The Urban Campus Advantage

- Enhance academic programs by leveraging proximity to local industry clusters to elevate the learning experience.
- Generate access to broader experiences that enhance curriculum, programs and research.
- Create community impact through engagement with people, businesses, and organizations to drive positive outcomes and mutual benefits.
- Meet societal opportunities through a coordinated focus on urban innovation in the form of civic engagement, citizen empowerment, economic development and social entrepreneurship.

Academic Program: _______________

1. **Curriculum/Instructional benefit** - What additional opportunities are there for teaching and learning to occur in authentic settings downtown?

2. **Student benefit** - How will proximity within the urban environment increase high-impact co-curricular experiences for students?

3. **Research benefit** – What current and future research has the opportunity to have direct local/statewide impact but be universally replicated? What current and future opportunities for research exist downtown?

4. **Community Engagement** – How might you create and define a mutually beneficial relationship with the community and/or partner with local businesses or organizations in the downtown area? Include examples of existing engagement and outreach in the downtown area.