

connecting people through learning



CSU SPUR



VIDA

ANIMAL AND HUMAN HEALTH

114,000 sq. ft.

Opening in January 2022

Design by **The Clark Enersen
Partners**

TERRA

FOOD AND AGRICULTURE

60,000 sq. ft.

Partial opening in January 2022

Design by **Anderson Mason
Dale Architects**

HYDRO

WATER

122,000 sq. ft.

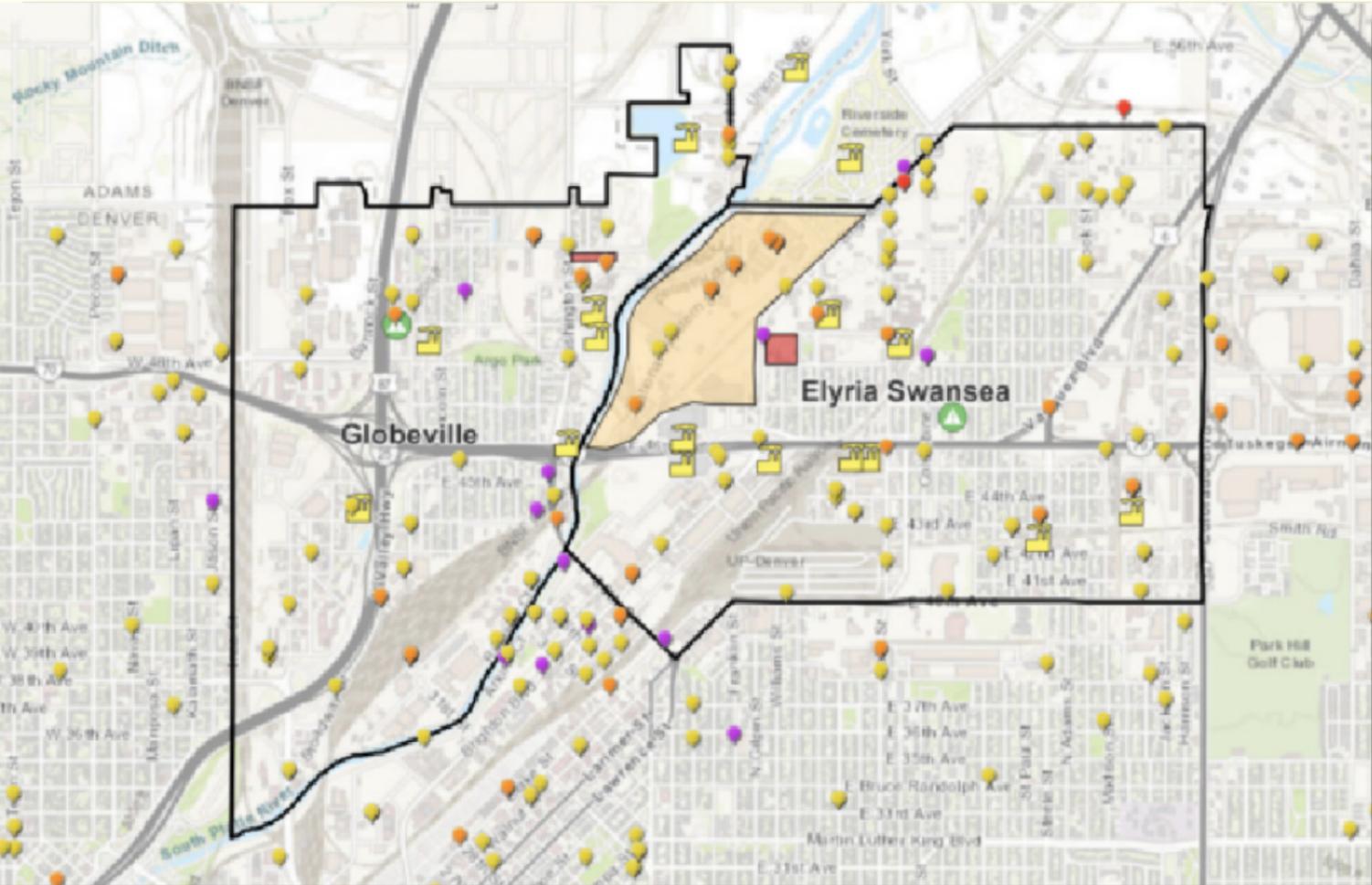
Opening in late 2022

Design by **Hord Coplan Macht
and SmithGroup**

Madelein Lopez * Chris Martinez * Denise Macomber-Lenz

AUDIENCE ANALYSIS:

