



MSU<sup>SM</sup>  
DENVER

Classroom to  
Career Hub

# Developing Colorado's **TALENT PIPELINE**

MSU Denver's Classroom to Career Hub (C2 Hub) is leading the effort to reach 100% career engagement for all MSU Denver undergraduate students by 2030.

[msudenver.edu/c2hub](https://msudenver.edu/c2hub)

ROADRUNNERS  
**RISE**  
AT MSU DENVER



**There are two jobs for every unemployed Coloradan — and the skills mismatch means that almost 100,000 residents are unemployed despite almost 200,000 job openings.**



The Classroom to Career Hub at MSU Denver is

**THE SOLUTION.**

The Classroom to Career Hub (C2 Hub) will partner with industry to scale existing programs for all MSU Denver and Community College of Denver (CCD) students to:

- **Support in the creation of individualized career development plans** that encourage students to explore career pathways and corresponding educational programs, experience real-world and relevant work.
- **Create meaningful connections between industry partners and the most diverse student population in Colorado** to create a new future for our Colorado economy and our students.
- **Streamline employer engagement with the University** by ensuring every business and nonprofit has a personal concierge at MSU Denver.
- **Solve Colorado's talent pipeline problems** by being a convener to address complex workforce challenges.

## Partnering with Industry to Shape the Future

The C2 Hub represents a thoughtful approach to career development for MSU Denver students by integrating career activities more intentionally throughout the full Roadrunner experience. **The outcome is a well-trained, educated and work-ready community of graduates prepared to enter Colorado's workforce.**

Grounded by intentional partnerships between industry and higher education, the C2 Hub is keenly focused on Colorado's economy and is a key player in addressing pressing issues like labor shortages, the mismatch between employer-employee skills, credential gaps and the demand for diverse talent. **Colorado must secure a skilled talent pipeline, and the C2 Hub at MSU Denver is the solution.**

Over 89% of Colorado's top jobs require postsecondary training; only 61% of Coloradans have any.

**MSU Denver can fill the gap.**

2021 Colorado Talent Pipeline Report

## Scaling Career Planning and Support

The C2 Hub is an institutional reorganization to align and supplement existing programs and staff to the University's vision of being an impactful institution supporting career pathways for all Roadrunners. **With a goal of providing intentional career planning and support to 100% of MSU Denver students by 2030**, the C2 Hub engages students, faculty and industry partners to design and implement career readiness programs and services that produce the skilled talent Colorado employers need.

Under the previous career services structure, 79.6% of MSU Denver's most recent alumni cohort reported they were employed or pursuing continued education post-graduation. Scaling career planning and support through the C2 Hub will ensure that more students are employed in positions relevant to their career goals upon graduation. **The C2 Hub's goal is to have 95% of job-seeking Roadrunner alumni in graduate school or employed full-time within six months of graduation.**

# Rebuilding and Enriching Colorado's Workforce Economy

According to the 2021 Colorado Talent Pipeline Report, 89.2% of Colorado's top jobs require some form of postsecondary training while only 61% of Coloradans have a degree. **MSU Denver is the state university best positioned to answer this workforce demand.**

As an anchor institution for the City of Denver, **MSU Denver purposefully contributes to the city and state's economic health and success.** Known for taking clear positions on equity and social mobility, MSU Denver has aspired to be the future of higher education. Taking the lead in solving our local, statewide and national economic challenges is no different.

**MSU Denver students form the backbone of Colorado's economy with 96% of our students coming from Colorado and nearly 80% remaining in Colorado upon graduation.** Our students also bring life experiences to the table: our average age is 25 and most students work while attending school.

**MSU Denver is also helping to diversify the workforce with students skilled in working with diverse teams.** At MSU Denver, over 53% of our students are students of color and 58% are first-generation students. We have a thriving LGBTQ+ community and nearly 700 military veterans.



"The beauty of a place like MSU Denver is that we have the workforce right here in our backyard. Most of the graduates are Colorado-based, want to stay in Colorado, and the diversity offered closely mirrors the Colorado population."

