

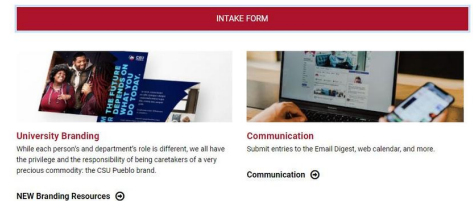


**Now Trending** is a weekly communication focused on the Enrollment Management, Communication, and Student Affairs (EMCSA) Division, highlighting the important and innovative work done by the team and campus colleagues to recruit, retain, and support students.

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)

## BRANDING RESOURCES AVAILABLE ONLINE

As you saw in an earlier issue of Now Trending, Marketing, Communications & Community Relations (MCCR) has rolled out a new CSU Pueblo [Brand Guide](#). The purpose of this guide is to provide you with a simple, easy-to-use resource to help achieve brand consistency for CSU Pueblo and its partners. In addition to the Brand Guide, MCCR has established an online [Branding Resources](#) page, located on the MCCR department web site. The online Branding Resources are complete with graphic standards, logos and images, PowerPoint and e-mail signature templates, and a new online ordering system for business cards. More print-related items will be added soon. These resources and ordering system will help us position the institution in the most professional ways possible. In addition to the Branding Resources, MCCR has also developed the [MCCR Intake Form](#) to schedule a meeting or request a service in support of your marketing or communications efforts. These resources will strengthen our communication with the public and strengthen our image as an institution that is focused, intentional and forward-looking. We ask that you support the university's positioning goals and use them accordingly. The responsibility for implementing these standards and enforcing their use rests with MCCR. If you have any questions, please reach out via the new [intake process](#).



## HOUSING PREPARES FOR STUDENTS' RETURN

This summer has been a time of preparation for the Residence Life and Housing (RLH) team, as they prepare to welcome students to campus residence halls beginning Aug. 19. Housing is essential to the campus plan for in-person instruction and is an irreplaceable resource for new students coming to CSU Pueblo from international, out-of-state and non-driveable in-state locations in CO. Rooms have been measured and capacity altered to ensure each person will have more than 6 square feet of personal space. This meant converting some triple rooms to double rooms, and increasing the number of single rooms to meet increased demand. RLH will provide an engaging living and learning environment for all residents while keeping the safety and security of students and staff central in all procedures and processes. Professional cleaning of all bathrooms will occur prior to move-in, as will cleaning of all rooms that have been unused but not cleaned since the spring semester. Capacity limits in common areas will be enforced, and activities will adhere to social distancing guidelines. Move-in has been adapted, and residents are selecting 2-hour timeslots Aug. 19-23 in which they and up to three guests can move them into the residence hall rooms. Special rates that accommodate students who will leave housing at Thanksgiving Break have also been put into place. For more details, see the [RLH web page](#).



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CURRENT MARKETING EFFORTS:  
CAPTURE DIGITAL CONTENT ON .EDU SITE  
SERVED TO POTENTIAL STUDENTS

YOUR  
FUTURE  
AWAITS.  
ARE  
YOU  
READY?

GET STARTED