Entwined with the Neighbors



4710 National Western Dr
4710 National Western Dr, Denver, CO 80216
Directions
View larger map

May 4, 2020

Toxic Release Site	Brownfield Site	Gravel Pits
Superfund Site	Industrial Manufacturing	Stockyards
Hazardous Waste Site	Air Quality Monitoring Site	Globeville and Elyria Swansea

GLOBEVILLE/ELYRIA-SWANSEA NEIGHBORHOODS



AUDIENCE ANALYSIS: *Elyria-Swansea*

Age

Source: DenverMetroData.org

INDICATOR	ELYRIA SWANSEA	7 COUNTY DENVER METRO REGION	YEAR
Population 55-64	10.05% (±2.68%) 672 (±168.64)	12.01% 367,387 (±2,977.37)	2017
Population under 5	506 (±159.29) 7.57% (±2.48%)	189,523 (±279.60) 6.20%	2017
Population 5-17	1,421 (±228.42) 21.25% (±3.91%)	519,931 (±3,257.57) 17%	2017
Population 18-24	737 (±172.68) 11.02% (±2.76%)	273,004 (±2,680.31) 8.92%	2017
Population 25-34	840 (±191.66) 12.56% (±0%)	491,220 (±370.44) 16.06%	2017
Population 35-44	955 (±187.64) 14.28% (±2.50%)	441,278 (±2,856.11) 14.43% (±0%)	2017
Population 45-54	1,062 (±207.53) 15.88% (±7,481.77%)	412,034 (±295.32) 13.47%	2017
Population over 65	494 (±134.31) 7.39% (±2.11%)	364,586 (±2,946.75) 11.92%	2017

ELYRIA-SWANSEA
Age Distribution

Environmental Health

INDICATOR	ELYRIA SWANSEA	7 COUNTY DENVER METRO REGION	YEAR
Low-income people with low access to healthy food at 1 mile	70.15% 4,490	5.22% 145,352	2010
Children with low access to healthy food at 1 mile	99.91% 2,320	29.46% 202,021	2010

ELYRIA-SWANSEA
Food Desert Status

Adult Education

Source: DenverMetroData.org

INDICATOR	ELYRIA SWANSEA	7 COUNTY DENVER METRO REGION	YEAR
Persons age 25+ with less than 12th grade education	1,711 (±265.13) 42.53% (±7.92%)	191,085 (±3,373.07) 9.20% (±0.16%)	2017
Persons age 25+ with high school only education	1,109 (±233.35) 27.57% (±6.35%)	400,906 (±3,977.67) 19.31% (±0.19%)	2017
Persons age 25+ with some college but no degree	447 (±149.92) 11.11% (±3.90%)	416,740 (±4,112.39) 20.07% (±0.20%)	2017
Persons Age 25+ with College Degree (Associates or Better)	756 (±192.85) 18.79% (±5.17%)	1,067,774 (±5,990.50) 51.42% (±0.29%)	2017
Births to Women With Less Than 12th Grade Education	28 26.17%	3,445 9.16%	2016

ELYRIA-SWANSEA
Education Levels

AUDIENCE ANALYSIS: *Globeville*

Age Source: DenverMetroData.org

INDICATOR	GLOBEVILLE	7 COUNTY DENVER METRO REGION	YEAR
Population 55-64	345 (±115.32) 8.17% (±2.93%)	367,387 (±2,977.37) 12.01%	2017
Population under 5	278 (±131.02) 6.58% (±3.22%)	189,523 (±279.60) 6.20%	2017
Population 5-17	735 (±165.72) 17.40% (±4.53%)	519,931 (±3,257.57) 17%	2017
Population 18-24	920 (±278.02) 21.78% (±7.16%)	273,004 (±2,680.31) 8.92%	2017
Population 25-34	889 (±186.38) 21.04% (±0%)	491,220 (±370.44) 16.06%	2017
Population 35-44	473 (±124.41) 11.20% (±2.56%)	441,278 (±2,856.11) 14.43% (±0%)	2017
Population 45-54	359 (±121.35) 8.50% (±3,989.34%)	412,034 (±295.32) 13.47%	2017
Population over 65	226 (±74.65) 5.35% (±1.90%)	364,586 (±2,946.75) 11.92%	2017