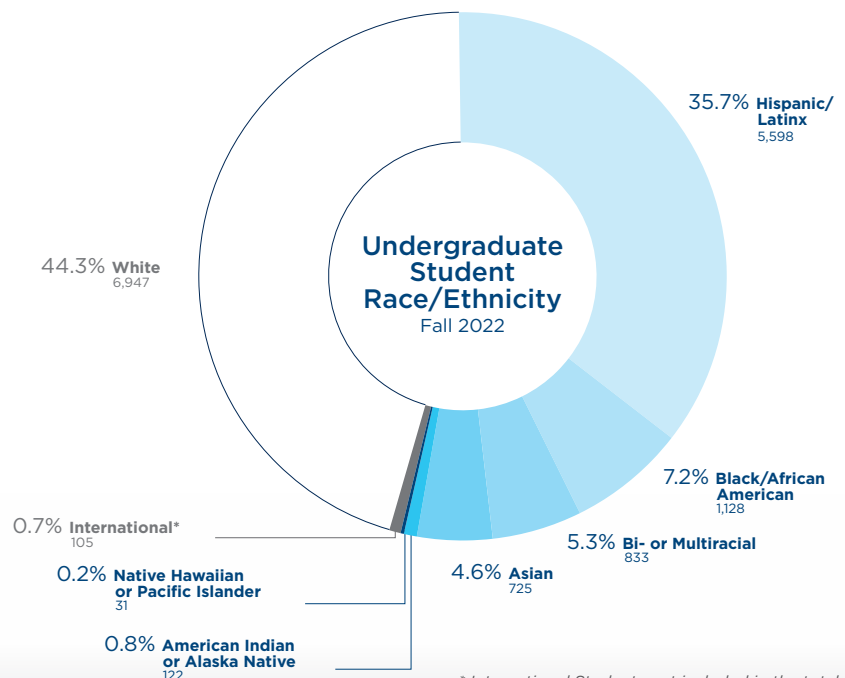
## Ron Tilton

Retired President, FirstBank  
MSU Denver Foundation  
Board Member

Over 73% of  
Colorado's top-tier  
jobs require at least  
a four-year degree.

2021 Colorado Talent Pipeline Report

## Undergraduate Student Population Fall 2022 53.8% Students of Color



\* International Students not included in the total percentage of undergraduate students of color.



# Ensuring That All Students Plan For Their Futures



MSU Denver currently has over 4,900 partners across 21 industries.

Help us increase  
that to 7,000  
by 2030.

According to the 2019 National Alumni Career Mobility (NACM) Survey, **73.6% of alumni chose their institution because of desired career success.** With nearly 16,000 career-minded students at MSU Denver, the C2 Hub is answering the call to train and prepare all Roadrunners for future success.

The C2 Hub is the intentional programmatic effort to **ensure that all students are connected to the resources, education and skill development needed to explore and launch impactful careers.** Students are supported by members of the Career

Engagement Team to create personalized career development plans that consider career pathways and corresponding coursework, experience real-world relevant work, and develop their professional networks.

By leveraging mentoring programs, matching student skills and interests, funding internship, providing experiential learning opportunities, supporting the job search process and providing career coaching, the C2 Hub will **provide accessible career development opportunities for 100% of the nearly 23,000 students attending MSU Denver or CCD by 2030.**

## Program Spotlight: **EARN AND LEARN**

The Earn and Learn program was designed to address equity barriers within experiential learning. This program provides funding to support both undergraduate and graduate students who are in need of financial assistance to participate in unpaid, off-campus internship opportunities. Through the Earn and Learn program, MSU Denver has leveled the playing field of experiential learning and continued to provide critical financial support to our students so they can engage in career-shaping opportunities through this high-impact practice.

**“While the greatest impact of [Earn and Learn] money was a reduction in financial stress, there were other non-financial outcomes as well. For example, many students reported that they were able to spend more time on classwork.”**

### **“The Impact Of Scholarships on Unpaid Internships”**

Authors Rhonda Eaker, Ph.D. and Alyssa Marks (MSU Denver)  
National Association of Colleges and Employees (NACE) Magazine

“To know that I have financial support is a huge relief. For a nontraditional student like me, Earn and Learn makes it more realistic that I can graduate on time and get into a career that serves the community.”

**Crystalann Archuleta**  
Master of Social Work ('21)





# Connecting Industry and Higher Education

Employers often find it difficult to navigate many universities' landscapes to recruit skilled talent. Further, small businesses, which employ half of all Coloradans, do not have the resources to fully engage in campus recruiting programs. MSU Denver created the Industry Partnerships Team within the C2 Hub to solve these and many other problems.

The Industry Partnerships Team ensures that every business and nonprofit have a personal concierge at MSU Denver. Our staff help partners build a brand at MSU Denver, create recruitment programs, connect to faculty and scholars, provide

guest speaking and mentoring opportunities, and engage fully in the Roadrunner community.

In addition to recruitment support, the C2 Hub also trains employers on state-of-the-art methods to recruit and retain diverse talent and help companies connect with academic departments to inform curriculum development so that our students are work-ready upon graduation.

Above all else, MSU Denver partners with industry to facilitate convenings to address complex workforce challenges.

