



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

NEW CAMPUS VISIT OPTIONS PROVE POPULAR

The Visitor Center is welcoming and connecting with prospective students and their families in a variety of different ways as we finish out this summer and begin preparing for the upcoming recruitment cycle. We are currently offering both in-person and virtual options for tours and meetings. To support those who choose to visit in person, we now offer four tour options each day, Monday-Friday, beginning at 9:00, 10:30, 2:00, and 3:30 instead of the two times offered previously. This allows us to give tours to smaller groups while having availability for everyone who wants to visit. They can register for face-to-face meetings with admissions counselors, faculty, and the Military and Veteran Success Center (MVSC). As we welcome guests to campus, enhanced safety protocols are in place to keep everyone safe. We require visitors to go through screening, wear masks during their tour and entire visit, and maintain social distancing. Common areas are cleaned regularly as visitors come and go. The new options have proven popular, with tours taking place daily since re-opening. Guests who prefer to tour virtually are directed to our [virtual campus tour](#), and we offer [daily Zoom and phone appointments](#) with admissions counselors, current students, faculty, and the MVSC. The recruitment team and student ambassadors have been critical to the success of this innovative approach, making sure we create a positive experience for guests while adhering to health and safety guidelines.



TRIO REFERRALS SUPPORT STUDENT SUCCESS

A special partnership between the CSU Pueblo Foundation and TRIO Student Support Services (SSS) has enhanced the success of select scholarship recipients over the past five years. The Foundation receives scholarship funding through the Colorado Opportunity Scholarship initiative, a scholarship designed for low to moderate income and/or first generation or underrepresented CSU Pueblo juniors from Colorado; it is renewable for their senior year. The Foundation built SSS into the scholarship plan, knowing they could help recipients achieve the best possible outcome – graduation. SSS provides one-on-one and drop-in tutoring opportunities, as well as study skills workshops, Starfish checks, DARS review, and academic action planning for each participant. SSS also provides a place for study, printing, open access to staff, and equipment check-out to support participant success. Because of the scholarship criteria, those referred to SSS meet eligibility requirements, and proof of SSS enrollment is required from the Foundation before disbursing awards. The partnership has definitely paid off – more than 120 students have received COSI scholarships over a five-year period, with nearly a 100% graduation rate. New referrals are made each summer, and contact is already underway with the newest cohort for fall.



CURRENT MARKETING EFFORTS:
LA VOZ PRINT AD (BACK COVER)

