

A Legacy Realized: The Making of CU Boulder's Center for Leadership

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Abstract: A Legacy of Leadership | The Story of CU Boulder's Center for Leadership

he story of the Center for Leadership (CFL) at CU Boulder is a powerful testament to the idea that leadership is not a title, but a calling, one that begins with vision, grows through dedication, and endures through legacy.

Born from a deep-rooted belief that students deserve more than an education, they deserve to become the leaders of tomorrow, CU Boulder's leadership journey began over 50 years ago with the creation of the Presidents Leadership Class (PLC). What started as a bold experiment in student recruitment quickly became one of the nation's premier undergraduate leadership programs, thanks to visionaries like William Douglas, Terry Heineman, and William Coors, and the unwavering support of the Boettcher Foundation.

Over the decades, this seed of leadership education was nurtured by generations of faculty, administrators, donors, and students. In 2000, the creation of the Newton Chair in Leadership added intellectual rigor and institutional support to the mission, while the launch in 2017 of the Leo Hill Leadership Speaker Series brought the wisdom of global leaders to Boulder's doorstep, expanding horizons and inspiring ambition.

Chancellors, namely Richard Byyny, G.P. "Bud" Peterson, and especially Philip DiStefano, elevated leadership from an extracurricular opportunity to a core university priority. Under DiStefano's stewardship, leadership was not only institutionalized through scholarships and endowments, it became woven into the fabric of the university's identity.

In 2019, this momentum culminated in the creation of the Center for Leadership, a centralized, visionary hub uniting what had once been fragmented efforts into a powerful, cohesive ecosystem. Today, CFL brings together over 40 affiliated programs, connects students to mentors, fosters civic engagement, and cultivates a national leadership reputation for CU Boulder.

The history of the Center for Leadership is not just a timeline of milestones, it's a story of people: business leaders, student changemakers, philanthropic partners, and academic trailblazers who believed that leadership could be taught, nurtured, and scaled.

This report honors those trailblazers. It captures the triumphs, the turning points, and the transformational moments that shaped a legacy, one that continues to grow, inspire, and guide the future leaders of tomorrow.

Overview

This report chronicles the evolution of student leadership development at CU Boulder, highlighting key milestones, influential figures, and institutional initiatives that have shaped leadership education on campus.

The report details the origins of the Presidents Leadership Class (PLC) in 1972, the establishment of the Newton Chair in Leadership, and the creation of the Center for Leadership (CFL) in 2019 as a unifying hub for leadership programs. It also explores the role of chancellors in advancing leadership education on the Boulder campus, particularly the contributions of Philip DiStefano, G.P "Bud" Peterson, and Richard Byyny, who each played a pivotal role in strengthening CU Boulder's leadership ecosystem. Through strategic partnerships, endowments, and programmatic growth, CU Boulder has built a nationally recognized leadership model that blends academic coursework, experiential learning, and student mentorship opportunities.

The report also underscores the impact of the Leo Hill Leadership Speaker Series, which has brought distinguished leaders to campus, and CFL's expansion to include over 40 affiliated leadership programs. It highlights the institutionalization of leadership education through funding initiatives, governance structures, and long-term sustainability efforts, including securing endowments and strengthening community partnerships. The hope is that CU Boulder remains a national leader in student leadership development for generations to come.

This history was documented to:

- Showcase the Importance of Leadership Development: By telling this story, we aim to underscore the significance of leadership development at CU Boulder, both now and for future generations. It will also provide future chancellors with compelling insights into why leadership cultivation must remain a top priority to continue to attract and inspire student leaders.
- Reinforce CU Boulder as a National Model: Capturing this history reinforces CU
 Boulder's role as a pioneer in student leadership within Colorado and beyond. This
 history was documented to support the Center for Leadership's role in advancing
 future leadership initiatives.
- Memorialize the Journey of Leadership Development: This report will highlight the momentum built over time and showcase pivotal moments that defined the leadership journey at CU Boulder. It is important to ensure that the voices and experiences of those who shaped this journey are preserved.

This history report was led and initiated by Philip DiStefano, chancellor of the University of Colorado (2009-24) and senior executive director for the Center for Leadership, and Katie Kramer, president & CEO of the Boettcher Foundation, chair of the Board of Advisors for the Center for Leadership and an alumna of CU Boulder. A number of key individuals interviewed for this report have been instrumental to CU Boulder's leadership journey. They are listed in the Appendix.

The development of this report was funded by the <u>Boettcher Foundation</u>, which has long supported initiatives that strengthen leadership education in Colorado. Boettcher's commitment to investing in and fostering leadership development at CU Boulder has helped ensure that student leadership programs continue to grow and thrive. The Foundation has been an instrumental partner for decades to support CU Boulder leadership development programs.

Presidents Leadership Class

<u>The Presidents Leadership Class</u> (PLC), a nationally renowned program, has guided the leadership development of Colorado's most talented undergraduate students for more than 50 years. PLC is an academic program that works in partnership with the CU Boulder campus to recruit and educate top students in a rigorous four-year, community-based, academic and experiential leadership program.

Founding and Early Vision

PLC was founded in 1972 because of a conversation between William Douglas, dean of admissions, and Terry Heineman, assistant director of admissions. They envisioned a leadership program as a strategy to recruit top Colorado students and develop them into future leaders for the state. To shape this innovative leadership initiative, Douglas and Heineman turned to William Coors, president of the Adolph Coors Company, who played a significant role in advancing the program. Together, they launched the Presidents Leadership Class, named in honor of the university president and the corporate presidents involved in its creation. PLC was initially an independent, informal program focused on immersive leadership experiences and mentorship from business and civic leaders.

In 1975, PLC was formalized as the Student Leadership Institute (SLI). It was formed as a private nonprofit 501(c)3 corporation and guided by an independent board of trustees responsible for financial support and program direction. SLI was run and managed by the University of Colorado Foundation from 1975-2000. With financial support from the EI Pomar Foundation, it formally aligned with a few other leadership programs at Colorado's institutions of higher education.

The purpose of SLI was to share best practices in leadership education across other Colorado higher education institutions as well as promote leadership in other regions of Colorado. The PLC students were members of SLI and engaged in SLI programming and annual conferences with other higher education leadership programs in the State of Colorado.

