



# The Anchor Institution Strategy

To enact our motto, **Progress and Service**, Georgia Tech must be a leader, collaborator, change-maker, and anchor in our city, the State of Georgia, and the region.




**Georgia Tech has been an engine of Progress and Service for more than 135 years and is ready for next decade, 2020 - 2030. The Institute is underway in advancing efforts of it's strategic plan through 19 specific strategic initiatives, like the Anchor Institution Strategy.**

The aim of Georgia Tech's Anchor Institution Strategy is to connect all new and existing community engagement efforts across the university's academic, research, and operation enterprises for greater, more strategic impact.

GEORGIA TECH  
**STRATEGIC  
PLAN**



PROGRESS AND SERVICE FOR ALL



**“Anchor institutions are enduring organizations that remain in their geographic places and play a vital role in their local communities and economies. Their enduring nature makes anchor institutions stable and potentially reliable capital that can benefit neighborhoods, cities, and regions.”**

Definition by David J. Maurrasse, PhD Founder & President, Marga, Inc And Director, Anchor Institutions Task Force

# Guiding Tenets of the Anchor Institution Strategy



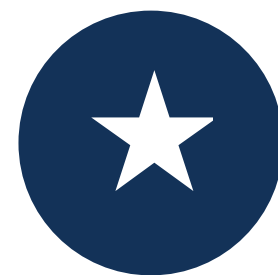
1. Reduce disparities among people of color in lower income communities on Atlanta's Westside.



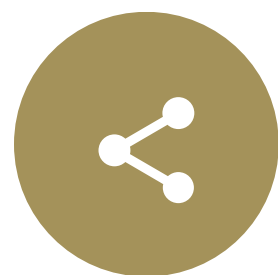
2. Ensure well-being of first-generation students, and low-income students and staff



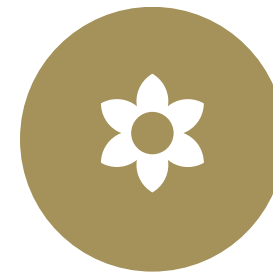
3. Apply global influence on our local level



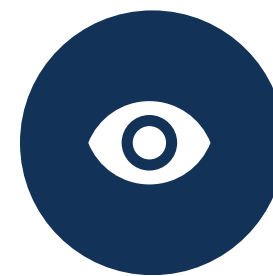
4. Address systemic challenges with consistent university resources



