

CSU Spur messages by audience

CSU Fort Collins

- Primary message:
 - Spur advances our mission as a campus, as a land grant institution, and creates opportunities for students.
- Secondary messages:
 - Impact/Reach
 - Spur creates an opportunity for impact that ranges from local to global.
 - Raising CSU's stature in Denver increases the prominence of the university in the eyes of state leaders, policy makers, and potential students and their families.
 - Spur increases CSU's statewide outreach and connects rural and urban.
 - Innovation is a key driver and focus at Spur, bringing together the university, industry, and researchers to work together on important issues
 - Student centric
 - CSU Spur creates more opportunities for our students to connect to internships, externships, and future careers.
 - Spur is built for the public and has a focus on enhancing connections with K-12 students and the next generation
 - Showcases campus
 - Opens greater opportunities for collaboration and corporate and grant funding
 - CSU Spur connects directly to key pillars of existing expertise in water, food, energy and health.
 - Spur focuses on sustainability and showcases the university's work in that space.

CSU Pueblo

- Primary message:
 - CSU Spur offers an opportunity to showcase the work at CSU Pueblo and brings greater exposure to the campus.
- Secondary messages:
 - Spur increases CSU's statewide outreach and connects rural and urban.
 - Spur offers an opportunity to increase the visibility of CSU Pueblo in the Denver area, statewide and region - increasing the awareness and stature of the university in the eyes of state leaders, policy makers, and potential students and their families.
 - A place for students to have experiential learning and work-related experiences that complement their CSU Pueblo campus experience.
 - Spur provides an opportunity to engage with external partners, and with the community.
 - Spur provides a platform for you to share your work that will reach more people and create greater impact around the state and country; expecting around 250,000 people to visit CSU Spur each year

CSU Global

- Primary message:
 - CSU Spur is a physical manifestation of the expertise of CSU Global.
- Secondary messages:
 - A place for CSU Global students to connect to the expertise of the CSU System, and to bring their families for an educational experience.
 - Spur provides an opportunity to engage with external partners, and with the community.
 - Allow your work to reach more people and create greater impact at Spur.

Communicators at CSU System campuses

- Primary message:
 - CSU Spur is an ideal place, or hub, for your academic units to deliver public education; to conduct collaborative research; and to host events for internal and external groups. Communicators can help convey the possibilities to all their campus colleagues – both in advance of Spur opening and into the future.
- Secondary messages:
 - CSU Spur is the biggest initiative for the entire CSU System and is designed to benefit all the System campuses and units. Many academic units on our System campuses are already planning specific Spur programs; for others, there are options just waiting to be explored.
 - Communicators are the conduit for information about Spur – representing the first group to be reached in a two-step internal communication process. (The second-tier groups are broader audiences of faculty and staff on System campuses.)
 - CSU Spur is centrally located in Denver, allowing your academic unit to reach businesses, people, and organizations across Denver and beyond. It brings us closer to both rural and urban communities.
 - More than 2 million people will visit National Western Center each year
 - CSU Spur has reach across the CSU System and with state, regional, and global audiences
 - This is a way we're all part of something bigger

K-12 Educators

- Primary message:
 - CSU Spur is your STEM educational partner.
- Secondary messages:
 - CSU Spur is the ideal field trip experience to bring STEM learning to life for students.
 - CSU Spur works to create coursework that aligns with your existing curriculum.
 - CSU Spur adds value with virtual resources that you can use to supplement your work.
 - CSU Spur offers continuing education and training opportunities for teachers.

Neighboring community members

- Primary message:
 - CSU Spur is a place built for you and your family -- we're new to the neighborhood and we'll show up like good neighbors do.
- Secondary messages:
 - Working to develop relationships with the community over the course of the last several years has helped us create a space at Spur that is reflective of community interests and needs.
 - Students in GES have contributed to the look and feel and the programming at Spur.
 - Spur is for you -- it's a free, educational destination -- bring your family and come back again and again!
 - [CSU Spur Scholarship](#) is available to students from 80216, and the CSU campuses are accessible to you, and we look forward to building a meaningful relationship with you.

Rural / agricultural communities across Colorado

- Primary message:
 - CSU Spur is a substantial investment in the future of rural Colorado communities and the agricultural industry that sustains them. Research and public education at Spur center on food, water, and health; these are top concerns for the agricultural industry and its ability to feed a booming global population. Much of Spur's programming is specifically designed to educate residents of Metro Denver and the urban corridor about the complexities of food and agriculture – thus connecting Colorado's urban and rural communities so they may join in constructively solving challenges now and into the future.
- Second key messages:
 - The CSU System partnered with the National Western Authority and the City and County of Denver to redevelop the grounds of the National Western Stock Show to keep the storied annual event in its historic location, with new and vastly improved amenities that will boost economic impact and pave the way for a new chapter in the state's Western heritage. CSU Spur is the result of this partnership and serves as the educational anchor at the National Western Center.
 - With its Denver location and year-round operations, CSU Spur is a central hub for public education, outreach activities, and research; it provides an accessible doorway to the CSU System's many resources.

Visitors/tourists

- Primary message:
 - Come back often! Spur is a year-round, ever-changing destination with something for everyone.
- Secondary messages:
 - Engage with local artists and watch them create pieces in front of your eyes.
 - Spur hosts learning opportunities for all ages - whoever you are, Spur has something for you.

- Attend a variety of events at Spur - from time with top researchers to theater performances, there's something for you at Spur.
- Enjoy fresh, locally-crafted food and beverages at Spur, and discover Colorado's culinary scene.
- Fill your weekend, every weekend, with activities at Spur - there are so many things to do.
- Spur campus offers something new each and every day, and welcomes families to engage in fun, educational experiences.
- Spur is a free educational resource that connects students to the most important and impactful future career options.
- With state-of-the-art facilities, Spur is the perfect place to host meetings, conferences, and to connect with your fellow colleagues.

Organizations looking to partner at CSU Spur

- Primary message:
 - Spur showcases your work to a broader audience.
- Secondary messages:
 - Connect with the expertise of the CSU System and our researchers to further your mission.
 - Align yourself with the CSU System's mission of access because everyone deserves access to excellence.
 - Elevate your work at the Spur campus and reach the public with your programming.
 - Connect to other cultural and educational partners and be part of an ecosystem of partners providing public access to educational resources.

Business/corporate organizations

- Primary message:
 - Innovation occurs at CSU Spur -- it's the perfect place for a conference or meeting, and it provides equitable, inspiring education for future leaders.

State leaders, policy makers

- Primary message:
 - CSU Spur is an equitable and important educational asset for the state of Colorado
- Secondary messages:
 - CSU Spur is free to the public, and provides education to all
 - CSU Spur connects future generations to career options in important industries that need innovation and are important to key global issues

Prospective students and their families

- Primary message:
 - CSU institutions are state-of-the-art, and care for their communities and the state of the world.
- Secondary messages:
 - CSU Spur is built to work toward solutions on the most important issues of our time

- CSU Spur is free to the public and accessible to all (bilingual and virtual options are standard)