In 2001, a separate executive director was hired for SLI and it was rebranded to be named the <u>Colorado Leadership Alliance</u> (CLA). In 2005, CLA and PLC separated into two nonprofit entities. The Colorado Leadership Alliance moved under the direction of the Denver Metro Chamber Leadership Foundation and the Presidents Leadership Class moved back to the CU Boulder campus. In 2005, the Boettcher Foundation established the William A. Douglas Endowment Fund to support the benefit and programming of PLC.

Over the decades, PLC has evolved into a more academically rigorous program, by integrating coursework, interdisciplinary learning, and real-world leadership applications. The Boettcher Foundation played a pivotal role in PLC's history, aligning with its mission to retain top talent in Colorado by providing endowments to support scholarships and program enrichment (including the Bill Douglas and Larry Allen endowments), offering continued financial support and strategic guidance, and collaborating on broader leadership initiatives, such as the Newton Chair in Leadership.

Evolution and Key Milestones

As the undergraduate leadership landscape at CU Boulder expanded, PLC adapted to meet new challenges and opportunities. Some key milestones include:

- 1972: Presidents Leadership Class was founded as an informal program.
- 1975: Student Leadership Institute was formed as a 501(c)3 nonprofit organization and managed by the University of Colorado Foundation.
- **2000:** SLI/PLC transitioned from a two-year to a four-year program for incoming students, offering eligibility in the future for a leadership studies minor.
- 2003: Student Leadership Institute (SLI) renamed to the Colorado Leadership Alliance (CLA).
- 2005: CLA and PLC separated into two nonprofit entities. The Presidents
 Leadership Class formalizes as its own 501(c)3 entity. The Boettcher Foundation
 establishes the William A. Douglas Endowment Fund to fund programming for PLC.
- 2008: Four programs become part of the leadership studies minor: 1) Minority Studies Program (RAP), 2) INVEST Program, 3) ROTC and, 4) Presidents Leadership Class. PLC was one of several leadership pathways integrated into the academic leadership framework.
- 2012: The Presidents Leadership Class (PLC) officially transitioned from its 501(c)3 nonprofit structure to being housed under CU Boulder's administration, shifting from an externally funded program to a university-led initiative. This decision was prompted by concerns related to leadership performance and financial management within the nonprofit, and it was decided to bring PLC under the university's direct oversight. Bob Charles, a McDonald's franchise entrepreneur, and Brad Dempsey, a PLC alumnus, played pivotal roles in facilitating the transition, along with Rollie Heath, former Colorado Senator. Their combined advocacy helped ensure PLC's long-term stability and alignment with CU Boulder's leadership development mission.
- 2013-2014: A second point-of-entry was introduced, allowing rising sophomores and juniors to apply to PLC, increasing the program's accessibility for more students.
- **2015-Present:** The program increased with staff and faculty involvement, a more structured and strategic curriculum, increased experiential opportunities, and greater emphasis on inclusivity in student selection.

Today, PLC remains an integral part of CU Boulder's leadership development efforts, seated within the Office of the University Provost and managed by a PLC director, three full-time staff, and four dedicated faculty. Additionally, the program benefits from a volunteer Board of Advocates, alumni networks, and corporate and individual donors who help sustain the program.

PLC Leadership Model

PLC provides a leadership training experience that fosters both intellectual and personal growth. Each year, approximately 50 of CU Boulder's most talented and competitive incoming students are selected as PLC scholars, receiving a merit-based scholarship and participating in a structured, cohort-based leadership journey.

Some defining features of PLC include:

- Peer Connections through Cohort Model: PLC fosters lifelong peer connections, creating a supportive leadership network and relationships that extend well beyond graduation.
- Interdisciplinary Learning: Students from various fields engage in crossdisciplinary leadership education, ensuring a well-rounded leadership foundation.
- Theory Meets Practice: PLC integrates classroom learning with realworld leadership applications, preparing students for leadership roles in diverse settings.
- Ethics and Civic Engagement: The program places a strong emphasis on selfawareness, ethical decision-making, and civic responsibility.

PLC has played a distinct role in shaping students into impactful leaders, with alumni going on to become c-suite leaders and civically minded changemakers across sectors and a wide range of industries.

The Future of PLC

As one of the oldest leadership programs in the country, PLC stands at a pivotal moment with exciting opportunities for future growth. These include enhancing alumni engagement through expanded mentorship, fundraising, and program development, as well as positioning PLC as a nationally recognized leadership program that further elevates CU Boulder's reputation in leadership education. For over 50 years, PLC has been a cornerstone of student leadership development at CU Boulder, providing a rigorous and transformative experience that prepares students for leadership roles across business, government, nonprofit, and academic sectors.

What has set PLC apart from other leadership programs on campus is the deep and sustained involvement of its alumni and the dedicated PLC Board, composed largely of alumni. Their ongoing engagement has been instrumental to the program's success, offering mentorship, professional connections, and a strong sense of continuity. This alumni-driven network has not only shaped PLC's prestige and long-standing impact but also represents a vital source of potential for its continued evolution. With strategic adaptation, a vibrant alumni community, and strong institutional support, PLC is wellpositioned to remain a flagship leadership program at CU Boulder for generations to come.

Newton Chair in Leadership

About the Newton Chair in Leadership

The <u>Newton Chair in Leadership</u> was established in 2000 by the Boettcher Foundation to elevate leadership development at CU Boulder. It was originally funded by contributions from Boettcher, the <u>Quigg Newton</u> Family Foundation, the Leo Hill Trust, El Pomar Foundation, and Ford Foundation, in honor of Quigg Newton, mayor of Denver (1947-55), Boettcher trustee (1937-55), and CU president (1956-63) for his visionary leadership.

At CU Boulder, Quigg Newton played a pivotal role in fostering leadership by advancing interdisciplinary research, international education, and scientific innovation. Under his leadership, the university experienced significant academic and physical growth, resulting in the establishment of several renowned research institutes and laboratories, including JILA, LASP, the Nuclear Physics Laboratory, and the High-Altitude Observatory.

Newton also championed interdisciplinary collaboration, exemplified by the creation of the Institute of Behavioral Science, which brought together experts from multiple fields to address complex societal challenges. Additionally, he prioritized international education, expanding CU Boulder's global engagement and academic reach. His leadership established a strong foundation for CU Boulder's success in research and global education. It significantly enhanced the university's reputation as a hub for innovation, scientific discovery, and interdisciplinary collaboration.

The Newton Chair has supported student trips to Washington, D.C., leadership course development, and the Leo Hill Leadership Speaker Series. Today, the Newton Chair in Leadership supports the Center for Leadership and provides support to strengthen leadership development on the CU Boulder campus.

