

ADMINISTRATIVE SERVICES, PRESIDENT'S CLUSTER, AND STUDENT SUCCESS AND SUPPORT PROGRAMS, COLLEGE CENTERS ANNUAL PROGRAM PLANNING WORKSHEET FOR 2021

Program: Outreach & Enrollment Services

Planning Year: 2021

Last Year CPPR Completed: N/A

Unit: Student Success and Support Programs **Cluster:** Student Success and Support Programs

Please complete the following information. Please note that responses are not required for all elements of this document.

I. GENERAL PROGRAM INFORMATION

A. Describe changes to program mission, if applicable.

Outreach & Enrollment Services provides front line assistance to a diverse population of students and community members that enhances student success by providing a personalized direction and guidance through Cuesta's policies and procedures. We remove barriers, help students discover and pursue passions, and fulfill their educational goals.

B. Describe any changes in primary relationships, internal and external, to the District.

Outreach & Enrollment Services have been working closely with our internal counterparts relating to Dual Enrollment, California Conservation Corps and California Men's Colony courses being offered. Outreach and Enrollment Services expanded community partnerships adding:

- Boys & Girls Club
- San Luis Obispo County Library
- C.E.L.E.B.R.E.
- Camp Roberts
- Eckerd Connects and America's Job Center

C. List any changes to program service, including changes and improvements, since last year, if applicable.

- Updated board policies and administrative procedures.
- Increased accessibility of forms by transitioning to Dynamic Forms.
- Implemented Freshdesk ticket system to streamline, manage, and track incoming email inquiries utilizing a team inbox.
- Implemented Call Center module increasing effectiveness and response time to phone calls.

- Satellite site added to Camp Roberts.
- Student on-boarding:
 - Virtual Application Workshops
 - Prospective Student Workshops
 - Preview Day
 - Area of Study Presentation
 - Promise Day (Area of Study focused)
- Virtual Availability (Zoom Office Hours)
- Improved Student Communication
 - Timely Deadline Announcements
- Created student tutorial videos
 - Applying to CCCApply
 - Add and Dropping Classes
 - Changing Preferred Name
 - How to find classes
- Updated Online New Student Orientation
- International Student Orientation
- International Student Holiday Break Luncheon

D. List changes to program in the last year in reference to relevant statutory authority/program regulation and related compliance issues, if any.

- Updated policies or policies currently in the process of being updated for compliance:
 - International Student Health Insurance
 - International Student Payment Plan
 - Excused Withdrawal
 - Chancellors Executive Order
 - Pass/No Pass
 - Incomplete Grades
 - Excused Withdrawals
 - College and Career Access Pathways (CCAP) enrollment process
 - State Authorization for Distance Education Courses
 - Student Preferred Names

II. **ANNUAL PROGRAM SUPPORT OF DISTRICT'S MISSION STATEMENT, INSTITUTIONAL GOALS, INSTITUTIONAL OBJECTIVES, AND/OR INSTITUTIONAL LEARNING OUTCOMES**

A. Provide updates, if any, in how your program addresses or helps to achieve the District's Mission Statement in the last year.

Cuesta College is an inclusive institution and we support the District Mission Statement by helping students achieve their educational goals. Enrollment Services helped support the mission statement in the areas of:

- Provide support services to students relating to admissions, registration, prerequisites, transcripts and graduation.
- Provide outreach activities with other departments, San Luis Obispo County and neighboring counties.
 - Camp Roberts
 - Cougar Chats
 - Shandon HS Application
 - Veterans Virtual Fair
 - Open CCC Workshop
 - Atascadero HS Application & Promise Workshop
 - Nipomo HS Spring Enrollment Workshop
 - Nipomo HS Promise Workshop
 - Coast Union Application Workshop
 - SLOHS Application Workshop
 - Lopez HS Application Workshop
 - Templeton HS Application Workshop
 - College Night SLO
 - Registration Rally
 - Paso HS Application Workshop
 - Morro Bay HS Application Workshop
 - ELAC Meeting Updates
 - McFarland Junior HS College and Virtual College Fair
 - San Benito HS Zoom Presentation
 - Psychiatric Technician Program at Atascadero State Hospital
- Support internal departments of their programs (Dual Enrollment, Continuing Education, and Counseling).
- Promote and continue to educate students on how to register, rules on repeatability, residency and other pertaining issues related to their educational goal.
- Provide application support to our local high schools, California Men’s Colony, California Conservation Corps, Family Care Network.
- Support on boarding processes of International students, F1-Visa support and new international student orientations.

