

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

→ THE PATHWAY TO A DIFFERENTIATED CAMPUS

To help students reach their academic and career goals, our campus recently developed a new approach to advising and the student experience that also showcases the competitive value of a CSU Pueblo education. The work to define this experience began last fall, with cross-functional campus



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PATHWAYS



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WORKS

teams involving more than 60 faculty, staff, and students to develop two main concepts – Pathways and Works. Beginning this fall, Pathways will pair every new student with a success team to guide them through their educational journey – an academic success coach, faculty mentor and peer mentor. The goal is for students to do more than graduate, and to enhance their development with unique experiences. Every pathway provides:

- One-on-one onboarding
- Introduction to student support services
- Milestones and skills development
- Career development opportunities and experiences
- Customizable academic plan aligned with degree requirements
- Roadmap for student goals and needs

Several pathways are available depending on student goals and interests and are customizable, allowing each student to define the path best for them. Works is a career preparation and experience component of Pathways. It builds on the work of our academic departments, Career Center and work study programs to expand career-based learning and job opportunities, with a full roll-out expected in Spring 2022. These projects will differentiate campus from our peers and will be integrated with future marketing. Additional information about Pathways and Works will be shared across campus as details evolve.

→ NEW HIRE FOCUSES ON ACADEMIC MARKETING

Academic Affairs and Marketing, Communications & Community Relations (MCCR) have partnered to provide additional marketing and communication support to the university's academic division with an Academic Affairs Marketing Coordinator (AAMC) position. The AAMC is a member of the MCCR Team, with strategic direction and funding from the Provost's Office. The AAMC will assist in operationalizing program recruitment goals and providing strategic messaging and marketing collateral, including print, electronic, digital and web. Sean Pooley, formerly of the CSU Pueblo athletic department, began in this role March 8. He will support and market multiple undergraduate and graduate academic programs, as well as help coordinate social media outlets and maintain active engagement for multiple programs. Sean will coordinate all outward-facing academic marketing efforts with MCCR. He is well acquainted with the university and community, also bringing a broad marketing and communications background. While Sean now serves as the primary academic contact for MCCR, the entire MCCR staff will continue to support Academic Affairs and its programs.



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**LIFE. CHANGING.
SPANISH
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COMMERCIAL**