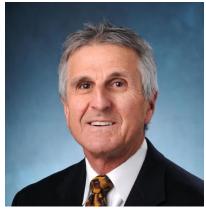
Newton Chairs in Leadership

There have been three Newton Chairs in Leadership; 1) Hank Brown (2008-2010), president emeritus, 2) Sandy Bracken (2012-2018), president emeritus, and 3) Philip DiStefano (2019-2026), chancellor emeritus.



Hank Brown

In March 2008, former CU
President Hank Brown was
named the first Newton
Chair. Brown held the
inaugural chair role from
2008-2010, when he retired
from CU Boulder.



Sandy Bracken

In January 2012, Alexander E. "Sandy" Bracken, who served as the 19th president of the University of Colorado, was appointed to the Newton Endowed Chair in Leadership.



Philip DiStefano

In January 2019, Chancellor Philip DiStefano was appointed to the Newton Endowed Chair in Leadership by President Bruce Benson

Key Milestones

The following key milestones in the Newton Chair's evolution include:

- 2000: Official establishment of the Newton Chair to support leadership programs on campus.
- 2012: The Newton Chair developed its three pillars of leadership:
 - Academic Learning Creation of the Leadership Studies Minor, initially housed in the business school but later moved to the School of Education for accessibility.
 - Experiential Learning Expanding leadership internships and real-world applications for students.
 - Community Engagement Direct connections with local leaders, which later evolved into the Leo Hill Leadership Speaker Series.
- **2020:** The establishment of the Center for Leadership (CFL) further institutionalized the Newton Chair's role in campus leadership initiatives.
- 2023: The Leo Hill Trust made its final distribution, fully merging its remaining funds with the Newton Chair in Leadership endowment to sustain leadership programming.

Leo Hill Leadership Speaker Series

Mission and Purpose

The <u>Leo Hill Leadership Speaker Series</u> was established to honor the legacy of <u>Leo Hill</u>, a prominent Colorado banker and civic leader who was deeply involved with CU Boulder. Before his banking career, Hill served as vice president for business affairs and treasurer for CU, working directly with President Quigg Newton. As a founding contributor to the Newton Leadership Chair Endowment, Hill's commitment to leadership development continued through his estate, which provided the funds to create the Leo Hill Leadership Speaker Series.

One of the key goals of the Newton Chair in Leadership has been to enhance leadership development by exposing students to recognized leaders across multiple industries and fields. The annual Leo Hill Leadership Speaker Series was launched to fulfill this mission, bringing renowned thought leaders to campus to share their insights and engage with students. The series aims to:

- Feature accomplished leaders whose efforts have modeled and resulted in examples of exemplary leadership.
- Highlight leaders from diverse backgrounds and sectors, including business, academia, social impact, and the arts.
- Prioritize leaders with global influence who can provide CU Boulder students with valuable leadership lessons.
- Ensure speakers have strong name recognition to attract widespread campus and community interest.
- Provide engaging, socially adept speakers who can connect meaningfully with students.

Since its launch, the series has become an integral part of CU Boulder's leadership programming, providing students with firsthand exposure to world-class leaders showcasing their personal leadership journeys.

History and Evolution of the Leo Hill Leadership Speaker Series

The series officially launched in 2017, with former U.S. Secretary of Defense Robert Gates as the inaugural speaker. Since then, it has hosted a distinguished lineup of leaders who have shared their experiences and leadership philosophies with CU students. Some notable speakers include:

- 2025: Gigi Pritzker Film Producer, Entrepreneur & Co-Founder of Madison Wells
- 2023: David Gergen Political Commentator & Former Presidential Adviser
- 2023: Molly Bloom CU Alumna, Bestselling Author & Entrepreneur
- 2022: Stanley McChrystal Retired Army General, Business Leader & Author
- 2021: David Brooks Social Commentator & Founder of Weave: The Social Fabric Project

- 2020: Doris Kearns Goodwin Presidential Historian & Pulitzer Prize-winning Author
- 2019: Abigail Posner Head of Strategy, Google Brand Unit
- 2018: Dr. Mae Jemison Engineer, Physician & Former NASA Mission Specialist
- 2017: Dr. Robert Gates Former U.S. Secretary of Defense

While the initial intent was for speakers to spend extended time engaging directly with students, this has varied over the years due to funding constraints and speaker availability.

Collaboration with the Conference on World Affairs

In 2023, the Center for Leadership forged a partnership with the Conference on World Affairs (CWA) and the Strategic Events team at CU Boulder to collaborate on a keynote speaker for CWA who can speak on leadership on the global stage. While there is not a direct connection to the Leo Hill Leadership Speaker Series, this collaborative effort has allowed for the continuation of the Leo Hill legacy by bringing speakers from diverse fields and backgrounds to campus.

- 2025: Cynthia Erivo Grammy, Emmy and Tony Award-winning and three-times
 Oscar nominated actress, singer and producer
- 2024: Deion "Coach Prime" Sanders Pro Football Hall of Famer, CU Boulder Buffaloes Head Coach
- 2023: Rose Marcario Former Patagonia CEO

The Future of the Speaker Series

The Leo Hill Leadership Speaker Series has played a pivotal role in shaping leadership education at CU Boulder, bringing world-class leaders to campus and reinforcing the university's commitment to leadership development and exposing students to transformative leadership experiences. However, like many high-profile speaker series, it faces an ongoing challenge of securing sustainable funding for high-quality speakers. With the Leo Hill Trust Endowment transfer to CU in 2023, this hopefully will assist in funding this speaker series along with other community support.

Efforts are underway to increase student engagement by creating more opportunities for direct interaction with speakers, including smaller engagements, Q&A sessions, and networking events.

Moving forward, sustaining and expanding the series will be key to enhancing student leadership opportunities, strengthening donor engagement, and maintaining CU Boulder's reputation as a national leader in leadership education.

