
CPS preparing students to be influential

Contributed by: [Donnie Veasey](#) on 6/30/2009

Regis University's College for Professional Studies (CPS) launched a new advertising campaign in advance of its fall 2009 semester.

The advertising campaign introduces the tagline "BE INFLUENTIAL." and uses headlines such as "Be more than a leader. Be an influential leader." and "Be more than a business owner. Be an influential business owner." to illustrate that a Regis University education empowers adult students to make a difference with their careers.

The campaign features a series of human interest stories that highlight the ways Regis University CPS adult students and alumni use their Regis education to be influential in their careers and communities. The first set of ads showcases Regis graduates who use their education and careers to help at-risk youth in Denver's Five-Points neighborhood; to fill the knowledge gaps between people and community resources; to start and run a small business in Denver's Highlands neighborhood; to educate and counsel HIV-positive children in Africa; and to be of guidance to troubled teens in Denver as a juvenile probation officer.

"Our Jesuit roots and academically rigorous curriculum provide the critical thinking and problem-solving skills individuals need to be influential and make the world a better place," said Bill Husson, vice president, Professional Studies/Strategic Alliances. "This has been a collaborative effort involving Regis University CPS faculty, staff, students, and alumni. The campaign truly recognizes the efforts of selected students and exemplifies our Catholic Jesuit heritage and what can be possible with a Regis education."

As one of 28 Jesuit Catholic colleges and universities nationwide, Regis University values the diversity of perspectives, the development of the individual, and the moral dimension of every significant human choice.

"We are highlighting how our students can bring forth positive change to society through their actions and decisions," said Jerry Mosier, executive director, CPS Marketing & New Student Enrollment. "We decided to focus on what a degree from Regis can make possible in our communities, in addition to the career success it can bring."

So that potential students may be influential right away, Regis University CPS has created the fall 2009 Charitable Giving Offer. Regis University will donate \$10 to one of three charities for each completed CPS online application received between Jun 1, 2009 and Nov 2, 2009. The three charities applicants can select from are Catholic Charities' Samaritan House, Center for Biological Diversity, and Teach For America. Each was selected to participate based on its commitment and service to people, the environment, and education.

The campaign includes an interactive micro-site at CPS.Regis.edu/beinfluential, radio, print, online, outdoor, direct mail, and social and viral media components. It launches in Colorado, Nevada, and Wyoming with limited distribution on a national level. The campaign was developed by the Regis University CPS in-house marketing department.