



**Update**  
**March 31, 2017**  
**David Baker, Executive Director**

Note: This is the first of brief quarterly reports to America's Urban Campus members to keep them and their leadership informed of progress on the 2017 agenda and other activities.

**Governance:**

- Held the annual meeting of Presidents, Chancellors and Provosts on January 11, 2017, hosted by Fr. Dennis Holtschneider, President, DePaul University—set 2017 agenda
- Held the Spring meeting of the full membership on February 22, 2017—hearing from World Business Chicago and the Mayor's Office on Talent Pipeline and Immigration issues

**Implementing the AUC 2017 Agenda**

**Talent Pipeline**

- Planned three pilot follow-up working sessions for April to improve industry/university connections in the IT/Computer Science vertical, working with Illinois Technology Association
  - Two for IT/CS students hosted by LaunchPad Labs to focus on critical job skills for their first job out of school
  - One for CS Faculty, Career Services Directors and Companies to discuss curricular issues and internship development, hosted by ITA
- AUC represented by Executive Director on the World Business Chicago Demand Driven Workforce study—to identify high demand job growth sectors in Chicago and link to AUC members

**Elevate Chicago as a Global Higher Education Destination**

- Developed agenda for action with Choose Chicago to use their channels for showcasing higher education in Chicago
- AUC marketing committee established to drive projects including:
  - Student engagement in messaging about the value of Chicago as a learning platform
  - Development of a short list of marketing attributes that all institutions can use
  - Potential 30 second video on Chicago as a global education destination
  - Work with Chicago Loop Alliance to package retail/cultural discounts for all students
  - Proposed tagline linking Chicago and America's Urban Campus

**Addressing Issues of Poverty, Racism and Violence**

- Completing Inventory/snap shot of each institution's programs, services and research that relate to these issues—for development of a "heat map" to show the reach of our institutions already in addressing these concerns
- Developing a planning session to be held in May, 2017 to engage other major initiatives with our institutions on partnering to address the issues

**Funding**

- Based on invoices for 2017 institutional support, nearly 100% renewal rate for those institutions providing funding support in 2016.
- Chicago Community Trust awarded AUC a \$24,500 matching grant for implementation of the 2017 Agenda.