IMPLAN with data from the Auraria Campus, Community College of Denver, MSU Denver, and CU Denver

Jobs from CU Denver alumni also come with benefits such as health and life insurance, health and technology stipends, 401k account matching, and the cost savings on commuting due to work flexibility. The value to the economy of these benefits is significant: CU Denver alumni benefits from their careers generate an additional 1.5 billion throughout the Colorado economy and contributes \$50.1 million to state and local taxes.



Economic Impact of CU Denver Alumni Job And Career Benefits				
	DIRECT	INDIRECT	INDUCED	TOTAL
EMPLOYMENT	4,324	1,954	1,926	8,205
LABOR INCOME	\$268,262,407	\$151,969,607	\$119,522,682	\$539,754,697
VALUE ADDED	\$324,194,228	\$219,258,300	\$224,775,432	\$768,227,961
OUTPUT	\$672,143,303	\$488,075,572	\$376,771,092	\$1,536,989,968

Source: Parker Strategy Group using IMPLAN with data from the Auraria Campus, Community College of Denver, MSU Denver, and CU Denver

State And Local Tax Impact Of CU Denver Alumni Job And Career Benefits				
	DIRECT	INDIRECT	INDUCED	TOTAL
SUB COUNTY GENERAL	\$2,363,531	\$1,006,008	\$4,066,475	\$7,436,015
SUB COUNTY SPECIAL DISTRICTS	\$3,943,492	\$1,690,296	\$6,687,884	\$12,321,674
COUNTY	\$1,219,755	\$522,748	\$2,068,869	\$3,811,373
STATE	\$10,774,533	\$6,147,139	\$9,688,431	\$26,610,105
TOTAL	\$18,301,313	\$9,366,193	\$22,511,661	\$50,179,168

Source: Parker Strategy Group using IMPLAN with data from the Auraria Campus, Community College of Denver, MSU Denver, and CU Denver



THE AURARIA CAMPUS COMMUNITY GIVES BACK

Community service and engagement is an integral part of the mission of the campus and its members. Faculty, staff, and students from all four entities on the Auraria campus have a commitment to giving back and community transformation. All organizations are active in their communities, from providing public access to arts and cultural events, sporting events, academic lectures, and summer youth programs, to hosting charity walks or other community events. In addition, the faculty and staff of serve on local boards and their students volunteer throughout the City of Denver and the State of Colorado.

Based upon assumptions derived from the U.S. Census Bureau and the University of Maryland Do Good Institute⁹ regarding donation amounts and volunteerism rates by age, income level, and employment status, it is estimated that staff, faculty, and students give in charitable donations and volunteer hours. The combined impact of charitable giving and volunteerism totals **\$29 million**. These benefits are in addition to the \$2.7 billion annual economic impact.

⁹ For the purposes of this study, it is assumed that 24.9% of staff and faculty donate \$2,064 annually and 14.9% of students donate \$250 each year. Volunteer impacts are based upon assumptions found in the U.S. Census survey of charitable giving, and the value of a volunteer hour (estimated at \$29.95 per hour) was obtained from the Maryland Do Good Institute. For the purposes of this breakout analysis, it was assumed that 27.2% of staff and faculty volunteer for 51 hours and 23.3% of students volunteer for 60 hours annually.

AURARIA HIGHER EDUCATION CENTER ECONOMIC IMPACT

The annual economic impact of the Auraria Higher Education Center totals \$140.4 million.

Operations Contribution

The Auraria Higher Education Center's operations and capital spending contributes a total of \$139.3 million--\$78.0 million direct, \$29.4 million indirect, and \$31.9 million induced economic impact.

Visitor Spending

Auraria Campus visitor spending contributes a total of \$1.1 million--\$600 thousand in direct, \$244 thousand indirect, and \$254 thousand induced economic impact.

Auraria Higher Education Center Economic Impact				
	DIRECT	INDIRECT	INDUCED	TOTAL
OPERATIONS	\$78,028,441	\$29,371,652	\$31,900,462	\$139,300,555
VISITOR SPENDING	\$600,873	\$243,953	\$254,539	\$1,099,365
COMBINED IMPACT	\$78,629,314	\$29,615,605	\$32,155,001	\$140,399,920

Source: Parker Strategy Group using IMPLAN with data from the Auraria Campus, Community College of Denver, MSU Denver, and CU Denver

AURARIA HIGHER EDUCATION CENTER CREATES AND SUSTAINS JOBS

Auraria Campus supports a combined total of 7,233 full-time and part-time jobs throughout the state.

Operations Contribution

Auraria Campus supported and sustained a total of 3,867 jobs - 2,573 direct jobs, 362 indirect jobs, and 932 induced jobs.

Visitor Spending

Visitors to Auraria Campus supported and sustained a total of 391 jobs as a result of their spending - 264 direct jobs, 58 indirect jobs, and 69 induced jobs.

Auraria Higher Education Center Employment Impact (jobs)				
	DIRECT	INDIRECT	INDUCED	TOTAL
OPERATIONS	325	131	163	619
VISITOR SPENDING	5	1	1	7
COMBINED IMPACT	330	132	164	626

Source: Parker Strategy Group using IMPLAN with data from the Auraria Campus, Community College of Denver, MSU Denver, and CU Denver



AURARIA HIGHER EDUCATION CENTER GENERATES LOCAL AND STATE TAX REVENUES

Auraria Campus’s staff, suppliers, and related constituencies contribute to the local and statewide tax bases through their spending. In FY 23, Auraria Campus contributed an estimated \$5 million (\$2.3 million direct and \$2.7 million indirect and induced) through local spending (operational, capital, staff, and visitors). Specific taxes include employee and employer contributions to state and local social-insurance funds, sales and use taxes, personal property taxes, taxes paid on motor-vehicle licenses, and payments of fines and fees.

