

## **The Process**

### **Fall 2024:**

- The process started with a kickoff event that hosted over 100 UCCS faculty, staff, and students who engaged in a workshop where participants explored what makes UCCS unique.
- After the kickoff, focus groups were conducted with Enrollment Management and Student Affairs and various community partners that provided more context for the values and aspirations of people at UCCS.

### **Spring 2025:**

- The University Leadership Team (ULT) convened in working sessions with EAB where they explored differentiator concepts, reviewed examples from other campuses, and discussed project timeline, shaping the direction for the next steps.

### **Summer 2025:**

- Data from fall and spring terms were analyzed to develop three potential differentiators, which were presented to the University Leadership Team in August.
- The Office of Strategic Initiatives was charged by the University Leadership Team to engage campus and community members, which led to the development of the focus group protocol and outreach survey to be conducted in fall 2025.

### **Fall 2025:**

- From September to October, 10 focus groups were conducted along with a campus-wide outreach survey with over 260 participants, including UCCS students, faculty, staff, alumni, donors, and community partners, providing feedback on the three differentiator themes. The insights were used to refine the three draft differentiators into two polished themes, and were presented to the University Leadership Team in October.
- In November, a Differentiator Theme survey was distributed to UCCS internal and external stakeholders to gather insights on the two themes. The results were used again to refine the two into one final theme, which was presented to the University Leadership Team in December.
- The University Leadership Team provided feedback on the final theme. Their feedback was used to refine and finalize the Differentiator.