



**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 [CHRIS.SY.HOLLIDAY@CSUPUEBLO.EDU](mailto:CHRIS.SY.HOLLIDAY@CSUPUEBLO.EDU)

## ⇒ HOUSING SCHOLARSHIPS ATTRACT STUDENTS

Last fall, CSU Pueblo received support from the CSU System Board of Governors for three Fall '20 strategic enrollment initiatives. One was the flattening of our tuition structure to eliminate the non-resident rate, and two were directly related to the use of housing as an enrollment driver - the return to the 50-mile radius as an indicator for the on-campus living requirement, and 100 "free housing" scholarships. In recent years, enrollment had declined among students living outside Pueblo County but within 50 miles, as many wanted to commute and chose to attend elsewhere when their ability to do so was limited. To date, fall enrollment from that area has increased by 14 students, in a time when overall in-state enrollment declined slightly. We also offered 100 housing scholarships to students from target states and Colorado counties, underwriting the one-year cost of a triple room. Students also had the option to upgrade their selection and pay the difference. As of this week, 65 new students completed the steps to claim their scholarships. These initiatives were launched prior to the COVID-19 pandemic, which has caused an erosion of out-of-state enrollment at colleges across the country. While CSU Pueblo enrollment numbers are still fluid, and out-of-state enrollment is expected to decline compared with last year, these strategic efforts are believed to have reduced the impact on our out-of-state enrollment.



## ⇒ MCCR AND CANVA: MAKING GRAPHIC DESIGN ACCESSIBLE FOR CAMPUS EMPLOYEES

As previously shared, Marketing, Communication and Community Relations (MCCR) rolled out a CSU Pueblo [Brand Guide](#) and online [Branding Resources](#) page as part of the recent freshening of the CSU Pueblo brand. Those provide the campus community with simple, easy-to-use resources to help achieve brand consistency. In addition to those resources, MCCR has also contracted with Canva for software supporting the design of rack cards (brochures), postcards, flyers, invitations, and much more. With our pre-loaded templates, campus constituents who are building marketing collateral can create material in minutes. Logos and photos are pre-uploaded to Canva, so that users can browse through the repository and quickly add logos, content, and images to their design. From there, it goes to MCCR for approval and is ready for print. Important note: All Canva templates are locked for editing. This means that you can only change the text and images. If you find that you need more room on the template, please contact the MCCR team. To find out more about Canva, or to request access, please go to the MCCR Intake Form to schedule a meeting or click on Canva Access: <https://mccr.formstack.com/forms/intake>. By utilizing these new resources and services, we will strengthen our communication with the public and our image as an institution that is focused, intentional and forward-looking.



**CURRENT MARKETING EFFORTS:  
CAPTURE DIGITAL ADS  
TARGETING KNOWN NON-  
APPLICANTS FOR FALL 2021**

**AN AFFORDABLE  
DEGREE**

CSU Pueblo's tuition freeze makes your life-changing education a reality.

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