

The Higher Education ANCHOR MISSION INITIATIVE



Higher education institutions are critical local economic engines and mission-driven organizations inextricably linked to the long-term well-being of those we serve—because of this, we as higher education leaders, are uniquely positioned and incentivized to play a more active role in supporting our local economies. We believe that a higher education anchor network is a critical platform that will help us realize the mission of our organizations.

Opportunity to Join the Movement

This members-only Initiative will help CUMU members more rapidly and effectively advance an anchor mission approach within their institutions, higher education, and the communities they serve. In 2018, participants will join the original Anchor Dashboard Learning Cohort—SUNY Buffalo State, Cleveland State University, Drexel University, Rutgers University-Newark, University of Missouri-St. Louis, and Virginia Commonwealth University—to help co-design a set of activities to develop important innovations for the field.

Initiative Activities

In-person Meetings

Two in-person convenings to a) Identify critical shifts needed to institutionalize and advance an anchor mission to promote long-term racial and economic equity. b) Explore a sustainable peer outreach and program design as well as funding strategy to support implementation of the anchor mission at the institutional and association level.

Remote Learning

At least three webinars or video calls on topics of core interest to participants. Webinars will involve field leaders to provide in-depth focus and discussion on specific evaluation and implementation practices. Members will have the opportunity to serve as peer leads by collaborating and testing content as well as presenting institutional case studies and providing input to the selection of webinar topics.

Specialized Conference Presentations

Opportunities to serve as peer leads by making presentations and leading workshops on anchor mission lessons and insights at CUMU conferences and meetings throughout the year.

Participant Commitments

Resource Institutional Advancement of the Anchor Mission

Pilot program participants support campus-wide engagement to sustainably evolve and institutionalize the anchor mission including, collecting Anchor Dashboard data at least annually, to share via a confidential online database, setting strategic internal anchor mission goals, and identifying and engaging key stake-holders inside and outside the university to advance the institution's anchor goals.

Support Travel to In-person Meetings

Two to five individuals with experience and roles within the institution appropriate to the discussion planned for in-person meetings should attend those meetings. At least one of the in-person meetings will be adjacent to the CUMU Annual Conference in October 2018.

Act as Ambassadors

Publicly share information and experience, through your institution's communications and marketing strategy, about the value of anchor mission work with universities involved in the pilot program as well as other higher education and place-based anchor institutions.

Provide Feedback on Expansion Processes and Growth

At key points throughout the coming year, TDC and CUMU will request specific feedback on the expansion process, services being provided to participating institutions and the roles requested of institutions and individuals in the pilot program.

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Learn More at bit.ly/Anchor-Mission