

# #UDCFirstChoice

*“I call on UDC, the business community, and the leaders on this stage to affirm a path to UDC’s ascendance as a first choice 2-year and 4-year institution for DC’s best and brightest.”*

**Muriel Bowser**  
 Mayor, District of Columbia  
 2019 Inauguration



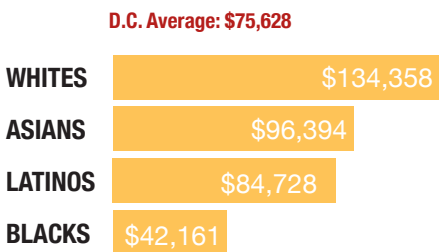
## The Equity Imperative

THE CASE FOR INVESTMENT

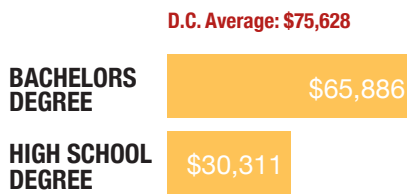
### COMPLETING PATHWAYS TO THE MIDDLE CLASS

The University of The District of Columbia believes that the opportunity to gain an excellent education and thrive as a member of the middle class should be available to everyone.

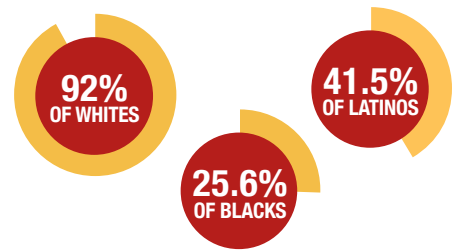
#### D.C. MEDIAN HOUSEHOLD INCOME



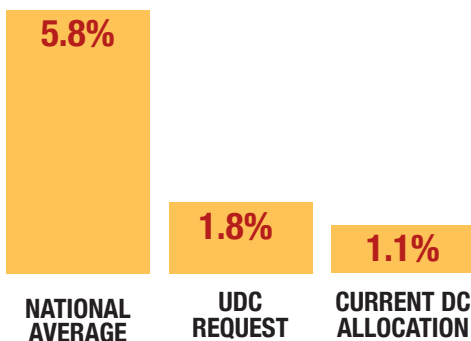
#### MEDIAN SALARIES BY EDUCATION LEVEL



#### D.C. RESIDENTS WITH COLLEGE DEGREES



#### LOCAL FUNDS BUDGET FOR HIGHER EDUCATION

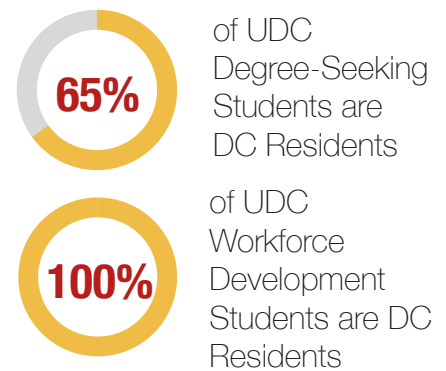


**UDC IS ASKING FOR A MODEST INCREASE IN DISTRICT SUPPORT TO**

**1.8%**

of DC local funds budget

#### DEMOGRAPHICS AT UDC



**CALL** (202) 727 - 2643

**ATTEND** TOWN HALLS,  
BUDGET FORUMS,  
HEARINGS

**EMAIL** [udcfirstchoice@udc.edu](mailto:udcfirstchoice@udc.edu)

**WRITE** SUBMIT A STATEMENT  
[www.udc.edu/udc-first-choice/](http://www.udc.edu/udc-first-choice/)

**SPREAD THE WORD** "I support UDC First Choice!"  
#udcfirstchoice #udcfirebirds #udc1851  
#FairShotFebruary @MayorBowser @udc\_edu



# The Equity Imperative BUILDING A NATIONAL MODEL

## EQUITY IMPERATIVE 2022 GOALS

### ONE

UDC WILL BE A PUBLIC HIGHER EDUCATION MODEL OF URBAN STUDENT SUCCESS

### TWO

UDC WILL AWARD MORE DEGREES AND WORKFORCE CREDENTIALS

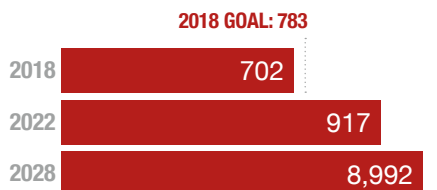
### THREE

UDC WILL GRADUATE PASSIONATE LEARNERS AND LEADERS WHO WILL TRANSFORM OUR LIVES AND URBAN SPACES

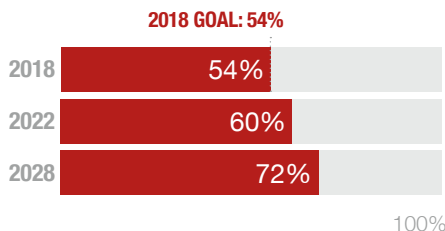
**QUALITY.  
AFFORDABILITY.  
DIVERSITY.  
#UDC**

## OUTCOMES

### DEGREE COMPLETIONS



### RETENTION RATE



### WORKFORCE ENROLLMENT



## UDC'S STRATEGIC ADVANTAGES

#1 in D.C. According to Ranking of Tuition, Financial Aid, Degree Options, and Student Success Metrics  
Schools.com (2017)

#1 Community College in DMV  
Wallet Hub

UDC Law #2 in the Nation for Public Interest & Government Job Placement Program  
National Law Journal (April 2018)

#6 Clinical Law Program in the Nation  
US News and World Report

#10 HBCU in the Nation  
Wall Street Journal

Least Expensive University in DMV  
Collegecalc.org