Chancellor Influence

Philip DiStefano, Richard Byyny, and G.P. "Bud" Peterson played pivotal roles in shaping CU Boulder's student leadership landscape, each contributing in distinct ways:

- Philip DiStefano focused on institutionalizing leadership development, ensuring
 that CU Boulder had formal programs, funding, and an academic structure to
 support leadership education. His efforts led to the creation of the Center for
 Leadership (CFL) and the Newton Chair in Leadership, reinforcing leadership as a
 core pillar of the university.
- **Bud Peterson** brought a strategic vision to leadership, launching the *Flagship* 2030 plan to position CU Boulder as a leading public university by 2030. His efforts involved extensive collaboration with faculty, students, and community members, ensuring that leadership development was embedded in the university's long-term growth and reputation.
- Richard Byyny emphasized experiential leadership, empowering students through hands-on engagement, campus initiatives, and athletic leadership. His tenure strengthened student-led initiatives and provided students with real-world leadership experiences beyond the classroom.

Together, their leadership created a multi-faceted approach to student leadership at CU Boulder, blending structured leadership education, hands-on experiences, and strategic institutional vision. Their combined efforts have set the foundation for CU Boulder's national reputation as a leader in student leadership development.

Philip DiStefano (2009-2024): Champion of Student Leadership

DiStefano's involvement with student leadership at CU Boulder dates back to 1996, when he transitioned from serving as dean of the School of Education to vice chancellor for the Division of Academic Affairs. In this role, he focused on expanding undergraduate engagement through initiatives like academic neighborhoods—small student cohorts designed to foster stronger connections between students, faculty, and leadership programs.

As chancellor, DiStefano sought to retain Colorado's top students and saw leadership education as a tool for achieving this goal. In 2010, data showed that 75% of Colorado's highest-achieving high school students were leaving the state for college. Chancellor DiStefano created two major scholarships for incoming Colorado students named for the first two presidents of the university—Joseph Sewell and Horace Hale. Before the scholarships were implemented, approximately 300 top Colorado high school students were in the first-year class at CU Boulder. By 2024, 1,500 of CU Boulder's top graduates now enroll as first-year students, a shift that can be attributed to stronger academic, career, and leadership opportunities on campus.

DiStefano's tenure as chancellor prioritized shaping tomorrow's leaders, making leadership development a visible and integral part of campus culture. He recognized that student leadership extended beyond formal programs like PLC, supporting initiatives across student government, career readiness, and community engagement.

DiStefano was a key architect behind some of CU Boulder's most impactful leadership initiatives:

- Positioning CU Boulder as a national leader in student leadership education. He focused on securing funding, expanding mentorship opportunities, and integrating leadership into academic programs, laying a strong foundation for long-term institutional investment in leadership development.
- Reintegration of the Presidents Leadership Class (PLC): In 2012, DiStefano
 played a central role in bringing PLC under CU Boulder's administrative structure.
 While the move was prompted in part by financial concerns it also ultimately
 ensured PLC's continuity by preserving academic credit, facility access, and
 university affiliation.
- The Center for Leadership (CFL): He played a central role in establishing CFL as a permanent leadership body in 2020, ensuring that CU Boulder had a centralized hub for leadership development across campus. Under DiStefano's guidance, CFL brought together over 40 student leadership programs, fostering cross-campus collaboration and breaking down silos between academic departments and student organizations. His long tenure as chancellor provided the stability needed to launch and sustain CFL. Even after retiring, DiStefano continued to serve as the senior executive director for CFL and the Newton Chair, reinforcing his commitment to leadership education.
- The Newton Chair in Leadership: DiStefano institutionalized the Newton Chair in Leadership, ensuring that former chancellors would continue serving as advocates for leadership education—a move that strengthened continuity, funding, and program legitimacy. Under his leadership, the Newton Chair became a key funding source for leadership initiatives, including the Leo Hill Leadership Speaker Series.
- Direct Engagement with Student Leaders: He actively engaged with student leaders through several high-profile initiatives. His leadership philosophy was deeply rooted in empowering students with real-world experiences, mentorship, and access to influential leaders. Under his leadership, the Newton Chair took student leaders to Washington, D.C., exposing them to national leadership and government institutions. He hosted a Denver-based Leadership Summit, bringing together students and alumni to build connections. And he encouraged student leaders to participate in chancellor-led events, increasing their visibility and opportunities for leadership engagement.

As a result of DiStefano's vision, CU Boulder not only enhanced its leadership programming but also positioned itself as a nationally recognized institution for student leadership development. His legacy continues to shape CU Boulder's leadership landscape, ensuring that future generations of students have access to high-impact leadership education and experiential learning opportunities.

G.P. "Bud" Peterson (2006-2009): Advancing a Strategic Vision

During his tenure, Peterson was instrumental in initiating and developing the *Flagship 2030* strategic plan, a comprehensive roadmap designed to position CU Boulder as a leading public university by the year 2030. This ambitious plan, approved by the Board of Regents in November 2007, was the result of extensive collaboration with over 80 individuals, including faculty, staff, students, and community members across Colorado. The *Flagship 2030* plan outlined 10 transformational initiatives aimed at enhancing education, research, community engagement, and global outreach. Peterson's leadership in fostering a collective vision for the university's future has left a lasting impact on CU Boulder's trajectory.

Beyond his strategic initiatives, Peterson's tenure was marked by efforts to strengthen the university's research capabilities and academic excellence. He emphasized the importance of interdisciplinary collaboration and sought to enhance CU Boulder's national and international reputation. His commitment to engaging with both the campus and broader Colorado communities fostered a culture of inclusivity and shared purpose.

Richard Byyny (1997-2005): Student-Centered Approach

Byyny's tenure as chancellor was a period marked by significant campus improvements and expansion efforts. While he did not focus specifically on student leadership programs, his leadership style emphasized direct student engagement and campus development, which created an environment where student leadership could thrive.

While he was not directly involved with programs like PLC, his support for student leadership was through campus initiatives, athletics, and student-led projects that helped create a culture where leadership opportunities could flourish. The following were some of the key contributions Byyny made to CU Boulder's leadership landscape:

- Campus Expansion and Student Engagement: He oversaw major building renovations and new construction projects, recognizing that leadership opportunities for students extended beyond academic settings. He engaged students in decision-making for these renovations, leading a successful student ballot initiative to fund building improvements. His approach was an opportunity to empower students to take ownership of their campus, a form of leadership development.
- Athletics as a Leadership Development Platform: Byyny saw athletics as a
 powerful arena for student leadership and actively supported student-athletes as
 leaders within the university. He reinforced the idea that leadership extends beyond
 formal programs, recognizing that student government and athletics were key
 leadership incubators.
- Conference on World Affairs: Richard supported CU Boulder's Conference on World Affairs, an event where students actively participated in panels and discussions with global leaders. This provided students with a unique platform to engage with and learn from influential leaders.

