

[New campaign aims to connect CU to what Coloradans love about our state](#)[1]

[2]

A new marketing campaign launching today titled “Dear Colorado” aims to showcase the ways the University of Colorado loves and supports our great state. From breakthrough research to mentoring Colorado businesses, the University of Colorado is on a mission to highlight CU’s impact on Coloradans’ everyday lives and show how it all comes from a shared love for our state. This is the first new systemwide campaign in nearly a decade.

Through the Dear Colorado campaign, we’re asking Coloradans to tell us what they love about our state — and then replying with a story that demonstrates how real people across CU’s four campuses are working on what Coloradans care about. The campaign website [LoveColorado.com](https://LoveColorado.com)[3] is ready to have visitors “Tell us what you love about Colorado.”

By creating an open dialogue, we not only share the important work we’re doing to better Colorado, but also learn how to have a bigger impact on Coloradans’ lives and continue to make our state an incredible place to live and work.

The campaign will make its first external push via social media. Coloradans will be invited to participate in an open dialogue regarding the aspects of the state they most appreciate and value. The social media presence is slated to continue throughout the campaign and will support a larger marketing effort that will employ advertising and other assets, including a mobile van that is making its way across the state.

The CU community is encouraged to participate in the campaign by using the hashtag #DearColorado and engaging with the CU system social accounts on LinkedIn, Meta and X platforms.

Additionally, backgrounds for virtual meetings have been created for your use. [Click here](#)[4] to find campaign-themed background images and other material you can download and promote in your social media posts.

[Regents discuss strategic plan, vision during annual summer retreat](#)[5]

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.slider { position: relative; max-width: 100%; margin: auto; overflow: hidden; } .slides { display: flex; transition: transform 0.5s ease-in-out; } .slide { min-width: 100%; box-sizing: border-box; } img { width: 100%; vertical-align: middle; } button { position: absolute; top: 50%; transform: translateY(-50%); background-color: rgba(0,0,0,0.5); color: white; border: none; padding: 10px; cursor: pointer; } button.prev { left: 10px; } button.next { right: 10px; } let slideIndex = 0; function showSlides() { const slides = document.querySelectorAll('.slide'); for (let i = 0; i < slides.length; i++) { slides[i].style.display = 'block'; } if (slideIndex < 0) { slideIndex = slides.length - 1; } if (slideIndex >= slides.length) { slideIndex = 0; } if (slideIndex { showSlides(); } }  
function plusSlides(n) { slideIndex += n; const slides = document.querySelectorAll('.slide'); if (slideIndex >= slides.length) { slideIndex = 0; } if (slideIndex < 0) { slideIndex = slides.length - 1; } showSlides(); }  
function minusSlides(n) { slideIndex -= n; const slides = document.querySelectorAll('.slide'); if (slideIndex < 0) { slideIndex = slides.length - 1; } if (slideIndex >= slides.length) { slideIndex = 0; } showSlides(); }  
setInterval(showSlides, 2000);
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The [CU Board of Regents](#)[6] recently gathered for its annual summer retreat, held this year in Bailey. Regents were joined by President Todd Saliman, campus chancellors and other university leadership.

Board Chair Callie Rennison opened the July 10-12 meeting by sharing the board's retreat agenda, which included the university's strategic plan, vision, operational priorities, synergies, 2024 goals, and diversity and inclusion. Participants delved into deep conversations about these objectives and how, together, they could continue growing and improving the university so that everyone feels at home at CU.

In one presentation, Vice President and CFO Chad Marturano briefed the attendees on the Strategic Plan Update. The strategic plan includes four main pillars: Affordability & Student Success; Discovery & Impact; Diversity, Inclusion, Equity & Access; and Fiscal Strength. While Marturano presented the CU system's hiring and retention data, conversation sparked between leadership about how everyone – including faculty and staff – can feel at home at CU.

Another conversation prioritized CU's Themes for the Future. President Saliman led this session and focused the discussion on the strategic direction and key priorities of CU as an entire system. This session's goal aimed to achieve agreement on the priorities for the future and update of the strategic plan if necessary.

There was also a session led by consultant Peg Portscheller, who facilitated a discussion supporting and enhancing the board's capacity to achieve its strategic objectives. This session served as an opportunity to ensure the board's norms and practices are fully aligned with its strategic vision – including its commitment to DEI.

While some DEI initiatives elsewhere are being curtailed, CU is strongly committed to diversity and inclusion – and doing the real work to ensure growth in this area.

With updated data, State Demographer Elizabeth Garner delivered a presentation on recruitment, retention and enrollment. After these learnings and discussions wrapped up, leadership engaged in a panel session on the importance of diversity and inclusion across sectors from a governance perspective. Panelists included: Jonathan McBride, Heidrick & Struggles (previous experience with Black Rock and the White House) Michelle Lucero, Children's Hospital Colorado (also Boettcher Foundation Board of Trustees, the Vectra Bank Advisory Board) Monica Novomisle, Kraft Heinz (previous experience with Tory Burch and Diageo) Neela Rajendra, NASA Jet Propulsion Laboratory (previous experience with SODI)

After the panelists shared their insights into the DEI realm, they helped facilitate conversation around the board's role in setting the tone and expectations for DEI at the governance level. All members participated in these discussions.

Although most of the three-day retreat was focused on facilitating discussions and goal setting, attendees also participated in team-building activities that helped strengthen their bond: hikes, painting, cornhole, and of course, one of President Saliman's favorite desserts, s'mores.

[Wildfires don't just burn. They can also pollute aquatic ecosystems](#) [7]

[Fielding cows and dust devils in southern Colorado](#) [8]

[Colorado first state to push toward statewide use of data dashboards to improve fairness and effectiveness of criminal justice system with help of CU Denver](#) [9]

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**Links**

[1] <https://connections.cu.edu/spotlights/new-campaign-aims-connect-cu-what-coloradans-love-about-our-state>[2]  
[https://connections.cu.edu/sites/default/files/dear\\_co\\_feat.jpg](https://connections.cu.edu/sites/default/files/dear_co_feat.jpg)[3] <https://lovecolorado.com/>[4]  
<https://www.cu.edu/lovecolorado>[5] <https://connections.cu.edu/stories/regents-discuss-strategic-plan-vision-during-annual-summer-retreat>[6] <https://regents.cu.edu/>[7] <https://connections.cu.edu/stories/wildfires-don-t-just-burn-they-can-also-pollute-aquatic-ecosystems>[8] <https://connections.cu.edu/stories/fielding-cows-and-dust-devils-southern-colorado> [9] <https://connections.cu.edu/stories/colorado-first-state-push-toward-statewide-use-data-dashboards-improve-fairness-and>[10] <https://connections.cu.edu/stories/cleft-lip-and-palate-surgery-two-decade-journey-takes-village>[11]  
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