B. Provide updates, if any, to how your program addresses or helps to achieve the District’s Institutional Goals and Objectives, and/or operational planning initiatives in the last year.

Institutional Goal 1 – Access: Increase student access to higher education

Institutional Objective 1A: Increase enrollment of low-income and underrepresented students through intentional program development and targeted outreach efforts

- Virtual Cougar Welcome Day Orientations for first-time college students, and parents on Saturdays
- Enrollment Success Specialist liaisons for each local area high school
- Enrollment Success Specialist contacting students who applied but failed to enroll

- Plan and coordinate targeted events and activities that foster a directed, focused, nurtured, engaged, connected, and valued:
 - Edúcate Sí Se Puede Conference
 - Promise Day
 - College Night
 - Preview Night

Institutional Objective 1B – Increase enrollment opportunities for community members who are 55 years of age or older

- Designated Enrollment Success Specialist to work specifically with Continuing Education and prospective and current Emeritus students

Institutional Objective 1C – Expand financial support and aid opportunities for students

- Enrollment Success Specialist assist students with starting the Free Application for Federal Student Aid (FAFSA)
- Assist Financial Aid with County wide Cash for College events
- Enrollment Success Specialist visits to local High School classrooms to assist students with Financial Aid steps including Promise Scholarships

Institutional Objective 1D – Increase career pathways for local high school students

- Designated Enrollment Success Specialist serving as High School Liaisons
- Application Workshops at local high schools
- Prospective Student Workshops
- Participation in Local High School Events
- Host Local High School Counselor Meetings quarterly
- Targeted programming to introduce local High School students Cuesta college programs and ADTs
 - Promise Day
 - Preview Night
 - Edúcate Sí Se Puede Conference

Institutional Goal 2 – Completion: Increase the number of students earning an Associate Degree including Associate Degrees for Transfer (ADT), credentials, certificates, or specific job-oriented skill sets

Institutional Objective 2A - Increase the number of students who earn an Associate Degree or Associate Degree for Transfer, credentials, certificates, or specific job-oriented skill sets

- Targeted programming to introduce prospective students Cuesta College programs and ADTs
 - Promise Day
 - Preview Night
 - Edúcate Sí Se Puede Conference
 - Virtual College Fairs
- Established effective communication with students on academic probation, academic dismissal, and progress probation to ensure students are directed to appropriate support

- Increased accessibility to services by adding Virtual Office spaces to assist students locally and across the state
- Increase transfer prospects through partnerships with 4-year college recruiters and programs

Institutional Goal 7 – Fiscal: Build a sustainable and stable fiscal base

***Institutional Objective 7A** – Build a sustainable base of enrollment by effectively responding to the needs of the district as identified in the SLOCCD Comprehensive Mater Plan 2016-2026: Educational Master Plan*