5. Promote engaged research, teaching and learning across the institute



6. Amplify grassroots voices and community led solutions

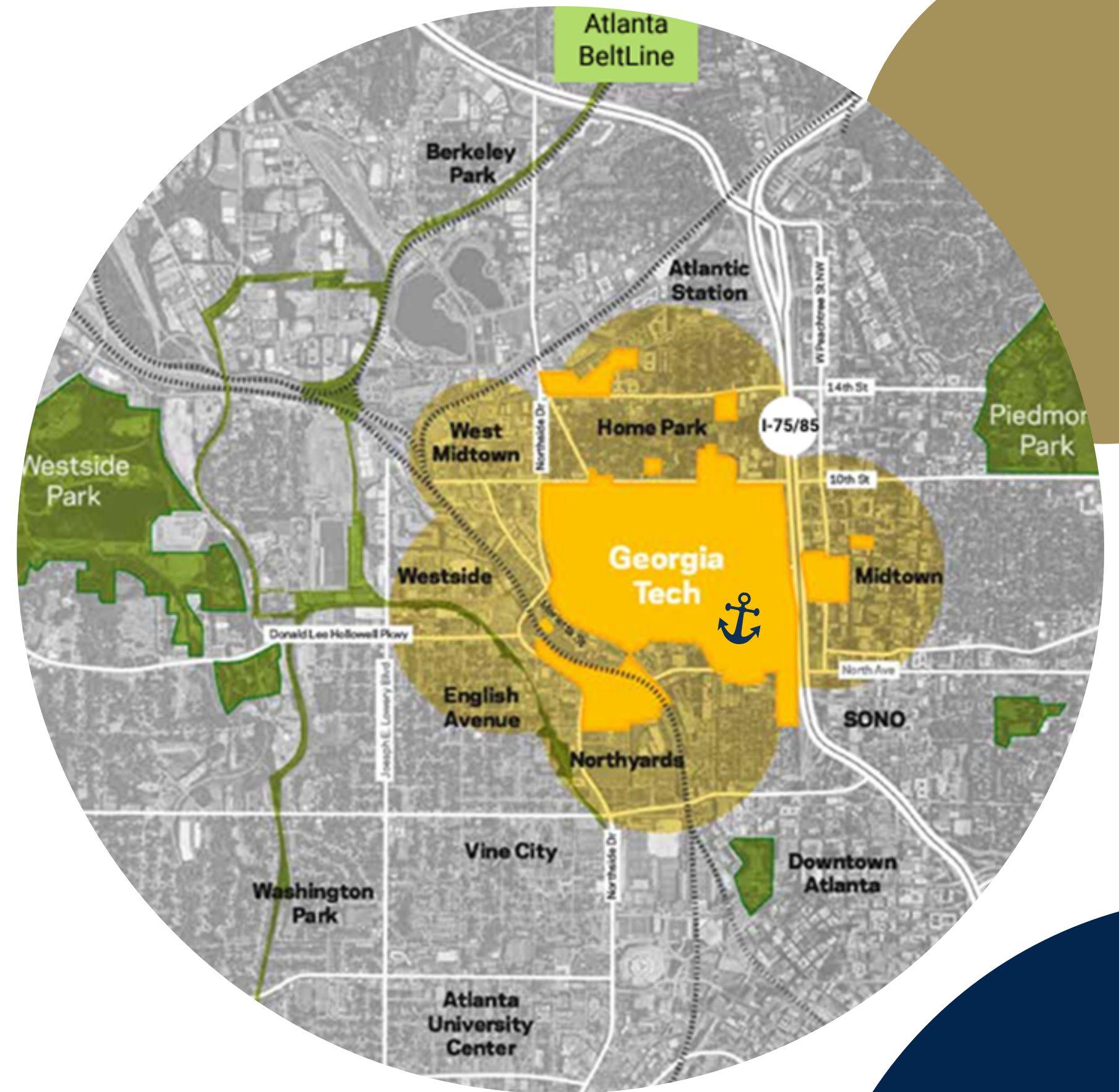


7. Co-create clear and transparent metrics

# Living our values in our own backyard and within our campus community

Building on Georgia Tech's work to date, our Westside geography includes:

- a** NPUs L, K, and T
- b** City Council Districts 3 & 4
- c** Neighborhoods in the Proctor Creek Watershed



# Our Strategic Impact

Coalition of  
City-wide and  
Regional  
Anchor  
Institutions

Mutually  
Reinforcing  
Community  
Programming  
and Services

Shared Vision of  
Change with  
continuous  
Communication  
and Shared  
Metrics

Dedicated  
Backbone  
Support and  
Funding for the  
Coalition

Collective Impact Approach

An approach to large scale, sustainable social change that requires broad cross-sector coordination and a common vision for change.



In collaboration with the Coordinating Council and Georgia Tech Strategic Consulting, Institute Relations developed a multi-tiered sub portfolio, outlining the active projects, project managers, and supporting departments of the Anchor Institute Strategy.

## Anchor Institution Portfolio



### Governance Program Goals:

- Serve as the campus portal to community partners
- Facilitate a Coordinating Council



### Economic Development and Mobility Goals:

- Fund talent pipeline to enhance community skills
- Develop Supplier Diversity Program



### Community Partnerships Strategy Goals:

- Sustain collaboration with Atlanta Public Schools
- Expand access to campus infrastructure
- Convene community based partners to identify challenges and solutions