Center for Leadership

The Center for Leadership (CFL) at CU Boulder was created to address the gap in coordinated leadership education, research, and programming. By bringing together faculty expertise, student engagement, and high-profile leadership initiatives, CFL has positioned the university to be a national leader in leadership education.

The Vision

The CFL at CU Boulder was conceived in June of 2019 to expand and institutionalize leadership development across the university. It emerged from a brainstorming session led by <u>Amy Humble, CEO of White River Strategy</u>, bringing together key stakeholders including:

- Sandy Bracken President Emeritus; Past Newton Chair, Center for Leadership Board of Advisors
- Steve Bosley Former Chair of CU Board of Regents; Deming Entrepreneurship Advisory Board; Center for Leadership Board of Advisors
- Shilo Brooks Director of Engineering Leadership Program
- Bob Charles Center for Entrepreneurship Advisory Board; CU Dean's Award for Entrepreneurial Excellence
- Stefanie Johnson Professor, Leeds School of Business
- Katie Kramer President & CEO, Boettcher Foundation; Chair, Center for Leadership Board of Advisors
- Margot Neufeld Associate Vice Chancellor for Advancement
- Gordon Riggle Former Boulder City Council member; Center for Leadership Board of Advisors; Advisory Board, Leeds School of Business
- · Aaron Roof Director, Presidents Leadership Class

CFL was envisioned as a centralized hub for leadership education, research, and programming, designed to unify and elevate the university's many leadership initiatives. Prior to its establishment, CU Boulder had over 19 separate leadership programs including academic offerings, co-curricular programs, and student organizations. These programs operated independently, leading to limited collaboration and fragmented curriculum and experiences.

While individual leadership programs at CU Boulder were impactful within their own areas, the lack of structured coordination between them resulted in:

- Siloed leadership efforts, reducing cross-campus collaboration with leadership development.
- Limited access and visibility for students looking to engage in leadership opportunities across campus.
- A missing collaborative approach to academic research on leadership across various disciplines.
- An underutilized Newton Chair, which lacked the structural support to fully leverage and use this role strategically to advance student leadership on the campus.

The vision and core objectives of CFL from the initial brainstorming session included:

- Establish a dedicated center for leadership coordination, ensuring long-term institutional commitment and visibility for leadership education.
- Strengthen collaboration among CU Boulder's leadership programs, fostering interdisciplinary partnerships.
- Integrate leadership development into academic programs, combining coursework with experiential learning.
- Expand access to leadership programs by providing mentorship opportunities and fostering student engagement.
- Enhance CU Boulder's national reputation as a leader in student leadership education.

The Formation of CFL

From **2019-2022**, the formation of CFL progressed through the initial concept and strategic planning phases to the hiring of its first Director.

Concept Approval and Bylaws (2019): Initial discussions of the concept were had with Chancellor Philip DiStefano, who fully supported the vision and helped secure university funding. The Boettcher Foundation, which had already provided funding to establish the Newton Chair in Leadership and the Presidents Leadership Class, also provided grants to support strategic planning sessions. During the CFL launch, other individual donors generously gave support including parents from the Colorado Parents Leadership Society. Bylaws were adopted to establish a governance structure, leadership roles, and strategic priorities to position CFL as the central hub for campus leadership development.

Structural Formation (2020): CFL formally launched in the fall of 2020. Housed within the Office of the Chancellor, CFL operated under the guidance of a Board of Advisors and a director, with the Newton Chair in Leadership playing a key role in connecting faculty, administration, and external partners. The bylaws outlined CFL's mission to integrate and coordinate leadership programs across campus, initially supporting 19+ affiliated programs through shared resources and branding. A core priority was securing sustainable funding, with the Newton Chair in Leadership Endowment and external fundraising efforts identified as primary financial sources. CFL committed to expanding student engagement opportunities, including mentorship programs, experiential leadership training, and high- profile speaker events to elevate CU Boulder's reputation in leadership education.

Leadership (2021): Aaron Roof, the director of PLC, was appointed as the first director of CFL in 2021. He played a foundational role in establishing CFL and shaping student leadership at CU Boulder. In 2014, Aaron led CU Boulder's Army ROTC program before becoming director of the PLC in 2017.

Roof built crucial relationships with CU leadership, including Chancellor DiStefano. He developed a mentoring program for PLC students, working with key leaders in the Boulder community including <u>Alan Rogers</u>, the founding chair of the CFL Board of Advisors. He expanded leadership engagement across campus, increasing student participation in leadership programs. In addition, he ensured CFL's role in leadership education was embedded in the university's broader goals, rather than a side initiative.

Sadly, Roof passed away in October 2022. His memorial service was attended by numerous students, faculty, and alumni who shared stories of his lasting impact on students. One of the core values he emphasized throughout his tenure was to prioritize humility and service in leadership.

CFL formed the Board of Advisors in 2021, which aimed to serve as a bridge between CU Boulder, the community, and national leadership efforts. Alan Rogers played a pivotal role in shaping the board, increasing its membership to 15 and ensuring diversity in representation. Stefanie Johnson served as the academic director of the center.

Strategic Planning (2022): During this planning stage, a four-year strategic plan (2023-2026) was developed, funded by the Boettcher Foundation and facilitated and executed with White River Strategy. The CFL Board of Advisors along with Aaron Roof, CFL director, Sarah Cowan, assistant director of Leeds Scholars and Honors, Brian Murithi, student leader of the year, Corinna Rohse, director of student academic success center and Brad Spears, professor of aerospace studies, were all engaged in the strategic planning process.

The following table shows the original strategic plan that outlined the guiding principles, future direction, and focus areas for CFL in 2022.

Vision	A world where leaders of character meet the needs of humanity.				
Mission Statement	Invest in the leadership potential of all students and develop ethical, impactful leaders.				
2033 Year Goal	The University of Colorado Boulder will be the nationally renowned destination for students seeking transformational leadership education.				
Values & Guiding Principles	 Excellence Open Mindedness Respect for Others Honesty and Integrity Commitment 				
Leadership Stance	What we believe about leadership, how we develop leaders, and who we support.				
Strategic Pillars	Leadership Community	Experiential Education	Research and Academic Excellence	Communication	Resources

Elevating Leadership at CU Boulder

<u>Stefanie Johnson</u> became the second CFL director in August 2023. Stefanie built on the work of Aaron Roof to help expand leadership across the campus and deepened the center's academic offerings. Stefanie expanded the staff of CFL in 2025 to six team members, advancing the Center for Leadership's vision.

