

NOW TRENDING: DIVISION HIGHLIGHTS



COLORADO STATE UNIVERSITY PUEBLO

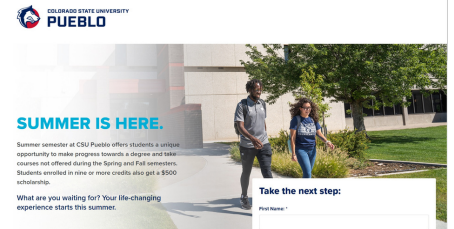
Enrollment Management, Communication & Student Affairs

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 CHRIS.SY.HOLLIDAY@CSUPUEBLO.EDU

MARKETING LOOKS TO BOOST SUMMER NUMBERS

This summer's enrollment numbers indicate pandemic fatigue is impacting enrollment, resulting in headcount that is not as high as last year's at this time. Summer 2020 enrollment was much higher than the norm, the highest since 2013, despite the pandemic. Recent data indicates this summer's enrollment, while not as high as last year's, is still trending higher than summer 2019, and the average credit hours per student are currently the same as last year, when incentives resulted in a significant uptick in the average student credit hours. To help drive activity, marketing and promotion of summer enrollment opportunities have been underway since March, focused on continuing the positive momentum from last summer's record enrollment. Lessons learned from last year have been standardized, including a \$500 scholarship for students who take 9+ hours in the summer, which comes with the promise of another \$500 if students enroll in fall for 12+ hours. Students graduating in May with their bachelor's degree are also offered a discount to enroll in a future semester, including summer. The campus is leveraging county excise tax scholarships for Pueblo County students to promote summer enrollment. Billboards, bus ads, and bus kiosks throughout the region are driving overall awareness of the institution and enrollment opportunities. Those efforts are supported by additional summer-focused social media, digital, print and radio ads to drive prospective students to a [special summer landing page](#). The CSU Pueblo homepage features a summer slider, and various internal pages have a summer information widget to help drive traffic to the page, which promotes the scholarships while encouraging new students to notify admissions of their interest.



SURVEY PROVIDES INSIGHT INTO STUDENT WORK

Work is an important part of our students' lives, and they are looking for opportunities to earn money while enhancing their skills, according to a recent survey. CSU Pueblo sought to learn more about our students' work experiences as part of the campus Student Experience (Pathways and Works) project. The results will guide the next stage in development of the Works program, with enhanced career learning and work experiences integrated into student pathways. The online survey received 185 student responses; 64% of respondents were employed and worked an average of 23 hours weekly. The top three goals students had for their employment, in rank order, were to: 1) earn money, 2) gain work experience, and 3) enhance their skills. Students want these experiences but indicated work schedule and flexibility are critically important to them. The survey included a short explanation of Works and the future opportunity to connect students with paid off-campus career experiences tied to their learning. 62% of respondents provided their contact information and requested to be contacted by the Works Coordinator for those type of opportunities in the future.



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ALUMNI SPOTLIGHT



Alumni Stories: Everything Will Be Okay