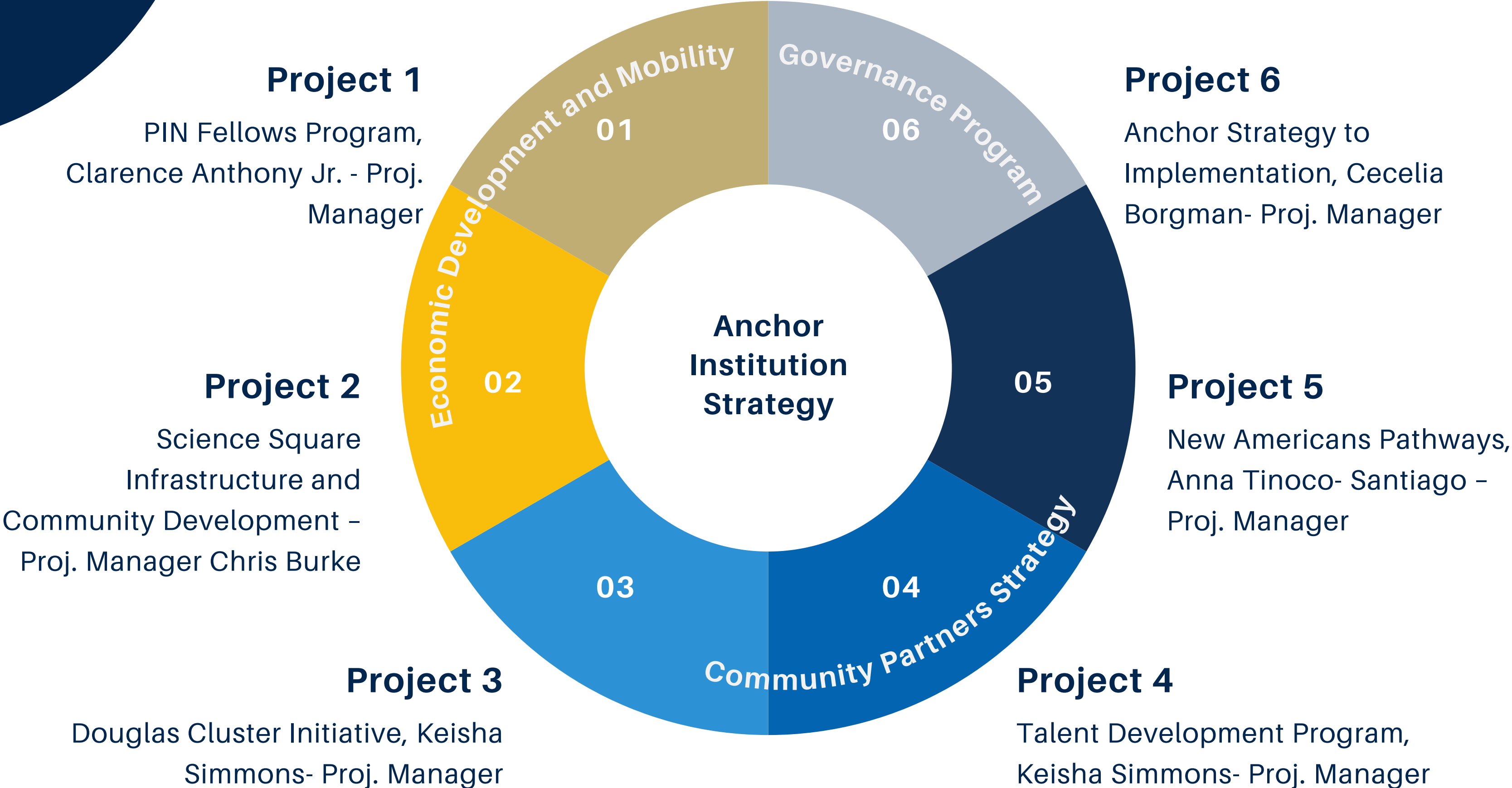


### Engaged Research, Teaching, and Learning Goals:

- Expand Community Based Learning curriculum across disciplines
- Create coordinated systems amongst fellow Anchors

# FY24 ACTIVE PROJECTS

**Note:** FY25 Project List will include Active Projects in Engaged Research, Teaching, and Learning Program



## Project 1

PIN Fellows Program,  
Clarence Anthony Jr. - Proj. Manager

## Project 2

Science Square Infrastructure and Community Development - Proj. Manager Chris Burke