The CFL set itself apart from traditional leadership centers, which typically reside in a single college or in Student Affairs. The Center for Leadership combines leadership education, co-curricular offerings, and academic research while engaging campus affiliate partners to build a campus-wide leadership ecosystem.

Key differentiators include:

- **Bridging Leadership Theory & Practice:** Encouraging students to engage with real-world leaders rather than solely focusing on academic leadership studies.
- Engaging & Activating a Cohesive Affiliate/Partner Model: Ensuring broad representation of leadership across both academic affairs and student affairs, making CFL distinct from other leadership centers nationwide.
- **Inclusivity & Civic Engagement:** Ensuring that CFL supports all students, regardless of major, through interdisciplinary programs and partnerships.

Consistent with the CFL's vision of leaders of character meeting the needs of humanity, CU Boulder has fostered civic leadership and engagement. Since 1961, over 2,500 CU Boulder alumni have served abroad as Peace Corps volunteers, demonstrating the university's long-standing commitment to global service and leadership.

In the 2022 election, CU Boulder was recognized with the "All In Awards" in the Pac-12 Votes Region for achieving the highest voter registration rate and highest voter turnout rate. Additionally, CU received a Gold Seal from All In, as reported by the National Study of Learning, Voting, and Engagement (NSLVE) at Tufts University. In 2024, CU Boulder was also recognized as one of TIME Magazine's best universities for future leaders.

These achievements reflect CU Boulder's national leadership in civic engagement, reinforcing its role in fostering active citizenship and leadership development among students.

CFL's Unique Approach to Scaling Leadership

While many universities offer leadership development through co-curricular activities or academic programs, few have managed to fully integrate these approaches into a cohesive, campus-wide experience. Interdisciplinary collaboration between academic units and student affairs remains uncommon, limiting the reach and impact of leadership education.

CU Boulder stands out as a national leader in this space. CFL has developed a powerful, university- wide model that unites leadership efforts across diverse campus divisions. By bridging academic coursework with experiential learning, and fostering deep collaboration across departments, CFL offers a comprehensive and inclusive approach that supports students at scale, impacting over 12,000 students annually.

What makes the CFL truly exceptional is its belief that leadership is deeply personal. Every student arrives with unique strengths, goals, and interests—and the CFL provides multiple tailored entry points to help each one explore and grow as a leader. Through its Affiliate Leadership Network, students gain access to over 40 programs across campus, reflecting a wide range of disciplines, identities, and leadership styles. At a university serving over 30,000 undergraduate students annually, CFL has built a collaborative ecosystem that supports innovation, inclusion, and excellence. Through its Affiliate Leadership Network, CFL enhances quality and coordination by offering professional development, seed funding for new initiatives, research-based leadership development and competency models, and access to a shared online resource hub. This coordinated approach enables programs to meet the evolving needs of students while maintaining high standards of practice.

The CFL's signature program, the Newton Fellowship, takes nominations for top students from each of the affiliate programs to enter a fellowship program with a diverse group of leaders from across campus. The fellowship, led by CFL Assistant Director Jessi Follett, offers top students personalized coaching, immersive learning experiences, and exclusive networking to elevate their potential as changemakers. These students are also nominated for the annual Boettcher Student Leader of the Year Award through the Colorado Leadership Alliance. These leaders are recognized annually at the Leading Colorado Luncheon hosted by the Denver Metro Chamber Leadership Foundation.

The CFL emphasizes hands-on, high-impact learning. Programs such as the Leadership Coaching Program and Experiential Leadership Intensives immerse students in real-world challenges that build critical skills like resilience, ethical decision-making, and team leadership.

Academically, students can pursue a Leadership Studies Minor in collaboration with the School of Education or enroll in a Sustainability Leadership Certificate, proposed in 2024. Initiatives like the <u>Boulder-CU Leadership Program</u> connect students with community mentors, while the Leadership Academy offers three workshops per semester and the opportunity to earn badges through the micro-credential office.

Partnerships with external organizations further expand student opportunities. The Peace Corps Prep Certificate, for example, prepares future volunteers with leadership skills, intercultural fluency, and professional readiness. In addition, through a partnership with the National Outdoor Leadership School (NOLS), the CFL takes students out on the river to learn about conservation and the history of Indigenous persons in Colorado. The CFL also works with International Coaching Federation (ICF) certified coaches to offer leadership coaching to help students face challenges in their leadership roles. The academic program collaborations, outdoor initiatives, and coaching program are led by CFL Academic Director, Seth Webb.

CFL's leadership development framework is rooted in the respected relationship leadership, Komives model, guiding students through four key stages: Learn, Observe, Practice, and Feedback. Reflection is built into every step, helping students connect leadership theory with lived experience in meaningful ways. The curriculum is anchored in nine core competencies; ranging from resilience and teamwork to civic engagement and innovation, ensuring students graduate with the capacity to lead across diverse settings.

Finally, CFL's commitment to evidence-based leadership education sets it apart. Research is not an afterthought—it's embedded in the design and delivery of every program. CFL partners with faculty and students to conduct original leadership research and uses robust evaluation tools to continuously improve outcomes. By combining scholarships and practice, the CFL remains on the leading edge of leadership education nationally.

In 2025, the following visual shows the activities and focus areas of the CFL.

What The Center for Leadership Does



Overview of CFL Affiliate Leadership Network

The CFL Affiliate Leadership Network Program at CU Boulder is a key initiative designed to connect and support the various student leadership programs on campus.

The affiliate model was created to build stronger connections among leadership programs, create shared learning opportunities, and increase visibility for leadership initiatives. The initiative has identified 40 leadership programs on campus as of January 2025 (see list in the Appendix), many of which have historically operated independently. The affiliate model is not just a part of the Center – it is the heart.

To ensure that the affiliate programs always remain central to the CFL, they are represented by ten invited stakeholders who serve on an executive committee that advises the CFL staff on the core goals, priorities, and needs of the affiliate programs.

Investing in Affiliates: In 2025 the Center for Leadership launched a program to invest in the continued growth of and collaboration between affiliate programs. After an application process, the Center selected 9 affiliate programs to participate in a three-year program called A-Lab (Affiliate-Lab). A director or top leader from each program attended a week-long educational offering called the Leadership Educators Academy, offered by the International Leadership Association. In addition, the program directors received three years of funding for their programs and work in small groups to ideate on ways to enhance their excellent programs, ensure follow-through, and establish cross-program collaboration and partnerships.

