



**For Further Information:**

Cora Zaletel  
Executive Director,  
External Affairs  
(719) 549-2810

**FOR IMMEDIATE RELEASE**

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**Colorado State University - Pueblo PLP class studies economic impact of the arts**

**PUEBLO** –The junior class of President’s Leadership Program (PLP) scholars at Colorado State University-Pueblo is collaborating with county officials and local arts representatives to determine how important the arts are to the economic welfare of the Pueblo community.

Since September, the President’s Leadership Program students have been attending local performances of 12 arts organizations in Pueblo, under the guidance of Susan Fries, director of the Pueblo Performing Arts Guild, including the CSU-Pueblo Music Department, Pueblo Ghost Walk, Grupo Folklorico del Pueblo, Pueblo Children’s Chorale, Art on South Main, Veronika String Quartet, and the Impossible Players. As part of the study, the students have been collecting zip codes from all the attendees. The data collected will be analyzed with the Americans for the Arts Economic Impact Calculator and the Economic Gardening Theory tools provided by Chris Markuson, and the Pueblo County Geographic Information Systems.

The results from the study will be used to raise awareness about the impact that the arts have in our society and the community. The information can then be used by local arts organizations to more effectively target audiences and encourage community support.

The President’s Leadership Program will present their findings to various government officials and community groups at 6 p.m. on December 7 in the Hasan School of Business Auditorium. Location and ticket information for the performances included in the study can be found at [www.pueblomag.org](http://www.pueblomag.org) or by calling 719-242-6652.

Past community projects have addressed the housing and recreational needs of local migrant workers, community recycling, emergency visits by area youth, and high school preparation for college admission. CSU-Pueblo’s PLP program is a member of the Colorado Leadership Alliance, a consortium of comprehensive leadership education programs at undergraduate institutions across Colorado. Through shared resources and collaborative efforts, CLA’s focus is to develop the next generation of Colorado's leaders.

Established in 2000, PLP is a four-year academic leadership program that develops and trains emerging leaders. Students work and learn in community, educational, corporate and non-profit settings to develop their leadership skills, social awareness, civic responsibility, and interconnectedness.

*Colorado State University - Pueblo is a regional, comprehensive university emphasizing professional, career-oriented, and applied programs. Displaying excellence in teaching,*

*celebrating diversity, and engaging in service and outreach, CSU-Pueblo is distinguished by access, opportunity, and the overall quality of services provided to its students.*

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