GLOBEVILLE

Age Distribution

Environmental Health

INDICATOR	GLOBEVILLE	7 COUNTY DENVER METRO REGION	YEAR
Low-income people with low access to healthy food at 1 mile	44.02% 1,623	5.22% 145,352	2010
Children with low access to healthy food at 1 mile	65.49% 649	29.46% 202,021	2010

GLOBEVILLE

Food Desert Status

Adult Education Source: DenverMetroData.org

INDICATOR	GLOBEVILLE	7 COUNTY DENVER METRO REGION	YEAR
Persons age 25+ with less than 12th grade education	720 (±183.58) 31.41% (±8.96%)	191,085 (±3,373.07) 9.20% (±0.16%)	2017
Persons age 25+ with high school only education	777 (±219.20) 33.90% (±10.12%)	400,906 (±3,977.67) 19.31% (±0.19%)	2017
Persons age 25+ with some college but no degree	280 (±97.14) 12.22% (±4.52%)	416,740 (±4,112.39) 20.07% (±0.20%)	2017
Persons Age 25+ with College Degree (Associates or Better)	515 (±118.88) 22.47% (±5.93%)	1,067,774 (±5,990.50) 51.42% (±0.29%)	2017
Births to Women With Less Than 12th Grade Education	10 18.52%	3,445 9.16%	2016

GLOBEVILLE

Education Levels

CSU SPUR

WHAT IS SPUR? VISIT EVENTS LEARN COMMUNITY ABOUT

FEEDBACK

Are you a resident of Globeville or Elyria Swansea?

The CSU team wants to make sure the local community – our new neighbors – have a special sneak peek of CSU Spur, and we want your feedback on what that looks like. Please share your ideas and send this to anyone else who you think might be willing to share their thoughts!

Thank you!

[TAKE THE SURVEY](#)



CURRENT COMMUNITY OUTREACH EFFORTS

health * safety * environment *
education * community building *
economic development



LOCAL
PARTNERSHIP:

*

GES Coalition



GES COALITION

health * housing * culture *
connection * empowerment

WORK TOGETHER

listen * relate * involve
neighborhood in *meaningful* ways

CONNECT WITH LEADERSHIP

Spokesperson: Alfonso Espino
(720) 829-2340



OTHER LOCAL PARTNERS IN THE COMMUNITY

SCHOOLS

Elementary: Cherrelyn, Garden Place, Mitchell, Swansea

Middle/High School: Bruce Randolph School (80205), Colorado HS Charter GES

Private: none

CHURCHES

Church of Christ, Comm. Church of God In Christ, Globeville Comm., Greater Harvest Church, Holy Rosary Catholic, Holy Transfiguration of Christ Orth., Iglesia Del Dios Vivo, Our Lady of Grace, Pilgrim Church, St. Joseph Polish, Shiloh Temple Apostolic, Templo Emmanuel

SMALL BUSINESSES

Numerous resources available through the Denver North Business Association:

<https://DenverNorthBusinessAssociation.org>

UTILIZE VIDEO TO CONNECT WITH NEIGHBORHOOD

VIDEO IDEAS:

CSU SPUR/
GES COALITION
PARTNER VIDEO

HEALTH

COMMUNITY
EMPOWERMENT

EDUCATION &
THE FUTURE

NEIGHBORHOOD
ECONOMY

**(release before
campus opens)**

PSA with GESC;
overview:
"what Spur can
do for you"

**(VIDA-specific;
release before
campus opens)**

personal health +
veterinary health
+ community

education for all
+ activities
+ community programs:
helping 80216 community
achieve its vision

Youth Action
Team; 80216
scholarship;
classes for
kids/youth/adults

how Spur can
stimulate local
economy, benefit
residents

Press Release



Best practices

- **Keep it between 300-500 words**
- **release at least 2 weeks before event**
- **Get main point across in first paragraph**
- **Promote the story, not just the business**
- **Focus on schools**
 - **put emphasis on educational purposes of new campus**
- **Highlight the goals of the campus**
 - **Not only the world-class veterinary program but also the goals of growing the local economy**

THE IMPORTANCE OF COMMUNITY

facebook®
Groups

Get involved in the community

- School presentations
- encourage local advertising
- Implement 10-4 rule

Facebook Groups

- Can cultivate a sense of community and importance
- great way to discuss current events
- Utilizes 2-way communication with community

SOCIAL MEDIA



SPUR - DIGITAL ENGAGEMENT TO COMMUNITY PRESENT



Our doors are now open por #Vida. 🐾 Find learning activities for kids and low-cost veterinary care in your neighborhood at #CSUSpur.