CU Boulder's leadership programs generally fall into three broad categories:

- Community Building & Leadership Identity Development: Programs that foster social engagement and leadership development within student communities. Examples: Presidents Leadership Class (PLC), CU GOLD, Fraternities & Sororities, ROTC.
- Job Readiness & Career Development: Programs focused on leadership in professional settings, helping students prepare for careers. Examples: LEADS (prepares students for interviews with major companies), LEED Scholars (career leadership development).
- Academic & Experiential Leadership Development: Programs that integrate leadership training with coursework, research, and industry partnerships.
 Examples: Center for Ethics and Social Responsibility (CESR) in Business, Engineering Leadership Program.

Each program varies in structure, focus, and student engagement strategies, but common themes include:

- **Experiential Learning:** Most of the affiliate programs emphasize learning by doing, through leadership roles, event planning, and student-led initiatives. The Center for Leadership offers experiential learning opportunities to students in affiliate programs to supplement opportunities.
- **Leading Others:** Many of the affiliate programs focus on developing leadership skills related to managing people and organizations.
- **Self-Leadership & Reflection:** Some of the affiliate programs emphasize emotional intelligence and personal leadership development, though there is growing interest in this area.
- **External Influence:** A few of the affiliate programs are shaped by parent organizations or industry standards, impacting their curriculum and outcomes.

Through an assessment process in 2024 with the affiliate partners, there were several major challenges facing CU Boulder's leadership programs that CFL was positioned to address.

Lack of Collaboration & Visibility: Many leadership programs operated in silos, unaware of similar initiatives on campus. Some programs had overlapping missions, leading to redundant programming. There was no central directory or platform to connect leadership educators and students across programs. As a result, students often missed out on relevant leadership opportunities that could align with their interests. Better coordination was needed to streamline leadership education and maximize resources.

- Student Engagement & Retention Issues: Programs successfully recruited students, but many struggled with attendance and long-term participation. Conflicting schedules and competing commitments (e.g., coursework, jobs, and extracurriculars) made it difficult for students to stay engaged. Some students participated in multiple leadership groups, leading to diluted engagement across programs.
- Funding & Staffing Limitations: Some programs received grant funding, others relied on university funding or external sources, and a few have been self-funded. Inconsistent funding has led to staff turnover, affecting continuity and program development. Many programs are run by faculty or staff with other responsibilities, limiting their ability to expand leadership offerings.

The CFL team is working to address these challenges and build a more cohesive leadership network on campus.

Conclusion: CU Boulder's Leadership Legacy

Over the past 70 years, CU Boulder has cultivated a nationally recognized student leadership ecosystem. What began as student governance in the 1950s has evolved into a structured, multi-faceted leadership institution, now encompassing:

- Academic leadership programs such as the Presidents Leadership Class (PLC) and the Leadership Studies Minor.
- **Endowed leadership initiatives,** including the Newton Chair in Leadership and the Leo Hill Leadership Speaker Series.
- A centralized leadership hub, the Center for Leadership (CFL), which unifies and amplifies leadership efforts across campus.

The establishment and growth of the CFL mark a significant milestone in CU Boulder's commitment to leadership development. Through strategic collaboration, donor support, and a clear mission, the CFL has positioned itself as an impactful and unique leadership hub.

Looking ahead, CFL's long-term success will depend on its ability to unify and elevate leadership education at CU Boulder by:

- Maintaining Focus Staying aligned with strategic goals while avoiding distractions from competing initiatives.
- **Sustaining Momentum** Securing continuous funding and administrative support to ensure long- term stability.
- Strengthening Student Engagement Expanding mentorship programs, handson experiences, and leadership training across disciplines to keep leadership education relevant and accessible.
- **Building a National Board of Advisors** Moving towards a more nationally representative board to enhance CFL's reputation and funding opportunities.

With a strong foundation and a clear vision, CU Boulder is poised to strengthen its leadership presence on a national scale, ensuring that leadership education remains a defining pillar of the university's legacy. This historical overview, with support from the Boettcher Foundation, has provided valuable insights into the university's leadership history and highlighted the key milestones, figures, and initiatives that have shaped this enduring commitment.

Timeline of Building Student Leadership

This timeline captures key moments, turning points, and milestones that have shaped student leadership development at CU Boulder. It integrates insights from interview notes and historical data to provide a comprehensive view of how leadership programs evolved over time.

1950s: Foundations of Student Leadership

• Student Government at CU Boulder becomes the largest budgeted student government in the country (now managing \$34M annually). This early governance structure establishes student- driven decision-making as a key feature of campus leadership.

1970s: The Birth of Structured Leadership Programs

1972: Presidents Leadership Class (PLC) is founded. PLC is established as an elite undergraduate leadership program designed to develop top student leaders. Initially housed in the Office of the President, emphasizing its importance to university leadership. Founding Influence: Bill Coors, Bill Douglas of the Boettcher Foundation, and early CU leadership.

2000s: Leadership Institutionalization Begins

- 2001: Newton Chair in Leadership is established. The Boettcher Foundation funds an initial \$500,000 to seed the Newton Chair. The chair is intended to promote student leadership visibility and provide a framework for supporting leadership programs, specifically PLC.
- 2002: Newton Leadership Chairs begin advocating for leadership expansion. Under Hank Brown's tenure as CU president, the Newton Chairs convene student leadership groups. Discussions to create a leadership studies minor begin, aiming to elevate leadership as an academic discipline.
- 2005: The Presidents Leadership Class (PLC) formalizes as its own 501(c)3 entity. The Boettcher Foundation establishes the William A. Douglas Endowment Fund to fund programming for PLC.
- **2008:** Led by Newton Chair Sandy Bracken, four programs become part of CU Boulder's leadership studies minor:
 - 1) Minority Studies Program
 - 2) INVEST Program
 - 3)ROTC
 - 4) Presidents Leadership Class
- 2009: Philip DiStefano becomes chancellor. His tenure marks an intentional commitment to advance student leadership initiatives on campus. Sandy Bracken serves as Newton Chair, continuing to expand student leadership programs.