## Project 3

Douglas Cluster Initiative, Keisha Simmons- Proj. Manager

## Project 6

Anchor Strategy to Implementation, Cecelia Borgman- Proj. Manager

## Project 5

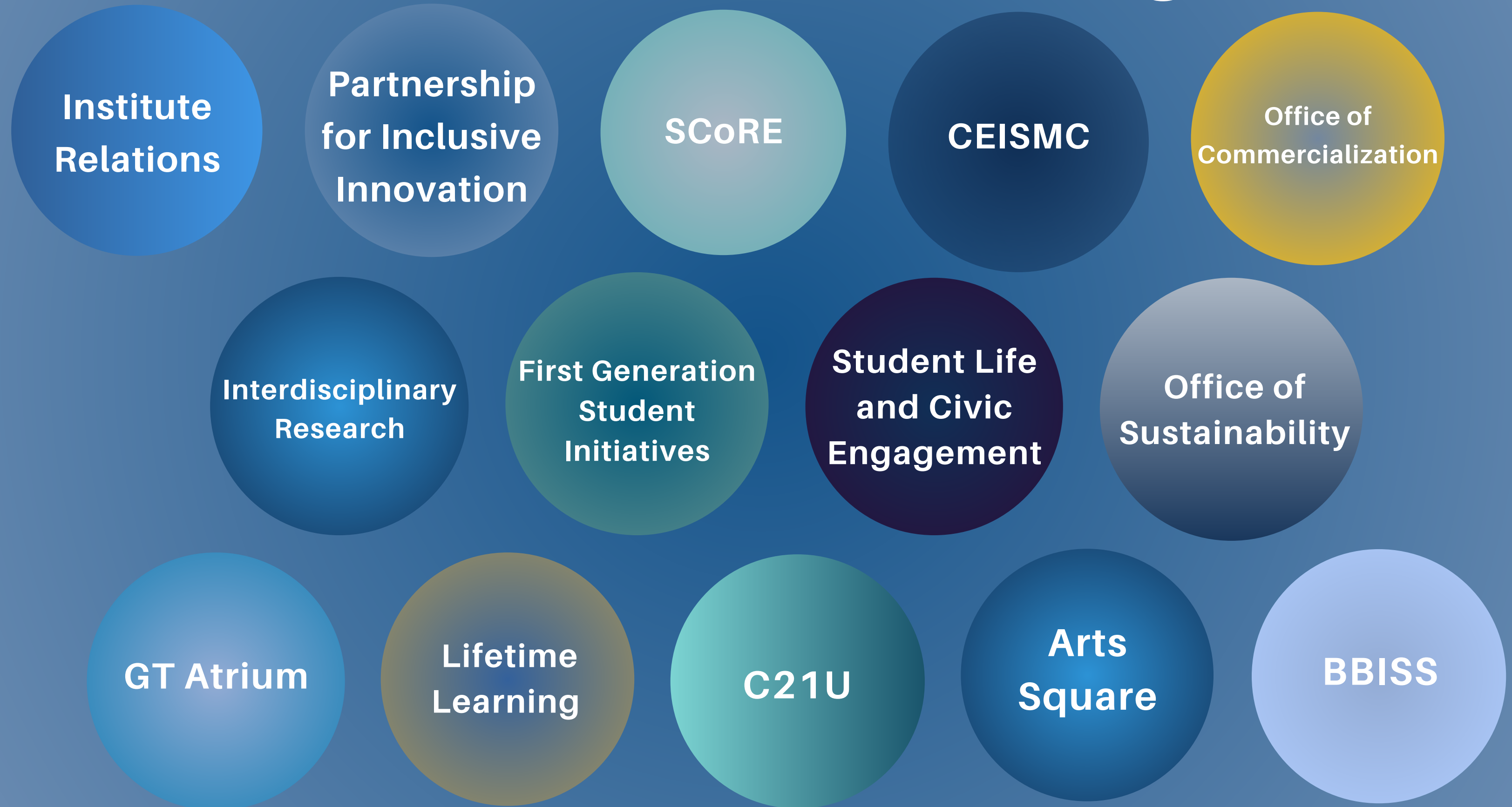
New Americans Pathways, Anna Tinoco- Santiago - Proj. Manager

## Project 4

Talent Development Program, Keisha Simmons- Proj. Manager



# Anchor Institution Coordinating Council



Governance Program

# Anchor Institution Coordinating Council

Governance Program



Connecting new and existing efforts across the academic, research, and operation enterprises, the AICC coalesces Anchor strategies into a common vision for greater, more strategic impact.