CSUSPUR.ORG/VIDA/

Welcome to Vida at CSU Spur

Learn More

62

2 Comments 10 Shares

Like

Comment

Share

FACEBOOK

THE CONNECTION BETWEEN PEOPLE & ANIMALS

Audience:

GES Community

Residents & Parents

GES Coalition



Dumb Friends League.
COMPASSION ALWAYS ❤️

SWANSEA ELEMENTARY



Bruce Randolph School
BRILLIANCE | RESPECT | UNITY | CHARACTER | EFFORT

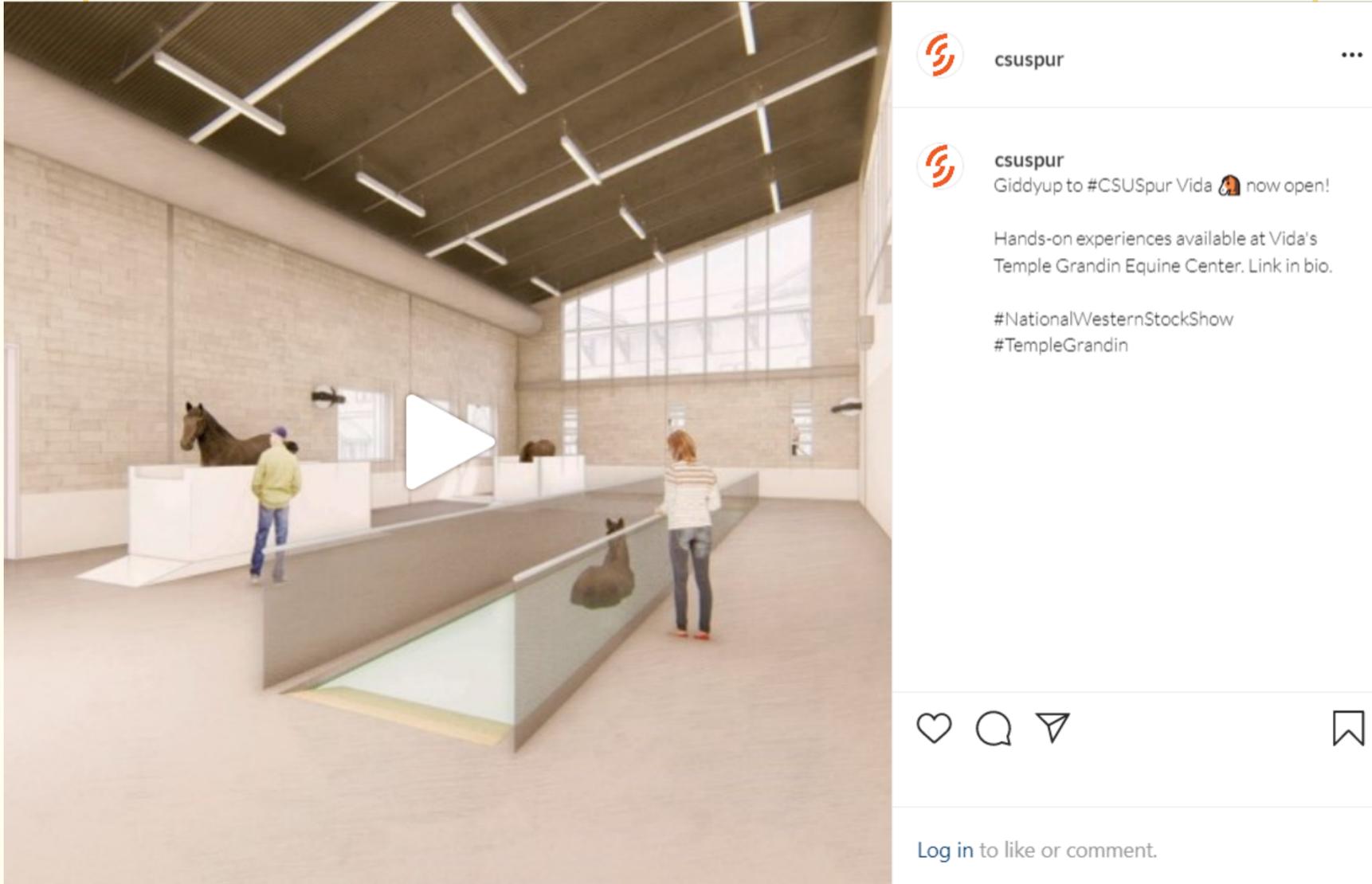
INSTAGRAM

THE CONNECTION TO HORSES

Audience:

Diverse Rural & Urban

Young Adults



TEMPLE GRANDIN EQUINE CENTER

NATIONAL
WESTERN
Stock Show

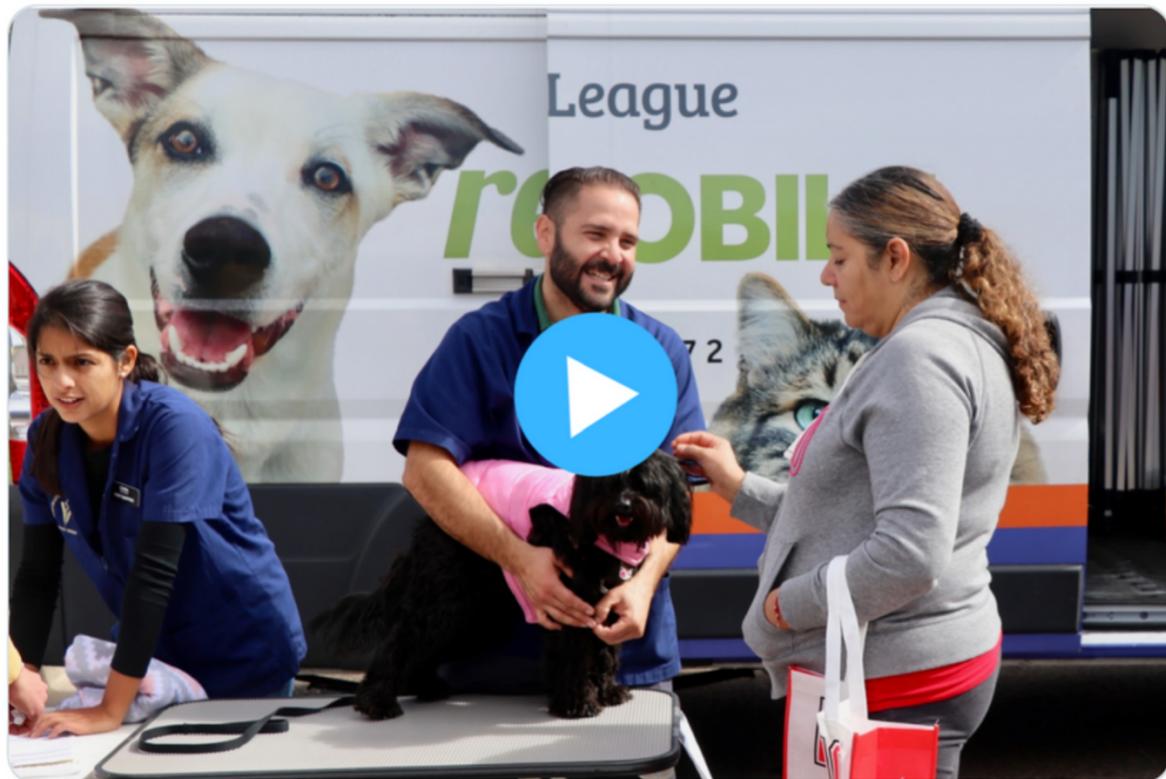




CSU Spur
@CSUSpur

Healthy pets, healthy people 🐶

Join #CSUSpur Vida to make an impact on animals, people, and the planet - #OneHealth involves everyone!



11:03 AM - Jan 26, 2022

32 Retweets 217 Likes



TWITTER

ONE HEALTH CONNECTIONS

Audience:

Science Twitter

ONE HEALTH INSTITUTE
COLORADO STATE UNIVERSITY

colorado school of
public health

CAREER EXPERIENCE



 VIDA >>>

SNAPCHAT

THE CONNECTION TO COLLEGE & CAREERS

Audience:

Teenagers & Young Adults in the GES Community



Bruce Randolph School

BRILLIANCE | RESPECT | UNITY | CHARACTER | EFFORT



Reach



BILINGUAL

Social content (posts, videos)
in English and Spanish



PARTNERS

Provide digital assets to
encourage earned promotion



BOOST

Paid promotion of posts,
targeting 80216 residents



THANK YOU!

WE HOPE TO HEAR FROM YOU!