- Cougar Welcome Day Orientations for Promise students, general students, and parents on Saturdays
- Enrollment Success Specialist liaisons for each local area high school
- Enrollment Success Specialist contacting students to inform students of support services
- Plan and coordinate targeted events and activities that foster a directed, focused, nurtured, engaged, connected, and valued:
 - Edúcate Sí Se Puede Conference
 - Promise Day
 - College Night
 - San Luis Obispo English Learner Advisory Committee (ELAC) Meetings
 - Preview Night
- Designated Enrollment Success Specialist to work specifically with Continuing Education and prospective and current Emeritus students
- Targeted outreach events for Emeritus:
 - Mid-State Fair Senior Day (Cancelled)
- Extended services and partnership with continuing education to establish expanded services and support.
 - Transition Program from GED to First-Time College Student
- Enrollment Success Specialist assist students with starting the Free Application for Federal Student Aid (FAFSA)
- Assist Financial Aid with County wide Cash for College events
- Enrollment Success Specialist visits to local High School classrooms to assist students with Financial Aid steps including Promise Scholarships

III. ANNUAL MEASUREMENTS, ANALYSIS AND IMPROVEMENTS

Programs are often impacted by institutional or other organizational change. Please review program-relevant institutional data sources, such as institutional enrollment trends, which along with some other relevant program data, is available on the [SLOCCCD Institutional Research website](#). Other organizational or departmental measurements may provide useful information for planning in your program; please describe those measurements and the data below.

A. Data Summary:

- Describe data collection tool(s) used.
 - *Institutional Research Date – Number of Applications,*
 - *SARS Trak – Cougar Welcome Days Participants*
 - *Whova & Eventbrite – Educate Sí Se Puede Conference (cancelled)*
 - *Hopin – Promise Day Participants*
- Include updates to program data results from the previous year, if any.

Admissions Applications

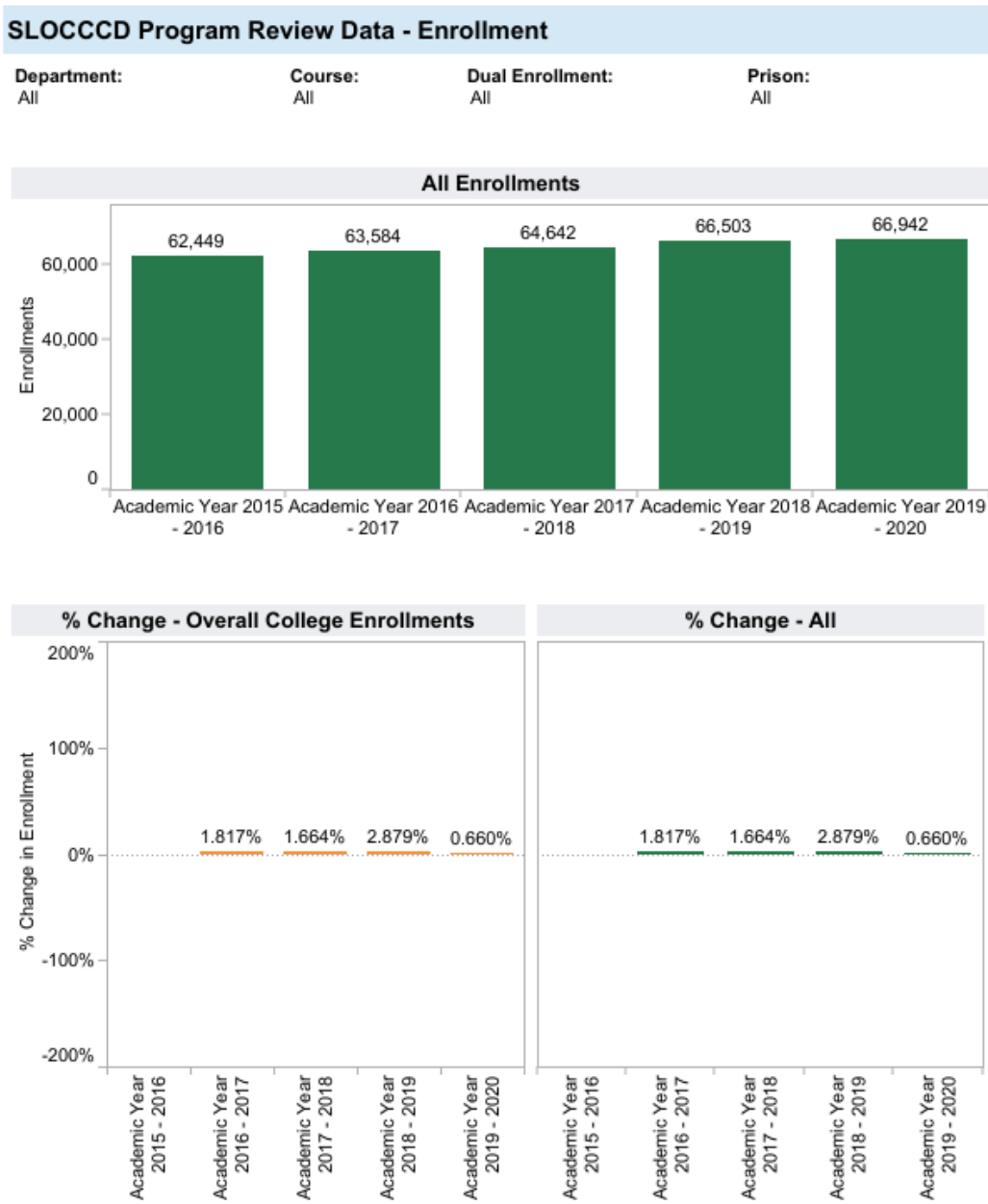
Cuesta’s online admissions application (Open CCCApply) provided by the Chancellor’s Office plays an important part in admitting students. We continue to work with our internal departments to use CCCApply for admissions to streamline the process and quicker results for our students.