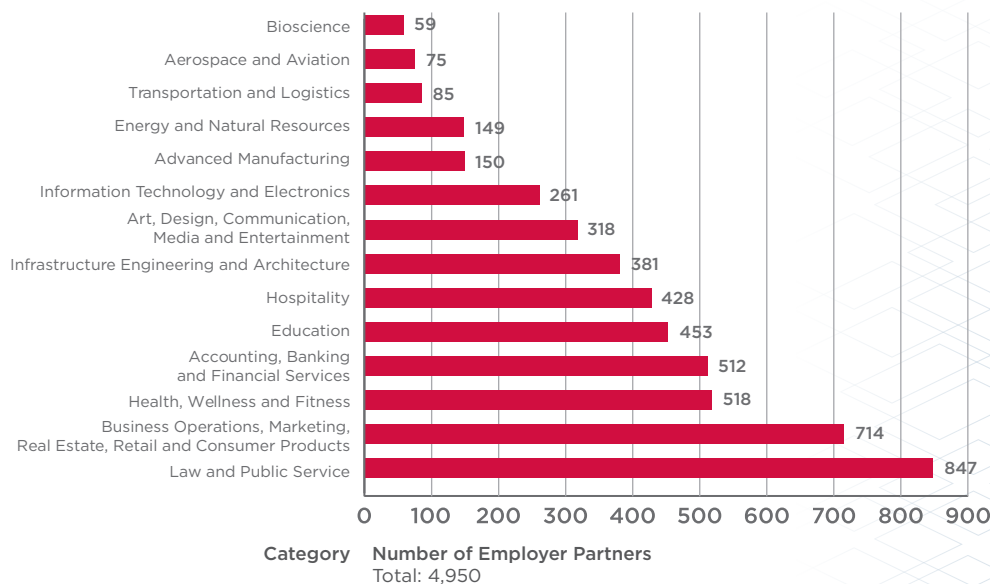


"By having students and faculty primed to work on projects, we are better positioned to meet our benchmarks. We also appreciate working with a university in our community and the value of developing an even stronger talent pipeline at home."

**Jade Mako**

MSU Denver Alumna ('20) and Lockheed Martin Space Subcontractor

## Industry Partners by Category



Over 59% of MSU Denver students are the first generation in their families to attend college.

Most of these students lack professional networks.

Current C2 Hub  
**INDUSTRY PARTNERS**  
Include:





# Combining Academic Excellence with Career Pathways

MSU Denver students who participate in intentional career development opportunities are retained at the University at nearly a 20% higher level than their peers.

In order to meet Colorado's workforce needs, students must engage in a comprehensive academic experience that develops hard skills, expertise and the emotional intelligence to succeed. MSU Denver plans to ensure that 100% of students have engaged in experiential and work-based learning opportunities by 2030.

MSU Denver provides high-quality and effective curriculum and **empowers faculty to create new and innovative courses, certifications, micro-credentials, badges and other flexible**

## **credentials and up-skilling opportunities.**

The intentional incorporation of work-based learning experiences into the academic curriculum sets MSU Denver apart. From field experience and internships to apprenticeships and co-ops, **over 95% of MSU Denver's academic programs provide credit for students' hands-on experience.**

The opportunity to apply knowledge gained in the classroom with supervised practice in the field makes MSU Denver students well-equipped and work-ready upon graduation.

## Program Spotlight:

# THE APPRENTICESHIP MODEL



Over 87% of MSU Denver students work while going to school, but in a recent survey of Construction Project Management and Civil Engineering Technology students, only 20% of students were working in their chosen field. MSU Denver's apprenticeship program (piloted in the construction industry) allows for transition of those students from hourly, unskilled labor into construction apprenticeships where they can earn both income and academic credit while they learn. **Apprenticeships provide relevant, enriching experiences with the power to kick-start students' careers.**

By connecting credentials to careers through valuable hands-on training, MSU Denver students are well-equipped to be work-ready upon graduation.

"My license has helped me to become a lead person at RK Mechanical and get the ball rolling on a promotion to foreman. MSU Denver was accommodating while I was getting my license — I could take classes online, at night and on the weekend and not miss out on work."

### **Anthony Miller**

Construction Project Management ('23)  
Journeyman, RK Mechanical

"The pathway partnership between MSU Denver and Emily Griffith Technical Institute creates an opportunity for a student to embark on an earn-and-learn pathway that includes registered apprenticeship, a four-year degree and industry-recognized credentials."

Linda Van Doren, Ed.D.  
Vice President of Education at Emily Griffith





# Funding Opportunities



To achieve its bold and transformative vision, **MSU Denver must invest \$15M in high-impact programming and build better, more accessible facilities to attract and serve more of our students and industry partners.** Having a centralized space dedicated to career engagement facilitates intentional interactions between students and industry partners.

