



THE ROAD HALF TRAVELED *University Engagement at a Crossroads*

- Rita Axelroth Hodges and Steve Dubb
- Foreword by Charles Rutheiser

A growing number of universities are dedicating resources to support their surrounding communities, but much potential for advancement remains. A university's mission as an "anchor institution," as defined by the authors, is to consciously and strategically apply the institution's long-term, place-based economic power, in combination with its human and intellectual resources, to better the welfare of the community in which it resides. Drawing on ten diverse universities as case studies, this eye-opening book explores practices and strategies that can be employed to improve conditions in low-income communities and emphasizes the critical roles of university leaders, philanthropy, and policy in this process. To date the most comprehensive account of the range of roles played by universities as anchors in their communities, *The Road Half Traveled* provides a forward-thinking perspective on new horizons in university and community partnership.

"Complete with illustrative best practices, principles and guidelines for implementation, and keys for assessing progress, this book is a one-of-a-kind compendium of what works and how to move the dial toward comprehensive community revitalization. For more than a decade, I feel like I've lived this comprehensive report on university engagement... Now in New York, I see no higher calling than to steadily deepen the anchor of the State University of New York in communities across the state. The Road Half Traveled will be our roadmap."
—Nancy L. Zimpher, Chancellor, State University of New York (SUNY)

"Because universities rarely relocate, their fortunes are closely tied to the cities and neighborhoods where they are based. By focusing their economic power locally—particularly their procurement, hiring, and investment practices—institutions of higher education can help move the needle on such vital urban issues as job creation, poverty reduction, and providing economic opportunity for low-income residents. For those committed to the revitalization of our nation's great urban places, *The Road Half Traveled* will prove an invaluable resource."
—Ben Hecht, President and CEO, Living Cities

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