Auraria Higher Education Center Combined Local and State Tax Impact				
	DIRECT	INDIRECT	INDUCED	TOTAL
SUB COUNTY GENERAL	\$317,478	\$107,119	\$346,562	\$771,159
SUB COUNTY SPECIAL DISTRICTS	\$527,422	\$177,633	\$569,970	\$1,275,025
COUNTY	\$163,127	\$54,938	\$176,318	\$394,383
STATE	\$1,258,645	\$427,517	\$825,816	\$2,511,978
TOTAL	\$2,266,672	\$767,207	\$1,918,666	\$4,952,545

Source: Parker Strategy Group using IMPLAN with data from the Auraria Campus, Community College of Denver, MSU Denver, and CU Denver




COMMUNITY COLLEGE OF DENVER: MEETING COLORADO'S WORKFORCE NEEDS

Community colleges are often associated with an incredible boost in personal opportunity; as of 2023, individuals with some college or an associate degree earn significantly more than high school graduates. On average, high school graduates earn \$44,362 per year. In contrast, individuals with some college credits increase average earnings by \$4,258 (\$48,620 per year) and they enjoy an increase of nearly \$8,000 on average per year with an associate degree (\$52,260 per year). Considering the lower cost of community college—especially the savings that students receive at CCD with tuition costing \$4,000 less than the national average for community college—students attending CCD get the training and expertise needed to fill the workforce needs of the Denver area and the state of Colorado.¹⁰

Following national trends, CCD has recognized the role of a community college is multifaceted. CCD serves students as a steppingstone for students going from one institution to another. Beyond the low cost and the additional opportunities afforded to graduates, community college is often associated with student transfers to larger, four-year institutions. According to the National Student Clearinghouse's latest research, around one-third of community college students transfer to a four-year university. Of that portion of students,



-  \$324.5 Million generated in economic impact
-  2,231 Jobs supported and sustained
-  1,580 Direct employees on the campus
-  \$19.6 Million created in local and state tax revenue
-  7,000+ Students attend CCD

only about half of them earn a bachelor's degree.¹¹ CCD supports its students who transfer to other institutions: CCD offers students 27 statewide transfer pathways for students in a variety of degree areas.¹²

While some students from CCD transfer to other institutions—in some cases to MSU Denver and CU Denver—CCD is training their students to be workforce ready. Nationwide patterns suggest community colleges play a pivotal role in creating workforce development opportunities in their communities.^{13,14} For students looking for a credential or associate degree, the Community College of Denver offers programs and initiatives for in-demand career paths.

Beyond providing 68 innovative programs—ranging from accounting and early childhood education to cannabis science—CCD is meeting the moment, providing robust opportunities for students to meet the needs of a growing workforce in Colorado. The Center for Workforce Initiatives (CWI) at CCD helps both students and employers by building custom programs to fit the needs of both employers and students. Employers can hire the quality workforce they need and students get direct classroom-to-workforce connections and opportunities.¹⁵ In October of 2022, CCD was selected by the Department of Defense for a \$10.9 million dollar grant to create pathways for underrepresented students into high-demand engineering jobs.¹⁶

The Community College of Denver, as a Hispanic-Serving Institution, is also deeply committed to providing pathways and opportunities to historically underserved student populations. More than 50% of the student body is Latinx, and more than 60% of students are the first in their family to attend college. Students at CCD are supported by 50 equity-minded strategies; CCD's partnership with EAB is a Moon Shot for Equity Vanguard institution as a headlining initiative.¹⁷ CCD does not treat equity



¹¹ <https://www.cnbc.com/2024/02/13/community-college-transfer-pathway-doesnt-work-for-everyone.html>

¹² <https://www.ccd.edu/academics>

¹³ <https://www.cnbc.com/2024/02/13/community-college-transfer-pathway-doesnt-work-for-everyone.html>

¹⁴ <https://www.ccd.edu/academics>

¹⁵ <https://www.ccd.edu/org/center-workforce-initiatives>

¹⁶ <https://www.ccd.edu/blog/press-room/denver-metro-engineering-consortium>

¹⁷ <https://www.ccd.edu/leadingequity>

¹⁰ <https://www.ccd.edu/administration/non-academic-departments/cashiers-office/tuition-rates-credit-hour>; <https://www.bls.gov/careeroutlook/2023/data-on-display/education-pays.htm>;

as something separate from their educational goals and workforce partnerships. In April of 2023, CCD and the Hispanic Restaurant Association partnered to create the Food and Beverage Language Institute (FBLI), which brought ESL courses to the hospitality professionals and businesses in Colorado to create further connections with Denver’s business community.¹⁸

The Community College of Denver is a critical institution in Denver and Colorado’s economies. In a state that has only 52 workers for every 100 open jobs, higher education must provide students with new skills and access to businesses that desperately need exemplary talent. As an integral part of the Auraria Higher Education Center community, the Community College of Denver looks toward a bright future of innovation, job-ready skill-building, and student success. As a stand-alone institution, CCD generates \$324.5 million in economic impact and supports and sustains 2,231 Colorado jobs. This impact is felt across the Denver and Colorado economy. CCD has been excellent stewards of state investments.