## High-Impact Programs and Services

\$5M Goal

A **\$5M endowed fund for C2 Hub programs and services** would ensure that roughly \$200K can be spent every year to support the growing career development needs of MSU Denver students. Investment in this fund would support programs and services including the following:

- **Earn and Learn:** Earn and Learn is a stipend program developed to address equity barriers within experiential learning by providing funding support to students who are in need of financial assistance to participate in unpaid, off-campus internship opportunities
- **Mentoring:** The C2 Hub offers multiple mentoring programs that connect students with each other, alumni and industry professionals. These programs are a vital part of a student's career exploration journey.
- **AI Career Platforms:** In order to develop and grow students' professional skills and interests, the C2 Hub provides access to various online platforms and technologies including VMock, Career Research, CareerLink, Career Trek and Firsthand.
- **Faculty Engagement and Training:** The C2 Hub works closely with faculty to help inform curricular development to integrate career exploration and development into coursework.

## C2 Hub Building

\$10M Goal

In partnership with Gary Community Ventures, Columbia Ventures and Auraria Higher Education Center, MSU Denver's C2 Hub will occupy 25,000 square feet of newly-constructed office space in a planned four-story building right off of the Tivoli Quad, across the street from Ball Arena and adjacent to the Hospitality Learning Center. The new state-of-the-art space will bring together programs and services currently scattered across campus so that students will have a **central location for all of their career needs where they can meet with employers, access mentors, and participate in professional networking events.** The new building will be a vibrant, full-service Career Hub on Auraria Campus where employers, students, alumni, faculty and staff can convene to explore and actualize career expectations.

## Funding the C2 HUB BUILDING

The total cost of MSU Denver's portion of the new construction is \$18.6M. In order to leverage a capital investment from the state, MSU Denver must secure a total of \$10M in philanthropic support.

\$18.6M	Total Cost of the C2 Hub Building
\$5M	To Be Raised by November 2023
\$2.22M	Already committed
\$2.78M	Outstanding
\$5M	To Be Raised by November 2025
\$7.78M	Total Outstanding

*\*Accurate as of November 2023*



# Investment Impact

Strategically rebuilding Colorado's workforce economy requires a multi-pronged effort to address labor shortages, develop needed skill and talent and ensure equitable access to excellent postsecondary education options. The C2 Hub's innovative approach develops both students and the employers that hire them.

By partnering with industry, the C2 Hub:

- Supports over 23,000 MSU Denver and CCD students annually in creating intentional pathways between industry and higher education
- Champions the economic mobility of graduates by training and equipping them for higher-earning potential
- Develops the diverse and skilled talent pipeline that employers need
- Meets credentialing needs of Colorado's in-demand jobs

The direct impact of the total average wage earned by the current 102,000+ MSU Denver alumni on Colorado's economy over their careers is \$134.9B —

**\$53.4B higher because they earned an MSU Denver degree.**

2019 Economic Impact Report



"UMB Bank and the UMB Financial Corporation Charitable Foundation support the C2 Hub because we believe MSU Denver is best suited to jump-start career success for all Colorado students."

**Mariner Kemper**  
President and CEO,  
UMB Financial Corporation



**Classroom to Career Hub**

#### Funding and Naming Opportunities

Christine Marquez-Hudson  
Vice President, University Advancement  
cmarqu37@msudenver.edu  
303-615-2081

#### Corporate and Foundation Partnerships

Zacary Tardiff  
Director of Corporate Relations  
ztardiff@msudenver.edu  
303-605-7742

#### C2 Hub Partnerships and Programming

Adrienne Martinez  
Associate Vice President for  
Classroom to Career Initiatives  
amart475@msudenver.edu

## Enterprise Zone Tax Credit

The state of Colorado has designated certain areas "Enterprise Zones" to encourage area revitalizations, job growth and public-private partnerships. By taking advantage of the EZ Tax Credit, you can make a gift and have a lower after-tax/out-of-pocket cost than with other gifts.

Qualifying gifts made through the MSU Denver Foundation to capital costs and/or operational costs associated with the C2 Hub at MSU Denver are eligible to receive an income tax credit of 25% for cash contributions and 12.5% for in-kind contributions, which is over and above standard deductions. Securities are considered in-kind contributions and are eligible for a 12.5% credit based on the security's market value when given. See the chart below for an illustration of potential tax savings.

## Tax Savings Example\*

	Cash	In-Kind
<b>Qualifying Contributions</b>	\$100,000	\$100,000
<b>Federal and CO State Income Tax Deduction</b>	\$24,334	\$27,834
<b>Enterprise Zone Credit</b>	\$25,000	\$12,500
<b>Total Tax Benefit</b>	\$49,334	\$40,334
<b>After-Tax/Out-Of-Pocket Cost Savings</b>	\$50,666	\$59,666

\*Assumes a 28% marginal federal tax rate. Federal tax benefit is lowered because of the add-back effect of state income taxes. Individual results will vary depending on donor's unique tax situation.

Individuals interested in taking advantage of the EZ Tax Credit opportunities at MSU Denver should consult their tax advisor prior to taking any action based on the information included in this document. Circumstances differ from individual to individual, and the information represented in this document is of a general nature and should not be construed as legal, accounting or tax advice.