2010s: Expansion and Formalization of Leadership Programs

- 2012: The Presidents Leadership Class (PLC) officially transitioned from its 501(c)3 nonprofit structure to being housed under CU Boulder's administration, shifting from an externally funded program to a university-led initiative This period sees increased collaboration between leadership programs across CU Boulder.
- 2016: Aaron Roof becomes director of PLC. Aaron Roof brings new energy to PLC, evolving it into a more structured and expansive leadership program. He begins planning mentorship programs, strategic partnerships, and student engagement initiatives. Aaron's leadership lays the groundwork for the eventual formation of the Center for Leadership.
- 2019: Leo Hill Leadership Speaker Series Launches. The Leo Hill Trust funds an annual leadership speaker series, bringing high-profile leaders to CU Boulder. The event is designed to expose students to diverse leadership perspectives and strengthen CU's national leadership reputation.

2020s: Growth, Innovation, and Legacy

- 2020: Center for Leadership (CFL) is officially established to provide formal structure and expand leadership initiatives. Key Figures: Philip DiStefano, Amy Humble, and Katie Kramer. The vision is to bring together leadership programs from across campus under a unified center. Unlike leadership centers at other universities, CFL reports directly to the chancellor, elevating its importance.
- **2020: Institutionalization of the Newton Chair.** Philip DiStefano formalizes a tradition of appointing former university leaders as Newton Chairs. This institutionalizes the role as a bridge between leadership initiatives and campus administration.
- 2021: CFL Board of Advisors is formed. The advisory board helps guide CFL's growth, connecting CU's leadership initiatives with broader external networks. Alan Rogers is named the first chair of the CFL Board of Advisors.
- 2022: The Center for Leadership formalizes its strategic vision. The Boettcher Foundation funds a strategic planning process with White River Strategy. The advisory board expands, and CFL strengthens its affiliation model, bringing together 26 leadership programs on campus.
- 2023: The Leo Hill Trust is fully distributed to the Center for Leadership. After Leo Hill's 100th birthday, the remaining trust funds are transferred to CFL. The funding ensures long-term sustainability of leadership programming.
- 2023: CFL appoints Stefanie Johnson as director. After the passing of Aaron Roof in 2022, Johnson returns to CU Boulder to advance CFL's mission and strategy. She focuses on national expansion, student engagement, research and integrating mental health awareness into leadership development.
- 2024: CFL strengthens its Affiliate Leadership Network. CFL enhances coordination between 40 leadership programs. Increased collaboration, funding support, and mentorship opportunities become key priorities.

Appendix

Army ROTC

Airforce ROTC

Burridge Center for Finance

Business Leadership Certificate

BOLD Scholars/ Campos Student

Center

Center for African and African

American Studies

Center for Ethics and Social

Responsibility (CESR)

Certificate in Social Innovation

Program Colorado Diversity Initiative

Conference on World Affairs

CU GOLD

CU Student Government

CU Wildlife Club

Dalai Lama Fellows

Education Abroad

Engineering Leadership Program

Engineering Management Program

Entrepreneurship Center for Music

Environmental Center

Fraternity & Sorority Life

Graduate and Professional Student

Government

Herd Leadership Council

Innovation & Entrepreneurship

Initiative

Journey Leaders Program

Kiewit Design-Build Scholars

Leadership and Community Engagement Major

Leadership Studies Minor

Learning Assistant Program

Leeds Consulting Group

Leeds Global Initiatives

Leeds Scholars

Leeds Mentoring Program

Master of Science in Organizational Leadership

Masters of the Environment

Multicultural Leadership Scholars

Naval ROTC

Outdoor Pursuits

Office of Graduate Access and Retention

Outdoor Recreation Economy

Peace, Conflict, and Security Program

Presidents Leadership Class

Residence Hall Association

SCRIPPS Leadership & Career

Development Program

Service Learning & Impact in Community

Engagement

Student Academic Success Center

YoungLife College

Sources of Information for History Report

- Tiffany Anderson Vice President of Grants & Programs, Boettcher Foundation;
 Board Member, Presidents Leadership Class, CU Alumna
- Sandy Bracken Former Newton Chair in Leadership; Retired President, University of Colorado; Center for Leadership Board of Advisors
- Richard Byyny Former Chancellor of CU Boulder (1997-2005)
- Kathryn DesCombes Former Community Engagement & Leadership Development Coordinator, Center for Leadership
- **Philip DiStefano** Former Chancellor of CU Boulder (2009-24); Senior Executive Director, Center for Leadership
- Amy Humble President, Disruption Advisors; CEO, White River Strategy, Strategic Consultant; Key Facilitator in Center for Leadership's Formation, CFL Board of Advisors; CU Alumna
- Wayne Hutchins Past Board Member of the University of Colorado Foundation; CFL Board of Advisors, Leo Hill Speaker Series
- Stefanie Johnson Director, Center for Leadership (Appointed in 2023)
- Katie Kramer President & CEO, Boettcher Foundation; Chair, Center for Leadership Board of Advisors, CU Alumna
- Rick Lawrence Past President of the University of Colorado Foundation; CFL Board of Advisors, Leo Hill Leadership Speaker Series
- Alan Rogers Founding Chair, Center for Leadership Board of Advisors Board

In addition to the verbal interviews on the history of student leadership on the CU Boulder campus, the following materials and documents were also referenced.

Center for Leadership

- Center for Leadership website, https://www.colorado.edu/lead/
- Center for Leadership Strategic Plan, 2023-2025
- Center for Leadership White Paper, July 12, 2019
- Center for Leadership Bylaws, 2019
- Center for Leadership, Board meeting presentations, 2021-2023
- Center for Leadership Centers Establishment and Reauthorization Process Memo, August 17, 2020

Newton Chair in Leadership and Leo Hill Leadership Speaker Series

- Newton Chair in Leadership White Paper, January 2019
- Celebrating the Legacy of the Quigg and Virginia S. Newton Endowed Chair in Leadership, April 11, 2012
- Newton Chair Annual Report, 2012
- Email Correspondence with the assistant director for donor recognition on Newton Chair founding and funding allocation, January 2025.
- Leo Hill Leadership Speaker Series website, https://www.colorado.edu/lead/events/leo-hill-leadership-speaker-series

Presidents Leadership Class

- Presidents Leadership Class website, https://www.presidentsleadershipclass.org/
- President Leadership Class board minutes, presentations and materials
- Select emails from former PLC Director Aaron Roof



Center for Leadership

UNIVERSITY OF COLORADO BOULDER

A Legacy Realized: The Making of CU Boulder's Center for Leadership This report was written by K.J. McCorry, Officiency, Inc. 2025