The excellent work that CCD does to improve student outcomes and create economic opportunity is enhanced by the shared-service model. Operating independently, community colleges are beginning the post-COVID educational landscape with struggling to meet the needs of their students.¹⁹ By being able to share costs and administrative resources, CCD can buck this trend. The impact in the local and statewide economy, the amount of jobs that CCD graduates fill, and the tax dollars that are provided by the college make CCD an invaluable part of the Auraria Campus community. Auraria Campus visitor spending contributes a total of \$1.1 million--\$600 thousand in direct, \$244 thousand indirect, and \$254 thousand induced economic impact.



COMMUNITY COLLEGE OF DENVER ECONOMIC IMPACT

The economic impact of Community College of Denver in FY 23 totaled \$324.6 million. This contribution to the local and statewide economies is a point-in-time snapshot depicting how the expenditures of the Community College of Denver and its staff, faculty, and students make an impact.

Operations Contribution

The Community College of Denver contributes a total of \$134 million of FY23 operational and capital spending. The Community College of Denver’s operations generate \$69.0 million in direct economic impact, \$26 million in indirect economic impact and \$39.3 million in induced economic impact.

Student Spending

The students of Community College of Denver contribute a total of \$164.6 million to the economy as a result of their spending -- \$107.9 million in direct, \$19.8 million in indirect, and \$36.9 million in induced impact.

Visitor Spending

The Community College of Denver’s visitor spending contributes a total of \$25.6 million to the economy as a result of their spending - \$14.0 million in direct, \$5.7 million in indirect, and \$5.9 million in induced impact.

Community College Of Denver Combined Economic Impact				
	DIRECT	INDIRECT	INDUCED	TOTAL
OPERATIONS	\$69,016,608	\$25,979,396	\$39,302,291	\$134,298,295
STUDENT SPENDING	\$107,881,825	\$19,822,873	\$36,940,346	\$164,645,044
VISITOR SPENDING	\$14,017,632	\$5,692,956	\$5,914,300	\$25,624,888
COMBINED IMPACT	\$190,916,065	\$51,495,225	\$82,156,937	\$324,568,227

Source: Parker Strategy Group using IMPLAN with data from the Auraria Campus, Community College of Denver, MSU Denver, and CU Denver

¹⁸ <https://www.ccd.edu/blog/press-room/ccd-hispanic-restaurant-association-partnership>
¹⁹ <https://apnews.com/article/community-college-enrollment-bb2e79222a4374f4869dc2e5359f2043>

COMMUNITY COLLEGE OF DENVER CREATES AND SUSTAINS JOBS

CCD supports a combined total of 2,231 full-time and part-time jobs throughout the state.

Operations Contribution

CCD supported and sustained a total of 697 jobs - 380 direct jobs, 116 indirect jobs, and 201 induced jobs.

Student Spending

CCD students supported and sustained a total of 1,362 jobs as a result of their spending - 1,084 direct jobs, 88 indirect jobs, and 190 induced jobs.

Visitor Spending

Visitors to CCD supported and sustained a total of 172 jobs as a result of their spending - 116 direct jobs, 26 indirect jobs, and 30 induced jobs.

Community College of Denver Employment Impact (Jobs)				
	DIRECT	INDIRECT	INDUCED	TOTAL
OPERATIONS	380	116	201	697
STUDENT SPENDING	1,084	88	190	1,362
VISITOR SPENDING	116	26	30	172
COMBINED IMPACT	1,580	230	421	2,231

Source: Parker Strategy Group using IMPLAN with data from the Auraria Campus, Community College of Denver, MSU Denver, and CU Denver

COMMUNITY COLLEGE OF DENVER GENERATES LOCAL AND STATE TAX REVENUES

CCD's staff, suppliers, and related constituencies contribute to the local and statewide tax bases through their spending. In FY 23, CCD contributed an estimated \$19.6 million (\$13.1 million direct and \$6.5 million indirect and induced) through local spending (operational, capital, staff, students, and visitors). Specific taxes include employee and employer contributions to state and local social-insurance funds, sales and use taxes, personal property taxes, taxes paid on motor-vehicle licenses, and payments of fines and fees.



Community College of Denver Combined Local and State Tax Impact				
	DIRECT	INDIRECT	INDUCED	TOTAL
SUB COUNTY GENERAL	\$2,320,789	\$236,096	\$885,288	\$3,442,173
SUB COUNTY SPECIAL DISTRICTS	\$3,819,062	\$390,809	\$1,455,986	\$5,665,857
COUNTY	\$1,181,352	\$120,877	\$450,403	\$1,752,632
STATE	\$5,825,226	\$840,083	\$2,109,724	\$8,775,033
TOTAL	\$13,146,429	\$1,587,865	\$4,901,401	\$19,635,695







Source: Parker Strategy Group using IMPLAN with data from the Auraria Campus, Community College of Denver, MSU Denver, and CU Denver

MSU DENVER: LAUNCHING COLORADO'S CHANGEMAKERS

“Without MSU Denver, I wouldn’t be where I am today or be the person I’ve become.”
- Arianna Valdez, MSU Denver Alumni

In a bold move, former Colorado Gov. Roy Romer, then serving as chair of the state Joint Legislative Committee, called for the creation of a higher-education institution focused not only on education after high school but on catering to the needs of working professionals and nontraditional students returning to school later in life. It also would offer a pathway for students from community or junior colleges to a four-year degree. The birth of Metropolitan State College in 1965 filled these needs.²⁰

Since its inception, Metropolitan State University of Denver has served as the critical link between generations of determined Coloradans and the workforce needs of the area. Researchers analyzing higher education and economic mobility have found that modified-open-access universities such as MSU Denver continually produce the highest upward mobility rates for students from low- and middle-income families.²¹

-  \$1 Billion generated in economic impact
-  7,233 Jobs supported and sustained
-  2,573 Direct employees on the campus
-  \$54.3 Million created in local and state tax revenue
-  17,000+ Students attend MSU Denver
-  1,274 Student employees



MSU Denver, which changed its name from Metropolitan State College of Denver to Metropolitan State University of Denver in 2012, now provides graduate-level coursework in addition to its robust and wide-ranging undergraduate programs. Its students-first focus means innovation and change are an intentional part of the fabric of the University.