With CCCApply determining residency, the number of non-residents continues to show an increase, affecting enrollment of our students. The history of non-resident goes back to 2012, we had a non-resident range of 200-300 students, and we now see a range of 3,000 students classified as non-resident. The last two years have seen an average of 13,000 applications for the fall semester. We will continue to implement the new legislative bills as they are approved through the State to help our students with their residency barriers. Outreach and Enrollment Services is committed to clean up the non-residency issues to ensure students are not being charged excessive fees impacting future enrollment.

The Enrollment Success Specialists continues to help us remove this barrier of non-resident students who qualify for residency, AB540 and Foster Youth (Guardian). Each of the Specialist are contacting students to help them resolve their residency status by educating them on what they need to submit to reclassify their residency if eligible. Multiple communications have been created to ensure students are consistently informed about their residency status and the steps to resolve.

The following pages show 2019-2020 data related to admission trends:

Figure 1 [SLOCCCD Program Review Data - Enrollment](#)



Enrollment: Duplicated count of students who completed greater than 0 units in positive attendance courses or were present on census for all other accounting methods.

Table 1 Student Applications by Modality and Resident Status

| Terms | Spring 2017 | Summer 2017 | Fall 2017 | Spring 2018 | Summer 2018 | Fall 2018 | Spring 2019 | Summer 2019 | Fall 2019 | Spring 2020 | Summer 2020 |
|------------------------|--------------|--------------|---------------|--------------|--------------|---------------|--------------|--------------|---------------|--------------|--------------|
| % ONLINE | 92% | 84% | 94% | 91% | 81% | 95% | 97% | 82% | 96% | 94% | 89% |
| Web Apps | 5,533 | 2,495 | 10,432 | 5,462 | 3,053 | 13,145 | 7,810 | 3,438 | 13,477 | 5,637 | 3,440 |
| Paper Apps | 495 | 477 | 644 | 505 | 693 | 666 | 578 | 719 | 496 | 380 | 447 |
| Non-Resident | 322 | 109 | 320 | 715 | 401 | 3,027 | 1823 | 506 | 3,215 | 691 | 358 |
| International Students | 16 | 7 | 34 | 134 | 64 | 59 | 154 | 24 | 53 | 19 | 5 |
| TOTALS | 6,028 | 2,972 | 11,076 | 5,967 | 3,746 | 13,811 | 5,967 | 3,746 | 13,973 | 6,017 | 3,887 |

