Faculty as Partners
CSU faculty members are as accessible as they are accomplished. They pride themselves on being available to students and to each other – in labs, offices, studios, and homes – and on cultivating the next generation of scientists and thinkers, artists, and entrepreneurs. Dedicated to the CSU community and steadfastly committed to their university, faculty members collaborate with students and colleagues, casually and formally, across disciplines and job descriptions – fostering learning, excellence, and productivity at every turn.

The Ram Community
CSU brings together students, faculty, and staff from every corner of Colorado and the world to form a lively community in constant, forward motion. Every person contributes, every day, to the creation of a new idea, a new expression, a new effort to improve the lives of others. The Ram community is an embodiment of the authentic spirit of the American West – genuinely supportive, generous, and kind – allowing each individual to flourish while holding all accountable to the highest personal standards of excellence, dignity, and respect.

Inspiration and Impact
CSU strives to enhance the lives of its students, improve the well being of Coloradans, and address the needs of citizens around the globe. CSU students and faculty are thoughtful investigators and responsible stewards of the world they inhabit and the knowledge they acquire; they work to balance the needs of many with the needs of a few. Faculty set students on a path toward a purposeful, passionate, directed life, and together they pursue the possibility of transformative action and achieving excellence in all they do. They are a force for positive change, at home and afar.

Access Is Opportunity
CSU offers a first-class education guided by faculty achieving real results in their fields – all for significantly less than the cost of a private education. As the state’s premier public research university, CSU provides opportunity to students from all walks of life – and an environment in which they may remain authentic and true to themselves, even as they acquire new knowledge and experience. As alumni, many return to their communities, bringing with them a revised world view, expanded scope of vision, and clarity of purpose.
**Institutional Positioning**

From the base of the Rocky Mountains, Colorado State University advances a distinctive model of a modern public research university, where striking natural surroundings and the heritage of the American West come together with academic, intellectual, and personal discovery. An institution on the rise, CSU engages every student and faculty member in the transformative work of improving the lives of citizens throughout Colorado and the world.

**Brand Demeanor**

- **Pragmatic** – A problem solving, results-oriented perspective
- **Ambitious** – A strong desire that drives us toward success and excellence
- **Engaged** – A friendly openness that leads to acceptance and collaboration
- **Innovative** – A creative and inventive approach to achieving success
- **Global** – An inclusive perspective that encompasses the world
- **Authentic** – A genuine and inspired commitment to CSU’s core principles

**Core Messages**

Research – and Results

CSU is committed to research as an instrument for the improvement of humankind, but also as a thoughtful process and creative enterprise through which faculty and students learn to pursue meaningful inquiry in any area of life. Though it bears the hallmarks of a premier research university, CSU’s greatest achievement is the opportunity for students to work side-by-side with faculty who are leaders in their fields, transforming ideas into exploration and exploration into useful tools for the betterment of society.