



Now Trending is a weekly 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

INTERVIEW PREP WITH AI CAPABILITIES

The Career Center has rolled out an update to the interview software, Big Interview. It now provides students with the ability



to use Artificial Intelligence to give students immediate feedback on their interview preparation and how to improve. The new premium feature to the software gives students guidance on things like: eye contact, the use of “ums” and filler words, vocabulary, tone, and rate of speech. The Career Center is one of a handful of schools piloting this brand new AI feature for free before it is made available to all Big Interview clients later next year. This update is now available to all students, immediately. To access Big Interview, students can go to csupueblo.biginterview.com and create a login using their CSU Pueblo email. Faculty can also use the software to create customized interview assignments. The campus community can take advantage of this expanded online tool from virtually anywhere!

NEW BRAND IDENTITY GUIDELINES

Every time one of us from CSU Pueblo communicates on or off campus, it expresses who we are and influences what our key audiences and the community think about us. Publications, signs, web pages, vehicle lettering, ads, business cards, newsletters, and e-mail signatures represent all of us, for better or worse. While each person’s and department’s role is different, as members of this community, we all have the privilege and responsibility of being caretakers of a precious commodity: the CSU Pueblo brand. The images we present, the messages we send, and the experiences we create must convey who we are in compelling and consistent ways. Over the past few months, we have worked with various faculty, staff, students, alumni and community members to update the CSU Pueblo Brand and encapsulate it into a [Brand Identity Guidelines manual](#). The guidelines provide a simple, easy-to-use guide to achieve brand consistency for CSU Pueblo and its partners. Please spend a few minutes familiarizing yourself with the content of this [guide](#) and keep it handy when you are responsible for the preparation of communications materials. By supporting this system, you will become instrumental in helping CSU Pueblo create a unified and consistent brand in all aspects of our communications. Please be aware, this version of the Brand Identity Guidelines is for internal use only. If you would like to share information with an outside vendor or advertising outlet, please contact Keelan Bailey, our Creative Director, at Keelan.bailey@csupueblo.edu and he will contact them.



CURRENT
MARKETING
EFFORTS



We are CSU Pueblo, we are... ⋮