Table 2 Student Application Totals by Academic Year

| Total Students Served APPLICATIONS | 2017/2018 | 2018/2019 | 2019/2020 |
|------------------------------------|-----------|-----------|-----------|
| District-wide | 18085 | 23598 | 21765 |

Table 3 Student Degree and Certificate Totals by Academic Year

| Total Students Served DEGREES and CERTIFICATES | 2017/2018 | 2018/2019 | 2019/2020 |
|--|-----------|-----------|-----------|
| District-wide | 2043 | 4120 | 3027 |

Table 4 Staffing Ratios

| Admissions and Records | Staffing Ratio: HEADCOUNT/FTE Applications | Staffing Ratio: HEADCOUNT/FTE Degrees/Certs |
|------------------------|--|---|
| Annual 2017/18 Total | 3512 | 396.6 |
| Annual 2018/19 Total | 1685 | 294.2 |
| Annual 2019/20 Total | 1554 | 216.2 |

Cougar Welcome Days

Cuesta's third annual registration event Cougar Welcome days served only 185 students during its virtual three-day event. The quick and forced transition to a virtual format severely impacted participation. To increase registration assistance, Outreach and Enrollment in partnership with Counseling created a registration Canvas module to assist students with planning for their first semester of courses. **696** students downloaded the Canvas shell with **562** students completing all assignments and modules.

Table 5 Students Attending In Person Orientation

| Short Name | Reason Code / Course | Number of Student Contacts |
|------------|----------------------|----------------------------|
| CWD | *IN-PERSON ORNT | 185 |
| | | Total: 185 |

Table 6 Registration Canvas Module Statistics

| Resource | Students | Page Views | Participations |
|---|----------|------------|----------------|
| Course Home | 686 | 3.8k | 0 |
| button_start-now(1).png | 683 | 2.6k | 0 |
| myCuesta Student Portal | 632 | 1.4k | 0 |
| Cuesta College Areas of Study (Majors) | 610 | 1.3k | 0 |
| (Optional) Preview Upcoming Portal Navigation | 600 | 1.2k | 0 |
| Update Your Major or Program Goal | 593 | 1.2k | 0 |
| Choosing A Major/Program Recap | 582 | 1.9k | 1.5k |
| myCuesta Pathway | 580 | 1.1k | 0 |
| myCuesta Pathway | 572 | 1.7k | 1.1k |
| Class Finder | 570 | 1.1k | 0 |
| Class Finder | 567 | 1.7k | 1.2k |
| Class Finder Screenshot.jpg | 565 | 1.1k | 0 |
| Choosing Your 1st Semester Courses Overview | 563 | 1k | 0 |
| Choosing Your 1st Semester Courses Walkthrough | 552 | 1k | 0 |
| Choosing Your 1st Semester Courses | 540 | 1.6k | 1k |
| Building Your 1st Semester Class Schedule | 538 | 1k | 0 |
| Video Building Your 1st Semester Class Schedule | 534 | 958 | 0 |
| 1st Semester Class Schedule Samples | 529 | 985 | 0 |
| Building Your Class Schedule | 525 | 1.1k | 0 |
| Additional Templates | 524 | 1k | 0 |

Edúcate Sí Se Puede Conference – (Cancelled)

Edúcate- Sí Se Puede is an inspirational conference for Latino and Latina High School students in San Luis Obispo County. This conference hopes to empower and motivate students to pursue higher education, encourage them to overcome barriers, understand that they can achieve their goals, and expose students to a myriad of educational and career paths.

