



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

STUDENT AFFAIRS SCHOLARSHIPS MEET NEEDS

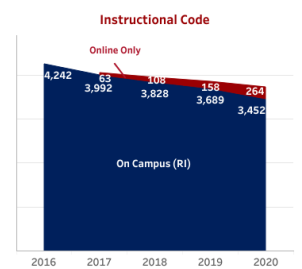
The Student Affairs team often sees our students when they are most in need – handling an emergency, seeking additional support, or struggling with a tough situation. They know the massive impact small occurrences like a flat tire or a spouse’s decrease in work hours can have on our students’ ability to stay on course for graduation.



As part of broader retention efforts, the Student Affairs team developed three new scholarships for current students. The idea originated during enrollment and retention initiative conversations over the spring and summer, and they were able to use funds provided to the CSU Pueblo Foundation specifically for student development efforts. Three \$500 scholarships for Fall 2020 were awarded to students earlier this month – one each for a new student, continuing student, and an adult learner. In order to make the award accessible to the largest number of students, the only criteria to apply was to be enrolled in a minimum of 6 credit hours. Over 550 students applied, including 73 adult learners, 390 continuing students, and 107 new students. One student was randomly selected from each category to receive the scholarship, and funds were applied to the student accounts. Student Affairs hopes to be able to make these types of awards a consistent part of student support efforts, if funds remain available.

RETENTION INCREASE, ONLINE GROWTH DRIVE ENROLLMENT SUCCESS DESPITE PANDEMIC

Despite uncertainty during a worldwide pandemic, CSU Pueblo's fall enrollment exceeded expectations, thanks in large part to the creativity and flexibility of our campus community. While prior to the pandemic we were on track for growth this fall, campus leaders knew that was unlikely to hold, given drastic changes in enrollment patterns across the U.S. The budget approved in June estimated student FTE could decline by as much as 10% due to COVID-19. Census numbers show



that our FTE actually declined by only 2.9%, and headcount by 3.4%. New student growth occurred online, with online headcount increasing 67% since last year; total graduate enrollment increased by 13%. This growth is the result of significant work on the part of faculty and staff who implemented new programs, reacted swiftly to make online coursework available, and coordinated on outreach and marketing efforts. Perhaps even more significant is the fact continuing students returned in much larger numbers than they have traditionally, with that population remaining essentially flat (-3 students). Retention numbers will not be official until December, but freshman cohort retention is currently 68%, and persistence increased across all undergraduate student levels. Given the extensive outreach and support work completed by the campus community over the past few months, this is a significant win. View detailed data at the [Census dashboard](#).



**CSU
PUEBLO**

**CURRENT MARKETING EFFORTS:
 CAPTURE DIGITAL CONTENT FOR
 APPLICANTS WITH OUTSTANDING
 ITEMS TO COMPLETE**

WANT TO KNOW IF YOU ARE ADMITTED?

FINISH THE APPLICATION PROCESS