

NOW TRENDING: DIVISION HIGHLIGHTS



COLORADO STATE UNIVERSITY PUEBLO
**Enrollment Management,
Communication & Student Affairs**

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

DISCOVER DOWNTOWN REIMAGINED FOR FALL

In past years, as we began the fall semester, the Discover Downtown event has given incoming students and their families the opportunity to explore downtown Pueblo. This welcome event invited our newest ThunderWolves to enjoy the Riverwalk, local restaurants and numerous attractions our community has to offer. In light of the current restrictions on public gatherings, CSU Pueblo worked with numerous community partners to reimagine Discover Downtown. In this challenging year, the committee chose to provide as much community information as possible to students and their families and give them the opportunity to explore and discover our community in the ways they feel most comfortable. During check-in for the residence halls, out-of-state students received a goody bag filled with discounts and giveaways from a number of our local community partners, including discount coupons and giveaway items courtesy of the Pueblo Zoo, Sangre de Cristo Arts Center, Heritage Museum, Center for American Values, The Greater Pueblo Chamber of Commerce and Welcome Center, and the Downtown Association. The bags also included information and items courtesy of campus partners in Pack Athletics and the Student Recreation Center. Our entire community joined us in welcoming these new students to CSU Pueblo, in a slightly different way than we have in recent years.



HELP WANTED: SEEKING LOCAL EMPLOYERS

The Career Center and our CSU Pueblo students need your help to maximize their access to employers in this current environment where traditional job fairs are limited. As you may have heard, the CSU Pueblo Career Center uses a new web-based system known as Handshake to make students aware of all local, state and national job opportunities. External employers are encouraged to use this system as their primary job posting location to reach CSU Pueblo students and alumni. However, we need the campus community's help in referring area employers to Handshake, so they can connect with our students. Through a Handshake account, employers can post jobs and internships, register for upcoming career services events such as virtual career fairs, and even search student résumés. Handshake is a free and easy-to-use tool for employers, and it is becoming more important to our students' placement, given COVID-19. Every CSU Pueblo student has a Handshake account that can be accessed through their PAWS account. Students should complete their Handshake profile, along with uploading their résumé, as soon as possible, since [all career fairs this fall will be held virtually through the Handshake platform](#). Please encourage employers to visit app.joinhandshake.com to join. Contact the Career Center at (719) 549-2980 or careercenter@csupueblo.edu with any questions.



**CURRENT MARKETING EFFORTS:
NEW BRAND CONCEPT VIDEO
(THIS VIDEO MUST NOT BE
SHARED ON SOCIAL MEDIA)**