Table 7 Edúcate Sí Se Puede Conference Totals

| | | |
|--------------|------------|-----|
| Tickets Sold | 446 of 609 | 73% |
| Page Views | 1142 | |

Table 8 Edúcate Sí Se Puede Conference Statistics

| Ticket Type | Price | Sold | Status | End Sales |
|---|-------|--------|----------|-----------------|
| Educate- Si Se Puede Conference (Arroyo Grande HS) | | 20/40 | Ended | 3/6/20 8:00 AM |
| Educate- Si Se Puede Conference (Atascadero HS) | | 45/45 | Sold Out | 3/6/20 8:00 AM |
| Edúcate- Si Se Puede Conference (Central Coast New Tech HS) | | 1/20 | Ended | 3/6/20 8:00 AM |
| Educate- Si Se Puede Conference (Coast Union HS) | | 43/55 | Ended | 3/6/20 8:00 AM |
| Educate Si Se Puede Conference (Liberty HS) | | 21/21 | Sold Out | 3/6/20 8:00 AM |
| Educate- Si Se Puede Conference (Lopez HS) | | 0/20 | Ended | 3/6/20 8:00 AM |
| Educate Si Se Puede Conference (Morro Bay HS) | | 39/60 | Ended | 3/6/20 8:00 AM |
| Educate- Si Se Puede Conference (Nipomo HS) | | 62/75 | Ended | 3/6/20 8:00 AM |
| Educate- Si Se Puede Conference (Pacific Beach HS) | | 9/16 | Ended | 3/6/20 8:00 AM |
| Educate- Si Se Puede Conference (Paso Robles HS) | | 80/120 | Ended | 3/6/20 8:00 AM |
| Educate- Si Se Puede Conference (San Luis Obispo HS) | | 60/60 | Sold Out | 3/6/20 8:00 AM |
| Edúcate- Si Se Puede Conference (Shandon HS) | | 12/20 | Ended | 3/6/20 8:00 AM |
| Educate- Si Se Puede Conference (Templeton HS) | | 40/42 | Ended | 3/6/20 8:00 AM |
| Edúcate- Si Se Puede Conference (Other San Luis Obispo County HS) | | 14/15 | Ended | 3/13/20 8:00 AM |

Connect at Cuesta – (Cancelled)

Connect@Cuesta is a one-day orientation for students new to Cuesta College. Connect@Cuesta is your opportunity to learn about how to navigate the campus, access academic and campus resources, meet current students, staff, faculty, and find community here at Cuesta. Connect@Cuesta also offers engagement opportunities with local business in fields such as Engineering, Education, Architecture, Corrections, Health and more. We're so excited to have you join our Cougar Family!

B. Data Interpretation:

- Describe results from previous improvement efforts to the program based on institutional or departmental changes.

The results of previous improvement efforts based on departmental changes are as follows:

- The addition of virtual assistance using Zoom increased the Enrollment Success Specialist ability to resolve student issue by viewing and walking students through troubleshooting.
- Freshdesk ticket system increased the turnaround and resolution to email inquiries, providing a tracking system and improved targeted response.
- Dynamic forms decreased turnaround time on permit to enrolls, policy appeals, late adds and grade changes.
- Zoom availability and Mitel Ignite increased ability to troubleshoot and answer question from prospective and current students
- Increased communication to students who are identified as non-resident to decrease outstanding fees.
- International Student Health plan ensures while students are at Cuesta College, they are fully covered in case of an emergency.
- International Student payment plan decreases outstanding balances for students and provides a framework for payment.
- Tutorial videos added to website to help students navigate the application process, registering for courses, and navigating the myCuesta portal.
- Identify areas if any that may need improvement for program quality and growth.
 - Increase videos on our website – how to – instructions relating to most frequent functions of website and portal
 - Identify additional support for password resets, navigation of the web, trouble shoot myCuesta issues, how to use add codes and all the program and services provide on the web
 - Increase communication with prospective students to encourage application completion and registration.

