



University of Colorado

Boulder | Colorado Springs | Denver | Anschutz Medical Campus



**A MESSAGE FROM**

*President Mark Kennedy*

There's something timeless about school starting in the fall. The academic year is underway and CU's four campuses are beehives of activity. The beginning of the semester is not far different from how it has been for centuries at universities around the world.

While higher education has successfully stood the test of time, there are clouds on the horizon. Technology and demographics will soon upend our business model. We are in the seventh year of decline nationally in on-campus enrollment. Colorado high school graduates will peak in 2025. Automation and technology are driving substantial changes in the workforce.

We are also at the beginnings of the Fourth Industrial Revolution. Steam powered the first. Electricity, the second. Computers drove the third. The fourth is a confluence of artificial intelligence, nanotechnology, machine learning, quantum computing, 3D printing, 5G data transmission and other technologies that will fundamentally change our world. The bottom line for institutions like ours is that it will drive a need for more bachelor's degrees, and more innovation in how we deliver them.

The consulting firm McKinsey predicts that automation could replace 44% of U.S. jobs by 2030, some that now require a bachelor's degree, but progressively many more jobs with less educational attainment. Jobs requiring a four-year college degree will grow; those requiring lower skill levels will decline.

So how do we prepare for the tsunami heading our way? We plan. Strategic planning may not be the most exciting topic, but it is an essential one. We are in the pre-planning phase of a CU-wide strategic plan that aims to align the Board of Regents, CU system administration and campuses; provide a tool to better make our case with the state; highlight our success and areas of need alike; optimize collaborations; leverage technology; address deferred maintenance; and prepare for the demographic and technological changes the Fourth Industrial Revolution will bring. The planning process will take the better part of the next year and will engage many people inside and outside CU. We expect to have a plan to present to the Board of Regents at its retreat in July. I will keep you informed of our progress periodically in this newsletter.

In many ways, the start of this semester is like so many that have come before it. In others, there is a sense of urgency that is not typical to the rhythms of the academic calendar. Yet the University of Colorado has a great track record for rising to challenges, and I have no doubt we will address demographic changes and lean into the Fourth Industrial Revolution in ways that will serve our students and state now, but also in the decades ahead.

Sincerely,

A handwritten signature in black ink that reads "Mark Kennedy". The signature is fluid and cursive, with a long horizontal stroke at the end.

Mark Kennedy President



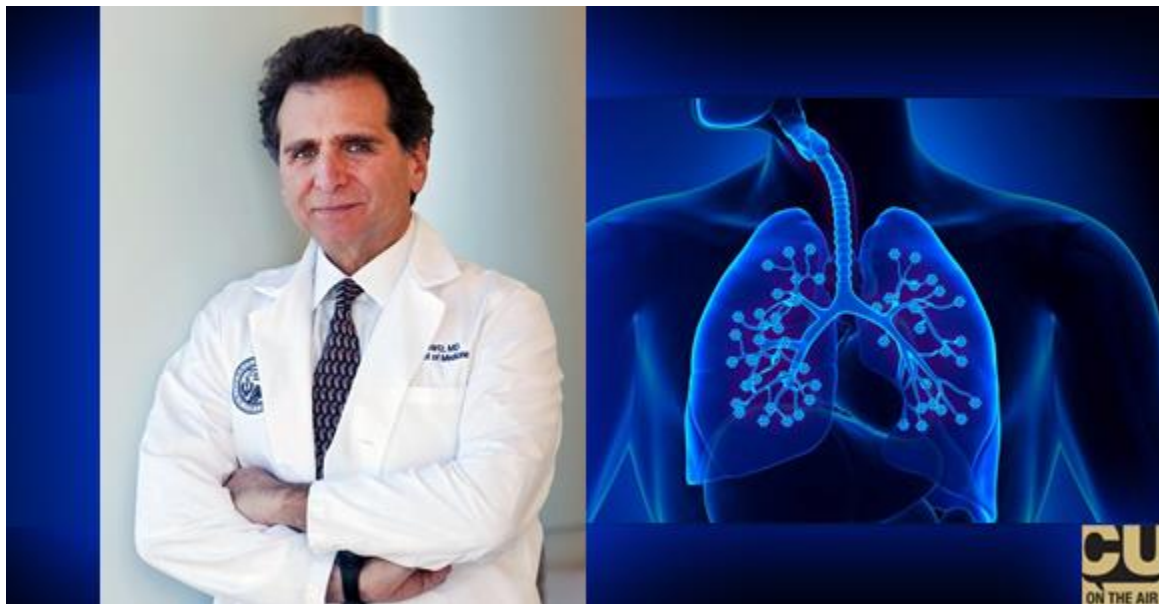
**As we bid farewell to a 21-year tradition,  
this CU-CSU tradition remains**

Last Friday we bid farewell to one tradition – the Rocky Mountain Showdown at Broncos Stadium at Mile High – however, another tradition remains. The University of Colorado and Colorado State University are partners in educating Coloradans and making our state, nation and world a better place.



