

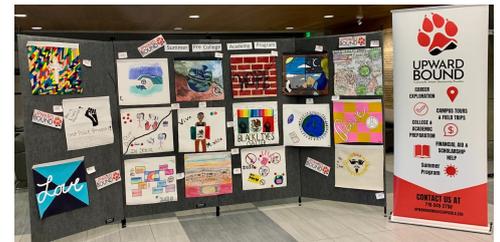


**Now Trending** is a weekly communication focused on the Enrollment Management, Communication, and Student Affairs (EMCSA) Division, highlighting the important and innovative work done by the team and campus colleagues to recruit, retain, and support students.

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

## HOPE ON DISPLAY WITH TRIO YOUTH ART

This summer, our TRIO Upward Bound (UB) Program was challenged to create innovative and engaging virtual programming for its six-week, summer pre-college academy participants. Sixty UB students participated in core academics and electives, and 28 selected Creative Arts 2020 as their elective. For this class, students engaged in virtual learning via Google Classroom and Zoom, facilitated by local artist Vincent Benavidez. In addition to projects and lessons, the students were asked to create a short-term art installation titled "Hope and Prayer" that is currently on display in the LARC. According to Benavidez, "The point of this installation is to create a conversation between the hopes and prayers of our students, to the public, so that they may have a voice in these unsettling times." The program will continue display students' art work until the first week of August. The UB team is currently crafting plans for a fully-virtual fall program for its 90+ secondary school students. Classes will include Ethnic Studies 101, taught by Dr. Fawn Montoya, Cooking Basics, Advanced Game Design, SAT Prep, Senior Seminar, and the monthly Academic and Careers Exploration (ACES) Program.



## SUMMER ENROLLMENT HIGHEST SINCE 2013

Despite challenges presented by the pandemic, this summer saw CSU Pueblo post its highest summer enrollment since 2013. Summer headcount was 1,252, more than 200 students higher than summer 2019, for **growth of almost 20%**. This was the direct result of coordinated efforts between EMCSA and Academic Affairs, from enhanced marketing efforts and expanded course offerings to the promotion of summer as a strategy for students who did not earn 30 credits in the fall and spring to maintain their progress towards a degree. A marketing campaign targeting current and new students (**This Summer, Go Further**) promoted flexibility and completion through summer enrollment. It included significantly increased summer promotion on our web site, along with print and digital advertising. In addition to increasing headcount, we also focused on increasing the hours taken by each student, knowing that only 24% of last summer's students took 9+ credit hours. As part of long-term planning and strategy efforts, academic departments expanded summer online offerings to meet student demand, and Extended Studies saw an 80% increase in online credits. Key graduate programs, including Athletic Training, Social Work, and DNP, saw growth. The university created a \$500 summer scholarship for students who enrolled in more than 9 hours, with a \$500 fall scholarship if they also enroll full-time for fall. Student behavior changed, as the percentage of students taking 9+ credit hours increased by more than 12 percentage points, from 24% to 36%. These changes came with a 45% increase in efficiency, as summer class size increased from 13.8 last summer to 20.4 this summer.



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