- Implement area of study teams to enhance prospective student communication related to degrees and certificates based on areas of study.
- Recommend any changes and updates to program based on the analysis above. For elements that require funding, complete the [Resource Plan](#) Worksheets.
 - Increased communication frequency to inform students of important deadlines related to enrollment policies.
 - Increase time engaged with local high school counselors virtually and in person to ensure complete matriculation before the start of the Fall semester.
 - Enforced prerequisite / co-requisites regulations to ensure student success
 - Implement drop reason when a student withdraws from school and/or course
 - Ensure all students meet matriculation steps prior to Cougar Welcome Days

IV. ANNUAL PROGRAM OUTCOMES (ASOS AND SSOS), ASSESSMENT AND IMPROVEMENTS

Your program has established either Administrative Service Outcomes or Student Service Outcomes. Those outcomes are assessed and tracked in the Course or Program Assessment Summary. Review CPAS documents for ASO or SSO assessment results for program outcomes.

A. Describe any results from improvement efforts arising from ASO or SSO assessment in the last year.

Increase student access to higher education

- Outreach and Enrollment Services increased accessibility by making services available virtually expanding the reach of services to students outside of SLO County.
 - International Student Programs expanded partnerships that extend to the Country of Egypt.
 - The Enrollment Success Specialist assignment designated by high school and last name increased effectiveness while decreasing response time to student inquiries.
 - Taking a guided pathways approach, Promise Day 2020 featured 7 area of study focused presentations. High School students were presented degree and career information for each area of study.
- B. Recommend changes and updates to program based on assessment of program outcomes. For elements that require funding, complete the [Resource Plan](#) Worksheets and review the Resource Allocation Rubric.
- Outreach and Enrollment Services team will increase the number of applicants not enrolled in high school.

Strategies:

- Enrollment Success Specialist assigned to special populations with the goal of building bridges and providing enrollment assistance.
- Community application workshops to aid all prospective students in applying to Cuesta College.
- Off-Site office hours at community sites to increase visibility and flexibility of services.
- Build a stable financial base and program funds to provide ample support to the International Student.

Strategies

- Apply application fee to services offered to international students.
- Create a stipend program to allow for international students to work for the program.

V. ANTICIPATED SERVICE CHALLENGES/CHANGES

Provide a brief description of challenges or changes anticipated in the next year and any needs that have emerged as a consequence.

Suggested Elements:

A. Regulatory changes

- CCCCO Guided Pathways
- Excused Withdrawals – Apportionment Addendum
- Suspension of Various Specified Grade-Related Regulations Due to the COVID-19 State of Emergency
- Senate Bill 150
- Senate Bill 141
- AP 4260 – Pre-Requisites and Co-requisites

B. Internal and external organizational changes

- New Associate Dean of Financial Aid and Records
- Student Services Reorganization
 - Student Success and Support Programs

C. Student and staff demographic changes

- Continued growth of Latinx students at Cuesta College

D. Community economic changes – workforce demands

- Unemployment rates due to COVID-19 has increased which will impact enrollment for future semesters.

- E. Role of technology for information, service delivery and data retrieval
 - Salesforce CRM Database (Prospective student tracking)
 - Dynamic Forms – Policy and Appeals
 - Implementation of Banner Self-Service 9 online services to students

- F. Providing service to multiple off-campus sites
 - California Men’s Colony
 - California Conservation Corps
 - America’s Job Center/Eckerd Connect
 - Camp Roberts

- G. Anticipated staffing changes/retirements

VI. OVERALL BUDGET IMPLICATIONS

Provide a brief description of the immediate budget request(s) made in your [Resource Plan](#). These elements will be reflected in the District planning and budget process.

Elements:

- A. Personnel
 - Student Peer Mentors (Cougar PALs)
 - Enrollment Success Specialist
 - PT Dream Counselor
 - FT Promise Counselor
 - Professional Development
 - Help Desk Coordinator
- B. Equipment/furniture (other than technology)
 - South County Center Multi-Function Printer
 - Promotional Materials (Swag)
 - In-Reach Equipment
- C. Technology
 - Advantage Design Group (Online Orientation)
- D. Facilities
 - Dedicated South County Center Office
 - Enrollment Success Specialist Computer Lab