## **UCHealth dedicates more than \$100 million for behavioral health care**

With an infusion of \$100 million and an additional \$25 million in matching funds, UCHealth will ensure that behavioral health therapists and psychiatrists are an integral part of the patient care experience. By building out its intensive outpatient, preventive and telehealth services, the health system will be able to better serve more individuals in Colorado, the Rocky Mountain region and beyond.



## **What you don't know about idiopathic pulmonary fibrosis is breathtaking**

IPF is a lung disease that is always fatal; Dr. David Schwartz aims to fix that. Schwartz has found the genetic variant that leads to the scarring in the lungs, and that the condition is hereditary. Often, patients are misdiagnosed as having emphysema, pneumonia or other chronic lung conditions.

**[READ THE ARTICLE](#) | [LISTEN TO THE PODCAST](#)**

## **September 2019**

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Mark Kennedy President

For feedback, contact [officeofthepresident@cu.edu](mailto:officeofthepresident@cu.edu)



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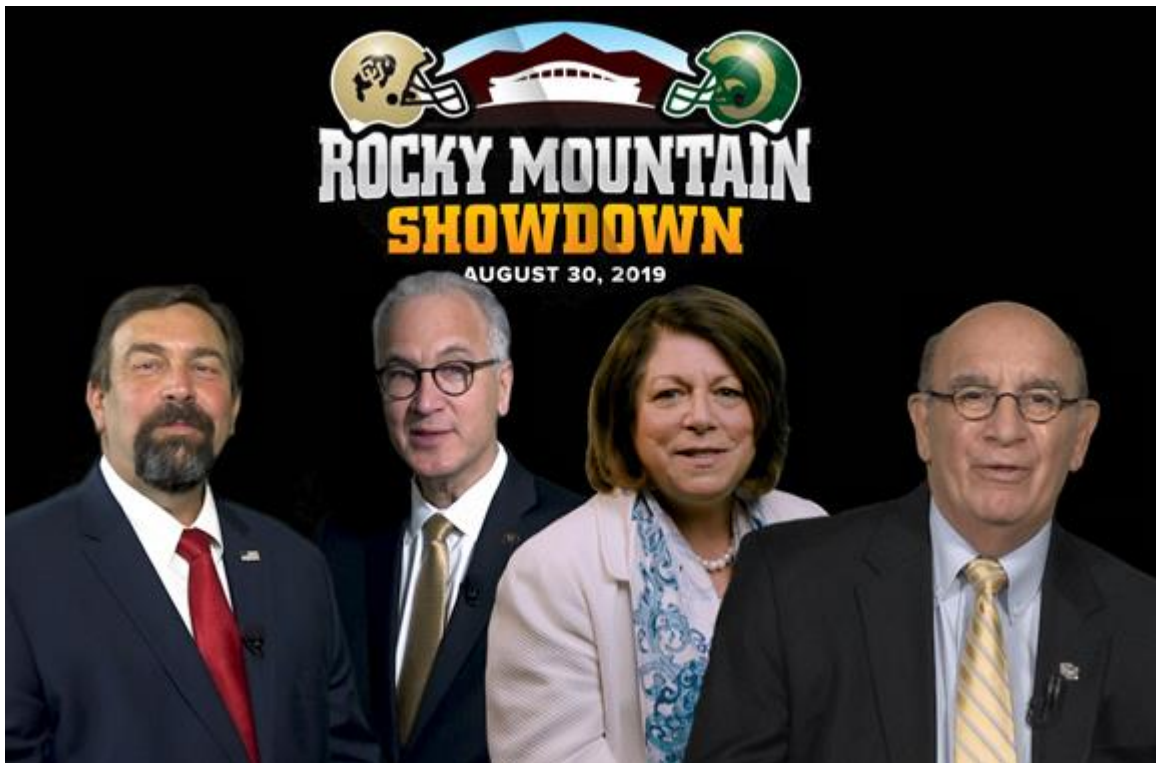
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## IN THE NEWS



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[READ THE ARTICLE](#) | [LISTEN TO THE PODCAST](#)

## NEWS FROM THE CAMPUSES

CU BOULDER

[New aerospace engineering building launches, gets VIP visits](#)

This building will be the new home for faculty and students seeking to expand humanity's presence in space — and explore our home planet.

**CU COLORADO SPRINGS**

## **[Daniels Fund Ethics Initiative at UCCS expands ethics champions program](#)**

The Daniels Fund Ethics Initiative at UCCS recently welcomed 16 faculty and staff members from regional colleges to serve as 2019-20 Ethics Champions.

**CU DENVER**

## **[Surviving a war when your best friends don't](#)**

A CU Denver student co-founded [Mission Memorial Day](#), which brings the holiday's emphasis back from barbecues to a time to remember the people whose lives were lost.

**CU ANSCHUTZ MEDICAL CAMPUS**

## **[Lung cancer puzzle leads to breakthrough discovery](#)**

Emily Daniels says CU Anschutz research 'saved my life,' becomes an advocate for cancer patients.