# Science Square

## Objectives

- 01 Serve as a hub for Atlanta's Bio and Life Science talent
- 02 Support entrepreneurs to grow their companies in the life science space
- 03 Connect existing assets and create better westside connectivity

## Highlights

- 18 acres, with 1.8 million square feet of lab and office space, 500 residential units, and 25 thousand square feet in retail space.
- Collaborative laboratory environment serving as launching pad for high potential entrepreneurs in life-sciences and bio-tech start-ups
- Phased Grant program focused on education and workforce development with emphasis on Westside neighborhoods

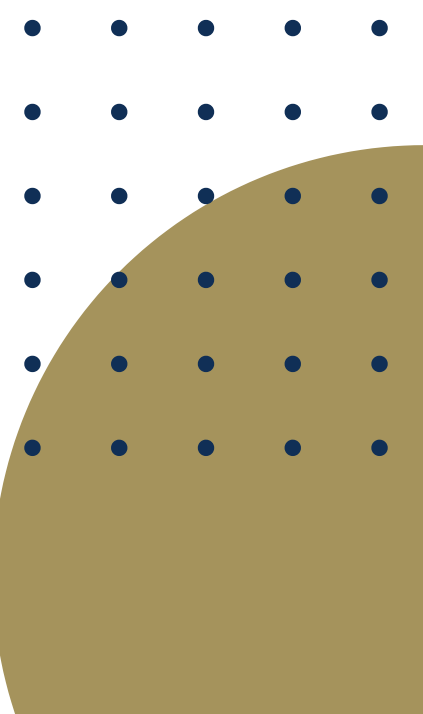




# Partnership for Inclusive Innovation Fellowship

PIN is a public-private partnership with the ultimate goal of achieving inclusive innovation throughout Georgia.

Aligning with Anchor Institution's objective to invest in the development of local talent through strategic employment programs, the Partnership offers a year-long PIN fellowship program. The mission is to identify and empower the next generation of innovative leaders in Georgia and the Southeast. The Fellowship, a modeled experiential learning program, places early-career professionals into two public-private sectors, six-month rotations to help them navigate a career path in science and technology.





## Community Partnerships Strategy



Conduct research on effective STEM education practices, including opportunities for the Georgia Tech community to engage and serve



Develop model sites in STEM, offering intensive, innovative professional development to practicing teachers



Expose PreK-12 students to leading-edge research and 21st century STEM careers



Accelerate PreK-12 students through high-quality in-school and extracurricular STEM experiences

# Talent Development Program

The Talent Development Program at Georgia Tech, coordinated by the Center for Education Integrating Science, Mathematics, and Computing (CEISMC) in collaboration with Enrollment Management, is an initiative supporting Anchor Institution and the Institute's strategic plan.

## Signature Partnerships

The AICC will be piloting an Anchor Institution Signature Partnerships model, a project based partnership model to deepen community engagement with external community partners; The Coordinating Council (AICC) will engage with key partners and contribute project funds to pilot new or fuller programming. Pilot to include three initial projects.



# The Future of Our Anchor Institution Strategy



## Revamp Westside Communities Alliance

Initially launched in 2014, WCA connected GT's community partners located on Atlanta's Westside for collaboration, community and progress. AICC will relaunch a new iteration of this Alliance comprised of community agencies, GT students, faculty and staff, whose expertise will be leveraged to deepen the university's engagement with the Westside and regional partners.

## Community Based Learning

In partnership with the Office of Experiential and Engaged Learning and the Director of Community Based Learning, the AICC will support the charge to scale, develop, and implement academic community engagement initiatives that align with the Institute's strategic plan and advance the undergraduate educational objectives of OUE.

## Diversity in Procurement

The strategic plan provides a bold vision that calls upon all departments to partner not only in improving Georgia Tech but in uplifting our community. The AICC supports a coordinated effort to increase % of spending going to diverse and small businesses in design, construction, operations, engineering, and related projects contracted by Georgia Tech through actions designed to create a more inclusive and accessible process.



**Advancing research,  
education, and  
operations in  
support of enduring  
community  
partnerships.**



**Contact Anchor Institution, Project Manager,  
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