As a Hispanic- and Minority Serving Institution, MSU Denver earned the prestigious Seal of Excelencia certification from the Excelencia in Education national organization in 2023. The first higher-education institution in Colorado to achieve this distinction, MSU Denver was described by Deborah Santiago, co-founder and CEO of Excelencia in Education, as a “trendsetter on a journey of transformation, showing what it takes to progressively increase positive outcomes for Latino and all students ready to meet the mission.”

MSU Denver expects to support any students who are focused and motivated in pursuit of higher education to achieve their personal career dreams and create change, whether that change occurs in their home community or in the state, region or world. Unlike with many other institutions, the vast majority of MSU Denver graduates stay and work in Colorado after graduation. These MSU Denver Roadrunners enter the workforce with applicable and relevant real-world skills in high-demand fields. These graduates drive economic progress in the City and County of Denver and have a positive impact in Colorado and the Rocky Mountain region.

MSU Denver and its Changemaker graduates generate \$1 billion in annual economic impact, and the University supports and sustains 7,233 jobs in Denver and throughout the state of Colorado. MSU Denver contributes \$54.3 million annually in state and local taxes and continues to provide a superb return on investment.



²⁰ <https://www.youtube.com/watch?v=zuPEGt9vEWM>
²¹ <https://siepr.stanford.edu/news/analyzing-colleges-engines-upward-mobility#:~:text=Highly%20selective%20colleges%20do%20well,both%20large%20numbers%20of%20low>

“WE HAVE AMAZING GRADUATES:” FACULTY INSIGHTS ON THE CHANGEMAKERS.

Professor Kim Klimek, an MSU Denver faculty member since 2006, sees firsthand the tenacity and determination of these Changemakers in her classrooms. One of her former students is a librarian at Colorado Mesa University specializing in helping student veterans. Another went on to win the Colorado Book Award and writes scripts and concepts for diversity, equity and inclusion (DEI) training videos.

“Our students are amazing,” Klimek said. “I cannot say enough great things about our students. They come with levels of determination and perseverance and a little bit of the underdog feeling.”

MSU Denver is a student-centered university focused on teaching and learning. Its faculty bring academic and industry expertise and are dedicated to offering personalized instruction and support. With smaller class sizes, students receive the attention they need to succeed.

MSU Denver’s student population is the most diverse in Colorado—55.2% of the undergraduate population are students of color. The remarkable mosaic of backgrounds and experiences – first-generation college students, undocumented students, veterans, nontraditional students and student-athletes among them – provides a rich foundation and backdrop for connection, learning and success. Nearly 60% of the undergraduate student population is made up of first-generation college students. Ensuring that all students feel supported and connected to one another and receive the resources they need to succeed is all part of the Roadrunner experience.

As connectors to students’ postgraduation pathways, programs such as First-Generation Initiatives in the Classroom to Career Hub (C2 Hub)²² help build linkages between learning and high-demand industries.

Military Student Services on campus ensure that those who have served our country receive their education and feel well-equipped to succeed as they take the next steps in their careers. MSU Denver is frequently ranked as “Best for Vets” by Military Times, along with ratings of “military-friendly” by military marketing company Vigtory.

Undocumented students such as Gabriel Trujillo find a welcoming community at MSU Denver, which helps their dreams come true. The DACA/Undocumented Student Health Careers Opportunity Program (DUHOP), financial-aid support and partnerships with scholarships such as one offered by TheDream.US help students reach their full potential. In 2024, MSU Denver began offering paid internships to DACA and undocumented students, mirroring a larger institutional effort to give stipends through the Earn and Learn Program²³ to students who are unable to afford unpaid internships.

MSU Denver is the direct pipeline to high-impact, in-demand careers in Denver and throughout Colorado. Students in the Advanced Manufacturing Sciences Institute at MSU Denver fills careers in aerospace and robotics, Artificial Intelligence and the latest technological advances are matched by partners such as York Space Systems with jobs in aerospace, technology and defense.²⁴

²² <https://www.msudenver.edu/first-generation-initiatives/>

²³ <https://www.9news.com/video/news/education/msu-denver-to-offer-paid-internships-to-daca-and-undocumented-students/73-701b288d-91fb-407b-b23e-788571acbb5d>; <https://red.msudenver.edu/2020/when-internships-pay-everyone-wins/>

²⁴ <https://red.msudenver.edu/2023/partnership-opens-pipeline-from-msu-denver-to-lockheed-martin/>

“When you have people who believe in you and have confidence in you, then you believe in yourself. MSU Denver was there for me with open arms and made my process a lot easier as a first-generation student.”

