

# NOW TRENDING: DIVISION HIGHLIGHTS



COLORADO STATE UNIVERSITY PUEBLO  
**Enrollment Management,  
Communication & Student Affairs**

**Now Trending** is a communication focused on the Enrollment Management, Communication, and Student Affairs (EMCSA) Division, highlighting the important and innovative work done by the team and campus colleagues to recruit, retain, and support students.

**HAVE IDEAS FOR ENHANCING CAMPUS ENROLLMENT EFFORTS, AND HOW YOU CAN PARTNER WITH EMCSA ON THOSE? SEND YOUR SUGGESTIONS TO [CHRISSEY.HOLLIDAY@CSUPUEBLO.EDU](mailto:CHRISSEY.HOLLIDAY@CSUPUEBLO.EDU)**

## ➔ ONE-TIME COUNTY FUNDS BENEFIT STUDENTS

More than 30 students have received scholarships thanks to \$500,000 in one-time excise tax scholarship funds from the Pueblo County Commissioners, and the number is expected to increase throughout the semester. In January, the county provided the funds to CSU Pueblo, via the CSU Pueblo Foundation, for spring semester scholarships to Pueblo County students. EMCSA, Extended Studies, and the Foundation coordinated on an application last fall for the funds. A portion of the funds supported 20 new students who started class Jan. 18, with a quick enrollment push in the short window of time we had available to impact traditional spring-start students. Those funds were strategically leveraged to encourage enrollment among students who had applied or been admitted but had not yet enrolled as the semester approached. Current marketing seeks to increase Spring B enrollment with new students attracted to any of our fully-online Extended Studies programs. Funds are also being leveraged by Extended Studies to support transfer, adult, and GED populations who often don't have access to special scholarship programs. The EMCSA team is working to provide a portion of the funds to help retain more than 100 current students, many of whom faced difficulties re-enrolling for spring because of financial uncertainties. Together, EMCSA and Extended Studies are working hard to award the remaining funds to students who might otherwise not be able to pursue their college ambitions. Visit [this page](#) to learn more about new student scholarships for the March 8 start of Spring B.



### Colorado State University Pueblo Offering New Scholarships Courtesy of Pueblo County Commissioners

Colorado State University Pueblo on behalf of the Colorado State University Pueblo Foundation was awarded one time funding in January 2021, from Pueblo County for the Marijuana Excise Tax Scholarship Funds....

## ➔ DIVISIONS COLLABORATE FOR ENROLLMENT GROWTH

EMCSA and Academic Affairs launched an effort this year to jointly develop enrollment targets and strategies. The Provost and VP of EMCSA led target development by student type (freshmen, transfer, etc.) but also by academic programs with strong growth potential. The targets and programs are set for two years at a time, and refined annually as needed. The ultimate goal is achieving total enrollment of 5,200 by Fall 2028. Strategies ranging from specialized scholarships to supplementary marketing were funded to support this growth. In 2021, the academic programs include MEd online, MBA, MSW, RN to BSN and RN to MS online, Nurse Manager and Leader, all 3+2 programs, the BA Humanities and BS Interdisciplinary degree completion programs, three Bachelor of Applied Science programs, School of Creativity and Practice, and STEM. Enrollment and marketing teams align their work to these targets, and a new academic marketing position will increase the ability to create academic marketing content. The enrollment dashboards will reflect these targets once fall enrollment begins. While a similar planning process took place last year, the funding to support the strategies was not available. This marks the first time we have worked to align units across the campus in their strategic work towards enrollment.



**CHIEFTAIN AD:  
SPRING B  
SCHOLARSHIP  
FUNDS**

COLORADO STATE UNIVERSITY PUEBLO  
**Extended Studies**

**NEW SCHOLARSHIPS** for adults seeking their undergraduate degrees!  
Enroll before March 8th.

**GET UP TO \$2,500**

**HOW TO QUALIFY:**  
Pueblo County residents can apply for a scholarship when they enroll in one of the following undergraduate degree programs:

- Construction Management, B.S.
- Health Science, B.A.S.
- Interdisciplinary Studies, B.S.
- RN to BSN
- Criminology, B.S.
- Secondary, B.S.

Contact: 719.545.2318 | [extendedstudies@csupueblo.edu](mailto:extendedstudies@csupueblo.edu)

If awarded a different degree than what is listed above, contact Kristin Coffey at [kristin.coffey@csupueblo.edu](mailto:kristin.coffey@csupueblo.edu) to discuss eligibility.

**APPLY NOW** **SCAN ME**