- Arianna Valdez, Roadrunner Student-Athlete turned faculty member

“I personally applied to all universities in Colorado, but MSU Denver accepted TheDream. US scholarship. I received that scholarship, and it set me up for success at MSU Denver and gave me the financial support I needed. It ended up being a perfect fit for me ..., and it has been a really great journey being at MSU Denver.”

- Gabriel Trujillo, MSU Denver class of '25

Over 55% of MSU Denver’s undergraduate students are students of color, making us one of the most culturally rich and diverse communities in the state.

This diversity paired with top- notch workforce-development programming is what attracts so many students, employees and industry partners to our community.”

- President Janine Davidson, Ph.D., MSU Denver

MSU DENVER ECONOMIC IMPACT

MSU Denver’s fiscal 2023 economic impact totaled just under \$1 billion. This contribution to the local and statewide economies offers a point-in-time snapshot that illustrates how MSU Denver and its staff, faculty and students make an impact.

Operations Contribution

In FY23, MSU Denver contributed to the economy a total of \$477.6 million in operational and capital spending. University operations generated \$214.8 million in direct economic impact, with \$80.9 million in indirect economic impact and \$181.9 million in induced economic impact.

Student Spending

MSU Denver students contributed \$418.1 million to the economy as a result of their spending: \$250.6 million directly, \$78.7 million indirectly and \$88. million in induced impact.

Visitor Spending

MSU Denver’s visitor spending contributes a total of \$58.1 million to the local economy: \$31.7 million directly, \$12.9 million indirectly and \$13.4 million in induced impact.

MSU Denver Combined Economic Impact				
	DIRECT	INDIRECT	INDUCED	TOTAL
OPERATIONS	\$214,838,038	\$80,869,847	\$181,856,288	\$477,564,173
STUDENT SPENDING	\$250,588,375	\$78,656,241	\$88,866,179	\$418,110,795
VISITOR SPENDING	\$31,721,223	\$12,947,979	\$13,425,217	\$58,094,419
COMBINED IMPACT	\$497,147,636	\$172,474,067	\$284,147,684	\$953,769,387

Source: Parker Strategy Group using IMPLAN with data from the Auraria Campus, Community College of Denver, MSU Denver, and CU Denver

MSU DENVER CREATES AND SUSTAINS JOBS

MSU Denver, through its operational, student spending, and visitor spending impacts support a total of 7,233 full-time and part-time jobs throughout the state.

Operations Contribution

MSU Denver supported and sustained a total of 3,867 jobs: 2,573 direct jobs, 362 indirect jobs and 932 induced jobs.

Student Spending

MSU Denver students supported and sustained a total of 2,975 jobs as a result of their spending: 2,210 direct jobs, 309 indirect jobs and 456 induced jobs.

Visitor Spending

Visitors to MSU Denver supported and sustained a total of 391 jobs as a result of their spending: 264 direct jobs, 58 indirect jobs and 69 induced jobs.

MSU Denver Employment Impact (jobs)				
	DIRECT	INDIRECT	INDUCED	TOTAL
OPERATIONS	2,573	362	932	3,867
STUDENT SPENDING	2,210	309	456	2,975
VISITOR SPENDING	264	58	69	391
COMBINED IMPACT	5,047	729	1,457	7,233

Source: Parker Strategy Group using IMPLAN with data from the Auraria Campus, Community College of Denver, MSU Denver, and CU Denver

MSU DENVER GENERATES LOCAL AND STATE TAX REVENUES

MSU Denver’s staff, suppliers and related constituencies contribute to the local and statewide tax bases through their spending. In FY23, MSU Denver contributed an estimated \$54.3 million (\$32.3 million directly and \$22 million indirectly and induced) through local spending (operational, capital, staff, students and visitors). Specific taxes include employee and employer contributions to state and local social-insurance funds, sales and use taxes, personal property taxes, taxes paid on motor-vehicle licenses and payments of fines and fees.

MSU Denver Combined Local and State Tax Impact				
	DIRECT	INDIRECT	INDUCED	TOTAL
SUB COUNTY GENERAL	\$5,341,095	\$714,775	\$3,131,769	\$9,187,641
SUB COUNTY SPECIAL DISTRICTS	\$8,445,549	\$1,134,956	\$4,933,073	\$14,513,578
COUNTY	\$2,647,367	\$355,706	\$1,546,578	\$4,549,653
STATE	\$15,844,905	\$2,686,923	\$7,483,318	\$26,015,146
TOTAL	\$32,278,918	\$4,892,361	\$17,094,739	\$54,266,020

Source: Parker Strategy Group using IMPLAN with data from the Auraria Campus, Community College of Denver, MSU Denver, and CU Denver




CU DENVER: BIG CAMPUS NAME WITH SMALL COLLEGE ATTENTION

Colloquially known as Denver's "UCLA" (University of Colorado between Lawrence and Arapahoe Streets), the University of Colorado Denver (CU Denver) educates around 15,000 students from all backgrounds in a modern, urban university. With over 125 undergraduate and graduate programs, more than 130 certificate programs, 40 research centers and institutes, and a new first-year dorm in the City Heights with a companion Learning Commons, CU Denver is a unique combination of a premier research university and a workforce-ready campus right in the heart of Auraria Campus near downtown Denver.²⁵

As an individual institution, CU Denver generates a robust amount of economic impact. Within Denver and the state of Colorado, CU Denver drives \$1.3 billion in economic impact. Through that economic activity, over 9,183 jobs in Denver and Colorado are supported and sustained, meaning that CU Denver is a job creator and family-sustaining institution. CU Denver also pays its fair share: the university contributes \$6.1 million in state and local taxes. Without CU Denver, the city of Denver and the state of Colorado would be missing a key economic driver.

Oftentimes, universities within a larger system become overshadowed by their flagship institution. In the case of CU Denver and its relationship to the Colorado University system, being part of the shared-service model within the Auraria Campus community sets the

 \$1.3 Billion generated in economic impact

 9,183 Jobs supported and sustained

 6,217 Direct employees on the campus

 \$72.7 Million created in local and state tax revenue

 15,000+ Students attend CU Denver



University of Colorado
Denver

¹⁰ <https://www.ucdenver.edu/about-cu-denver/our-history#the1980s-today>

institution apart from other system schools. Rather than being a feeder institution for the flagship CU Boulder, CU Denver is a key partner institution within the Auraria Campus community. By operating as a premier commuter campus in the Denver area, and with the shared-service model providing additional resources for capital and operational expenditures, CU Denver can focus on what is most important to their mission: making an educational environment for all and expanding economic opportunities. This focus has resulted in CU Denver being ranked number one in social mobility in "Colorado and the Rocky Mountain Region for improving students' social mobility through higher education" from 2021-2023.²⁶

CU Denver offers undergraduate and graduate degree programs, houses top-tier faculty, and produces world-changing research as part of the state's largest university system. At larger universities that feature these qualities, students might experience potential challenges like large class sizes or difficulty networking. At CU Denver, students experience the opposite.

When CU Denver alumnus Tyler Svitak, who now serves as the executive director of the Colorado Smart Cities Alliance, moved from a small town in rural Washington state to downtown Denver, he immediately noticed the difference that CU Denver offers: "I learned a lot about cities and urban life, and fell in love with the city. It's informed my career in environmental studies and being physically downtown, with all the diversity you find in your classes and on campus, you are going to learn a lot about life—more than just the content of the class."

Tyler, and students like him, learn hands-on skills from world-class educators that they can apply directly to their lives and careers.

This type of experience does not go unnoticed by future employers. CU Denver grads, particularly in the urban planning and environmental fields, literally shape the city. "When taking the CU Denver MPA program and architecture planning degree grads, that makes up probably 50% of the people that I work with," Tyler noticed. Students and faculty alike are transforming Colorado. Megan Yonke, alumna and lecturer at CU Denver's Master of Urban and Regional Planning (MURP) program, was named to Governor Jared Polis's administration as a Senior Policy Advisor for Housing in 2024.²⁷



²⁶ <https://news.ucdenver.edu/cu-denver-ranked-no-1-for-social-mobility-by-u-s-news-and-world-report-three-years-in-a-row/>

²⁷ <https://news.ucdenver.edu/megan-yonke-senior-policy-advisor-for-housing/>

Diversity is not just something that Tyler noticed in his personal CU Denver experience, but a key strength of the entire campus. The university is designated military-friendly and age-friendly, with 60% of students who also work. With nearly half of undergraduates identifying as students of color, CU Denver has made the future success of under-resourced communities a top institutional priority. As a partner university with TheDream.US National scholarship, CU Denver helps undocumented Dreamers reach their full potential. CU Denver's chapter of the National Society of Black Engineers (NSBE) helps connect Black students in STEM to high-demand jobs in Denver and throughout Colorado.²⁸

Dr. Kate Goodman began teaching at CU Denver in 2016 in the College of Engineering and quickly became interested in ways to improve the diversity of the STEM field. After conducting research into how women are excluded in STEM fields nationally, she began to examine how students of color, first-generation students, LGBTQ+ students, and other minoritized statuses are explicitly and implicitly excluded from STEM fields and degrees programs in those areas. As the director of the Center for Excellence in Teaching and Learning (CETL) at CU Denver, Kate works tirelessly to ensure that students of all backgrounds succeed and the faculty tasked with instructing them are well prepared to teach to diverse classrooms; Kate is a part of a group of faculty on campus involved in ENNTICE, or Engineering is Not Neutral: Transforming Instruction via Collaboration and Engagement. This faculty learning community was a recipient of a three-year award to encourage faculty to apply diversity, equity, and inclusion (DEI) practices in their classrooms.²⁹

The work from the institution to make DEI initiatives a priority, combined with the diverse student body at CU Denver, work in tandem to give opportunities to students with under-resourced backgrounds and connect them with high-demand, high-wage jobs in Colorado. The graduates of CU Denver represent the future of the state of Colorado, and those graduates are solving workforce shortage issues while transforming industries.

Our faculty learning community "has given us a chance to have a conversation on what does it look like to be supportive of first-generation students, or students from various backgrounds? What if a student is not on point because it's Ramadan and they're fasting this month? How do make sure your classroom is accepting of all of these differences that walk in and yet our goal is still for them to know thermodynamics by the time they walk out the door. A lot of it comes down to: do you know your students?"

- Kate Goodman, PH.D. Associate Professor and Director of the Center for Excellence in Teaching and Learning.

²⁸ <https://news.ucdenver.edu/dreamers-scholarship-helps-student-complete-her-degree-at-cu-denver/>; https://news.ucdenver.edu/from-the-classroom-to-the-job-market-cu-denvers-national-society-of-black-engineers-helps-students-connect-their-passions-with-a-paycheck/?utm_source=CUDNews-Tue-Feb-13-2024&utm_medium=email&utm_campaign=CUDenverNewsletter&utm_content=CU-Denvers-National-Society-of-Black-Engineers-Helps-Students-Connect-Their-Passions-with-a-Paycheck

²⁹ <https://ucdenverengineeringnews.com/2021/06/04/engineering-professors-tackle-barrier-to-inclusion-their-own-culture/>

JARRETT HARDY: BIG SCHOOL PERKS, BIG CITY LIFE, CLOSE TO HOME

While most might assume that the direction of transfers from CU Denver go outward—or students transferring from CU Denver go somewhere else—Jarrett Hardy found his home at CU Denver after transferring from the University of Kansas. Wanting to be closer to family and to have a more personalized educational experience, Jarrett found his way back to his home state of Colorado. When comparing his experience between the University of Kansas and CU Denver, Jarrett said, "I think there's a night and day difference. The combination of the campus and CU Denver's curriculum, and then being close to the school in this real tangible way, that was unreal. That propelled me in so many different ways. I've worked at four different firms now and I had significant roles in each one of them, and that was all the empowerment I needed to continue forward and have a big impact here."

Jarrett also noticed the difference in the student body—not just in terms of the diversity of the students but also in the life experiences they brought to the classroom. Jarrett remembered multiple classmates at CU Denver were attending school while owning and operating their own businesses. He could not believe that someone could balance that level of professional responsibility while also attending a premier architecture program. Since Denver offered many more job opportunities compared to Lawrence, Kansas, Jarrett saw many more of his classmates stay in Denver to continue their career and personal journey: "A lot of my friends ended up staying here because it's a growing city. Denver is a place where you can work, raise a family, go to the mountains, and have a true work-life balance."

CU Denver is an economic engine driving the city of Denver and Colorado. With an economic impact of \$1.3 billion, 9,183 jobs supported and sustained, and a \$6.1 million contribution to state and local taxes, CU Denver is an indelible part of the Auraria Campus and downtown Denver.





CU DENVER ECONOMIC IMPACT

The economic impact of CU Denver in FY 23 totaled \$1.3 billion. This contribution to the local and statewide economies is a point-in-time snapshot depicting how the expenditures of the CU Denver and its staff, faculty, and students make an impact.

Operations Contribution

The CU Denver contributes a total of \$661.8 million of FY23 operational and capital spending. CU Denver’s operations generate \$297.8 million in direct economic impact, \$112.1 million in indirect economic impact and \$251.8 million in induced economic impact.

Student Spending

The students of CU Denver contribute a total of \$546.1 million to the economy as a result of their spending -- \$327 million in direct, \$103 million in indirect, and \$116 million in induced impact.

Visitor Spending

The CU Denver’s visitor spending contributes a total of \$78.5 million to the economy as a result of their spending - \$42.9 million in direct, \$17.5 million in indirect, and \$18.1 million in induced impact.

CU Denver Combined Economic Impact				
	DIRECT	INDIRECT	INDUCED	TOTAL
OPERATIONS	\$297,927,592	\$112,146,615	\$251,761,509	\$661,835,716
STUDENT SPENDING	\$326,566,844	\$103,464,325	\$116,081,511	\$546,112,680
VISITOR SPENDING	\$42,917,429	\$17,475,174	\$18,136,436	\$78,529,039
COMBINED IMPACT	\$667,411,865	\$233,086,114	\$385,979,456	\$1,286,477,435

Source: Parker Strategy Group using IMPLAN with data from the Auraria Campus, Community College of Denver, MSU Denver, and CU Denver

CU DENVER CREATES AND SUSTAINS JOBS

CU Denver supports a combined total of 9,183 full-time and part-time jobs throughout the state.

Operations Contribution

CU Denver supported and sustained a total of 4,772 jobs - 2,980 direct jobs, 502 indirect jobs, and 1,290 induced jobs.

Student Spending

CU Denver students supported and sustained a total of 3,884 jobs as a result of their spending - 2,882 direct jobs, 407 indirect jobs, and 595 induced jobs.

Visitor Spending

Visitors to CU Denver supported and sustained a total of 527 jobs as a result of their spending - 355 direct jobs, 79 indirect jobs, and 93 induced jobs.

CU Denver Employment Impact (jobs)				
	DIRECT	INDIRECT	INDUCED	TOTAL
OPERATIONS	2,980	502	1,290	4,772
STUDENT SPENDING	2,882	407	595	3,884
VISITOR SPENDING	355	79	93	527
COMBINED IMPACT	6,217	988	1,978	9,183

Source: Parker Strategy Group using IMPLAN with data from the Auraria Campus, Community College of Denver, MSU Denver, and CU Denver

CU DENVER GENERATES LOCAL AND STATE TAX REVENUES

CU Denver's staff, suppliers, and related constituencies contribute to the local and statewide tax bases through their spending. In FY 23, CU Denver contributed an estimated \$72.7 million (\$43.1 million direct and \$29.6 million indirect and induced) through local spending (operational, capital, staff, students, and visitors). Specific taxes include employee and employer contributions to state and local social-insurance funds, sales and use taxes, personal property taxes, taxes paid on motor-vehicle licenses, and payments of fines and fees.



CU Denver Combined Local and State Tax Impact				
	DIRECT	INDIRECT	INDUCED	TOTAL
SUB COUNTY GENERAL	\$6,987,984	\$947,829	\$4,160,163	\$12,095,976
SUB COUNTY SPECIAL DISTRICTS	\$11,537,440	\$1,570,673	\$6,841,982	\$19,950,095
COUNTY	\$3,568,783	\$485,805	\$2,116,539	\$6,171,127
STATE	\$20,976,820	\$3,571,735	\$9,913,045	\$34,461,600
TOTAL	\$43,071,027	\$6,576,042	\$23,031,729	\$72,678,798

Source: Parker Strategy Group using IMPLAN with data from the Auraria Campus, Community College of Denver, MSU Denver, and CU Denver

AURARIA CAMPUS STUDENTS, FACULTY AND STAFF GIVE BACK

Community service and engagement are a core part of the Auraria Campus community mission. Throughout the state of Colorado and the world, Auraria Campus faculty, staff, and students show a clear commitment to service and volunteerism. The Auraria Campus community's four institutions—Auraria Campus, Community College of Denver, MSU Denver, and CU Denver—are active members within the Auraria neighborhood, the Denver metropolitan area, and the state of Colorado.



Based upon assumptions derived from the U.S. Census Bureau and the University of Maryland Do Good Institute regarding donation amounts and volunteerism rates by age, income level, and employment status, it is estimated that staff, faculty, and students give more than \$7.9 million annually in charitable donations and volunteer for 695 thousand hours valued at \$20.9 million. The combined impact of charitable giving and volunteerism totals \$29 million. These benefits are in addition to the \$2.7 billion annual economic impact.

Impact Of Community Giving			
	Charitable giving of faculty, staff, and students	Hours Volunteered by Faculty, Staff, and Students	Value of Hours Volunteered by Faculty, Staff, and Students
AURARIA CAMPUS	\$168,448	4,577	\$137,103
CCD	\$1,067,261	119,777	\$3,587,343
CU DENVER	\$3,732,217	295,942	\$8,863,469
MSU DENVER	\$3,134,991	279,711	\$8,377,373
TOTAL	\$8,102,917	700,007	\$20,965,203

Source: Parker Strategy Group using assumptions from the U.S. Census Bureau and the University of Maryland Do Good Institute



The Auraria Campus community is deeply committed to anti-racism and diversity, equity, and inclusion (DEI) practices and initiatives. The following are some highlights of the work being done to create a more inclusive Denver:

The Call Me MiSTER Mentors (CMM) program:

Mentors Instructing Students Toward Effective Role Models--is helping to increase teacher diversity in Colorado's classrooms. With specific attention paid to the placement of Black male teachers, MSU Denver provides MiSTER scholars with financial support for tuition, books, and licensure exams; residence in CMM Living and Learning Communities; professional development opportunities; and local mentorship programs in partnership with Denver Public Schools.

The MLK Peace Breakfast:

The MLK Peace Breakfast is an over-30-year-old tradition at MSU Denver that honors individuals for their contributions to peace, justice, diversity, equality, and social change. As part of this celebration, MSU Denver participates in the Denver Parade, where people march in commemoration of the work that Dr. Martin Luther King, Jr. championed which is held every year on the birthdate of Dr. King.

1Book/1Project/2Transform program:

As part of the 2023-2024 1Book/1Project/2Transform program--MSU Denver's Common Reading Program--Roadrunners read and analyzed George Johnson's All Boys Aren't Blue. This memoir highlights topics such as gender identity, toxic masculinity, brotherhood, and family from the young, queer, and Black perspective. This book selection included MSU Denver students, other Auraria Campus institutions, DPS students, and the greater Denver community.



Anti-racism in the Denver Community:

CU Denver along with CU Anschutz--in conjunction with the institutions' commitment to anti-racism, has fostered partnerships with local and national organizations that forward social justice causes in the Denver community and beyond. Locally, these relationships include:

- Black Lives Matter 5280 works to build more loving and united Black communities while eliminating anti-Black violence and racism. They are raising funds for bail, legal support, and provision of direct services for Black people impacted by the current and ongoing crisis.
- Creative Strategies for Change mobilizes arts and education for social justice.

- Soul 2 Soul Sisters are faith-based Black organizing leaders. They also lead anti-racism courses and provide a place for non-Black allies to deepen their internal work around dismantling racist oppression.
- YAASPA (Young Aspiring Americans for Social and Political Activism) works in Aurora and Denver schools to encourage and support disengaged and underserved youth to participate and make change in their communities socially and politically.

Community College of Denver Community Clinics:

The CCD Dental Hygiene Clinic and Veterinary Clinic provide dental care to over 1,500 patients a year and veterinary services to hundreds of animals a year. Students provide these services to gain on-the-job training and experience and the community gains important health resources for themselves and their furry companions. Hometown Colorado: Students and faculty who have expertise and projects that address local issues around livability and quality of life collaborate with CityCenter and other city partners to achieve lasting impact on the local community. Partners, students, and faculty develop a scope of work, gather funds, produce final reports and host events to display the student-generated materials.



MSU Denver Day of Giving:

For nearly a decade, MSU Denver students, alumni, and faculty have come together to raise money for scholarships, special projects, athletics, student clubs, and more! In 2023, these donors helped raise over \$275,000 for these programs.

Roadrunner Tuesday:

At MSU Denver, Roadrunners come together each November to fight food insecurity on campus. Gifts to Rowdy's Corner (formerly the Roadrunner Food Pantry) during this annual fundraising event help ensure that students have enough to eat on campus. Rowdy's Corner has seen a massive increase in donations and transactions since opening a new location in 2022, with an average of 661 students served per week.

TIAA Chancellor's Urban Engaged Scholars:

A collection of CU Denver faculty each year are selected from each school and college to be part of the Urban Engaged Scholars program. This program recognizes the work of faculty members making an impact for the Denver urban community.

Designed by:

