

# ADMINISTRATIVE SERVICES, STUDENT SERVICES AND PRESIDENT'S CLUSTER ANNUAL PROGRAM PLAN WORKSHEET

**Program:** Enrollment Services  
**Last Year CPPR Completed:** N/A

**Planning Year:** 2020 - 2021

**Unit:** Student Services      **Cluster:** Student Services

**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.

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.

Enrollment services has been working closely with our internal counterparts relating to Dual Enrollment, California Conservation Corps and CMC courses being offered. In an effort to improve processes with the listed special populations, Enrollment Success Specialists (ESS) have been designated as liaisons to assist in the enrollment process.

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

- Updated board polices and administrative procedures.
- Increased accessibility of forms by transitioning to Adobe Sign.
- Reviewed and updated Academic Dismissal process and policy.
- Designated Enrollment Success Specialists to local high schools and special populations.
- Student on-boarding:
  - Cougar Welcome Days
  - On Campus Application Workshops
  - Prospective Student Workshops
  - Promise Scholarship Workshops
  - Preview Day
  - Promise Day
- International Student Orientation
- International Student Application
- International Student Health Care Coverage
- English proficiency requirements expanded to accepts IELTS exam

- International transcript evaluations/translations expanded to accept documents from more evaluation companies
- Began offering on-campus employment opportunities to first-year international students

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:
  - Excused Withdrawals
  - Transcripts and Debt Holds
  - Admissions of international students
  - International Student Health Insurance
  - Dismissal and Readmission

**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.
  - San Luis Obispo Farmers Market
  - Cal State Bakersfield – Making It Happen College Fair
  - Stone Soup Festival
  - Nipomo High School Round Up
  - Shandon Back to School Night
  - Walk to Recovery
  - Edúcate Sí Se Puede Conference
  - Soledad High School Career Fair
  - North Monterey County High School College Fair
  - Paso Robles High School Career Expo
  - Nipomo High School Senior Night
  - Nipomo High School College Night
  - Pacific Beach Back to School Night
  - King City High School College and Career Fair
  - San Benito High School College and Career Fair
  - Paso Robles High School Scholarship Night
  - Mid-State Fair

- Cambria Resource Fair
- Greenfield High School College Fair
- California Conservation Corps Mock Interview Night
- California Conservation Corps Application Workshop
- Los Osos Annual Coastal Family Resource Fair
- Nipomo High School Jr. Parent Night
- San Lorenzo Valley HS College and Career Fair
- Santa Ynez 2<sup>nd</sup> Annual AVID Career Fair
- 4<sup>th</sup> Annual Dia De Los Ninos
- Paulding Middle School Career Fair
- San Luis Obispo English Learner Advisory Committee Meetings
- Pathway to College (K-8 Outreach)
  - Nipomo Elementary School
  - Dana Elementary School
  - Dorothea Lange Elementary School
  - Oceano Elementary School
- Fort Hunter Liggett Army Base College Fair
- Youthworks (Paso Robles)
- Support student success and access with training of myCuesta Student Portal
- Support internal departments of their programs (Dual Enrollment, Continuing Education).
- 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.
- International Program Coordinator participation in international recruiting trips and fairs to onboard more F-1 students
- Promotions through a new Instagram account for international students (@cuestaiso)

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***

- 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 environment:
  - Edúcate Sí Se Puede Conference
  - Promise Day
  - College Night
  - San Luis Obispo English Learner Advisory Committee Meetings
  - Santa Ynez 2<sup>nd</sup> Annual AVID Career Fair
  - 4<sup>th</sup> Annual Dia De Los Ninos
  - Cal State Bakersfield – Making It Happen College Fair
  - Arroyo Grande HS At Risk Student Exploration Day

***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
- Targeted outreach events:
  - Mid-State Fair Senior Day
  - Stone Soup Festival

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

- Enrollment Success Specialists 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
- Cougar Welcome Days Registration dates at all Local High Schools
- Participation in Local High School Events:
  - Paso Robles High School Career Expo at Cuesta North County Campus
  - Paso Robles Scholarship Night
  - Paso Robles College Fair
  - Nipomo High School College Night
  - Nipomo High School Jr. Parent Night
  - Nipomo High School Senior Night
  - Nipomo High School Round Up
  - San Luis Obispo High School Parent Night
  - Pacific Beach High School Open House
- Participation in local High School Counselor Conference

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

**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 environment:
  - Edúcate Sí Se Puede Conference
  - Promise Day
  - College Night
  - San Luis Obispo English Learner Advisory Committee Meetings
  - Santa Ynez 2<sup>nd</sup> Annual AVID Career Fair
  - 4<sup>th</sup> Annual Dia De Los Ninos
  - Cal State Bakersfield – Making It Happen College Fair
  - Arroyo Grande HS At Risk Student Exploration Day
  - 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
  - Stone Soup Festival
- Extended services and partnership with continuing education to establish expanded services and support
- Enrollment Success Specialists 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
- International Program Coordinator attendance and participation in professional conferences and organizations has increased awareness of Cuesta College's International Program
- Grow enrollment of international students through participation in international visits and exchanges

### 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 and Assessment 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*
  - *Eventbrite – Educate Sí Se Puede Conference*
  - *Eventbrite – Connect at Cuesta*
- 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. Banner 9 implementation of addressing applications with concerns has improved application turnaround time while also helping the Outreach and Enrollment services identify students with residency questions.

CCCApply and Banner 9 has had complications with appropriately identifying

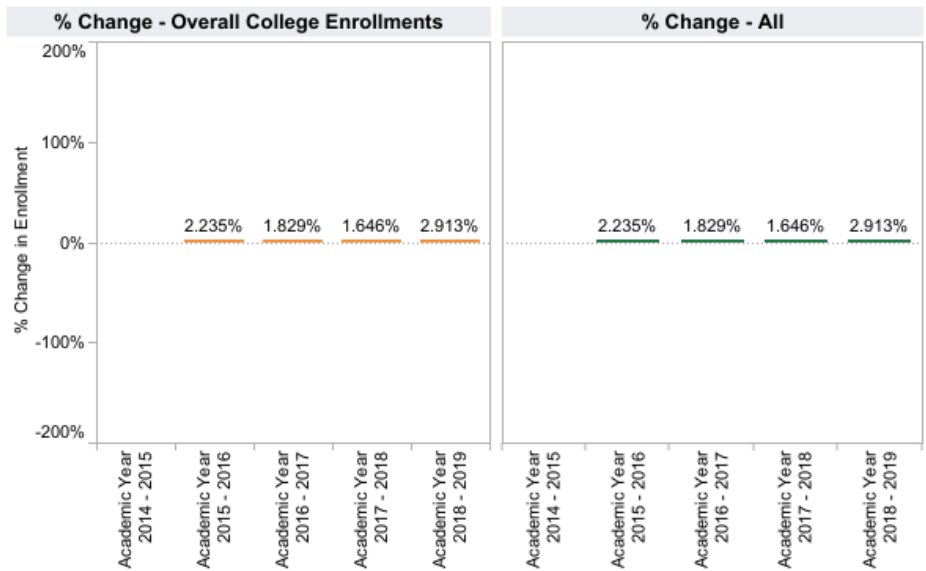
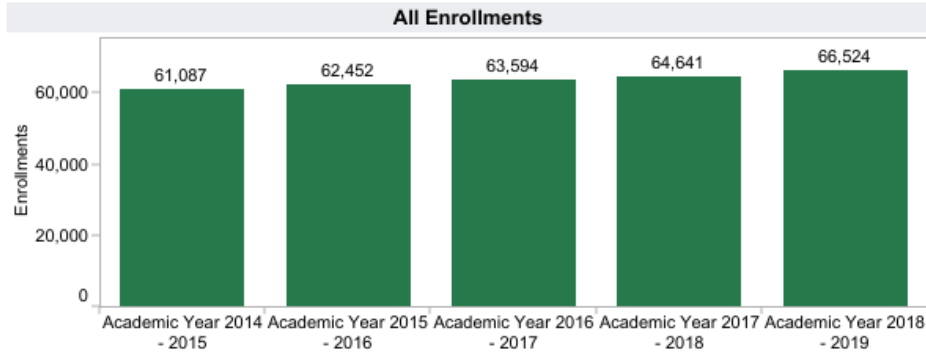
residents and non-residents. The Enrollment Services Coordinator and the Director have been in constant contact with Information Technology staff to improve residency qualifications. With CCCApply determining residency, the number of non-residents continues to show an increase, affecting enrollment of our students. With increased information around residency qualifications and changes to AB540 criteria and SB68 of Nonresident Tuition Exemption as improved and helped students struggling with residency, particularly dual enrollment students. Outreach and Enrollment Services office reviews all non- resident students' classifications as a result; with California homeschool students still facing issues being coded as non-resident, students who are selecting another country instead of United States, and students who leave state blank of application.

Total number of applications continue to increase each year, but enrollment has declined. We had over 14,000 applications for Fall 2019, 13,000 applications for fall 2018, 11,000 applications for fall 2017 and 12,000 applications for the fall 2016, continuing the increase in students applying to Cuesta. As new legislative bills are introduced that seek to improve access for students, Outreach and Enrollment Services will continue to improve communication with students in regards to residency requirements.

The following charts show 2018-2019 data related to admission trends:

## SLOCCCD Program Review Data - Enrollment

Department: All Course: All Dual Enrollment: All Prison: All



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.

Terms	Spring 2016	Summer 2016	Fall 2016	Spring 2017	Summer 2017	Fall 2017	Spring 2018	Summer 2018	Fall 2018	Spring 2019	Summer 2019	Fall 2019
<b>TOTALS</b>	<b>7,047</b>	<b>3,666</b>	<b>12,008</b>	<b>6,028</b>	<b>2,972</b>	<b>11,076</b>	<b>5,967</b>	<b>3,746</b>	<b>13,811</b>	<b>8,338</b>	<b>4,157</b>	<b>13,811</b>
<b>% ONLINE</b>	<b>80%</b>	<b>75%</b>	<b>82%</b>	<b>92%</b>	<b>84%</b>	<b>94%</b>	<b>91%</b>	<b>81%</b>	<b>95%</b>	<b>97%</b>	<b>82%</b>	<b>96%</b>
Web Apps	5,615	2,760	9,813	5,533	2,495	10,432	5,462	3,053	13,145	7,810	3,438	13,482
Paper Apps	370	544	619	495	477	644	505	693	666	578	719	491
Non-Resident	1,055	361	1,533	322	109	320	715	401	3,027	1,823	506	3,214
International Students	5	0	11	16	7	34	134	64	59	154	24	194



## Cougar Welcome Days

Cuesta's second annual registration event Cougar Welcome days served over 900 students during its three-day event. After the success of the inaugural event, a third date was added to add capacity.

### Reason Code Summary Report

By Name - By Reason Code

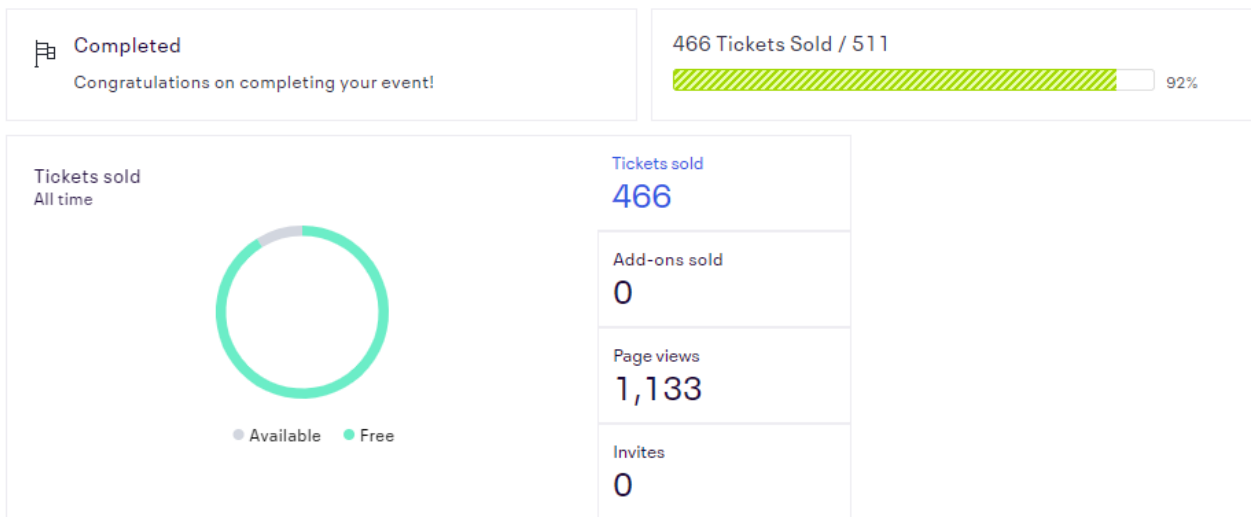
5/10/2019 - 5/18/2019

Attendance:  Attended  Not Attended  Not Marked  Cancelled

Short Name	Reason Code / Course	Number of Student Contacts
CWD ATHL	*IN-PERSON ORNT	49
CWD NCC	*IN-PERSON ORNT	276
CWD SLO	*IN-PERSON ORNT	601




## Edúcate Sí Se Puede Conference

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.



## Connect at Cuesta

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!

Date & Time	Tickets Sold
Tuesday, August 6, 2019 9:00 AM	 234/370
Wednesday, August 7, 2019 9:00 AM	 137/370
Thursday, August 8, 2019 9:00 AM	 103/370

### 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:

- Enrollment Success Specialist working with local high schools has increased the number of fully matriculated high school students at the beginning of the fall semester
- Decreased turnaround time on policy appeals, late adds and grade changes.
- Increased ability to troubleshoot and answer question from prospective and current students
- Served more High Schools in San Luis Obispo County including charter and homeschoools.
- Identify areas if any that may need improvement for program quality and growth.
  - Remove non-resident institutional barrier during admissions application submission by reviewing those applications flagged with non-resident code and notify them automatically via CCCApply
  - Continue to promote and alert students by using the electronic signage
  - Implement video 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
  - Provide clear communication around policies and processes to better

assist students through the academic process

- Recommend any changes and updates to program based on the analysis above. For elements that require funding, complete the Resource Plan Worksheets.
  - Automate enrollment verification with vendor or in-house
  - Focus on non-resident students to educate them on their options
  - Continue to support local high school students
  - Enforced prerequisite / co-requisites regulations to ensure student success
  - Implement drop reason when a student withdraws from school and/or course
  - Once guided pathways are implemented provide Cougar Welcome Day orientations based on meta-majors to provide more directed service to students
  - Ensure all students meet matriculation steps prior to Cougar Welcome Days
  - Implement electronic signatures for forms to better accommodate distance education students

#### **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.

- Outreach and Enrollment Services will increase the number of fully matriculated students by the start of the Fall 2019 Semester. By adding an additional date and increasing participation, Cougar Welcome Days will serve as the catalyst to increase matriculated students. Cougar Welcome Days 2019 saw an increase of 200 participants.
- The increase of staff capacity and adding 8 Enrollment Success Specialists has increased contact and communication with local high schools. Through the work of Enrollment Success Specialists, Cuesta College has seen an increase in participation and invites to interact with prospective students consistently. For example, in the 2018-2019 academic year, Cuesta College was invited to one Nipomo HS event. In the 2019-2020 academic year, Cuesta College has attended five after school events and has been asked to assist students on campus on 12 different occasions.
- Taking a guided pathways approach, over 600 local high students had the opportunity to participate in a complete overhaul of Promise Day. High School students were presented the opportunity to explore specific Majors and Certificates at Cuesta College. Twenty-six different programs gave 45-minute

presentations introducing major and career options to help students along the path.

- Enrollment Services has improved communication and the appeal process to better inform students of policies and procedures. All forms have been updated for clarity of the policy and to direct students through the process.
- The International Student Program Coordinator visited 4 Community College Programs to learn best practices and gain insight on how to grow the Cuesta College international program. Through these visits and relationships, Cuesta has improved the international student application process, implemented standard health care coverage, and created an orientation program for all new international students.

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 to increase visibility and flexibility of services
- International Program will adopt best practices to continue formalizing an international program to increase enrollment and academic support.

Strategies

- Online orientation via a Canvas shell will allow international students the opportunity to learn about Cuesta policies. The international program canvas shell will provide international students access to relevant information and documents at all times
- Build a stable financial base and program funds to provide ample support to international students and 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

- Non-Credit Residency
  - AB 806 – Permanent Extension of Priority Enrollment to Homeless and Formerly Homeless Students
  - SB 554 - Public schools: adult school students: Advanced Scholastic and Vocational Training Program.
  - AB 1313 – Higher Education: Prohibited Debt Collection Practices
  - Academic/Progress Dismissal Board Policy Change
  - Enrollment Priority Board Policy Change
- B. Internal and external organizational changes
- New Dean of Students Services
  - New Associate Dean of Financial Aid and Records
- C. Student and staff demographic changes
- Continued growth of Latinx students at Cuesta College
  - Declining population in San Luis Obispo County
  - Declining High School enrollment in San Luis Obispo County
- D. Community economic changes – workforce demands
- Unemployment rates will stay the same affecting the number of prospective students for retraining and reclassification in the workforce.
- E. Role of technology for information, service delivery and data retrieval
- Salesforce CRM Database (Prospective student tracking)
  - Adobe Sign vs. DocuSign
    - Electronic signature for Distance Education students
  - Viewbook
    - Increases ability to provide collateral to interested students
- F. Providing service to multiple off-campus sites
- California Men’s Colony
  - California Conservation Corps
  - Catalyst Grant
  - Americas Job Center/Eckerd Connect
- G. Anticipated staffing changes/retirements
- New Help Desk Coordinator

## VI. **OVERALL BUDGET IMPLICATIONS**

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

**Elements:**

A. Personnel

- Student Peer Mentors (Cougar PALs)
- FT At – Risk Counselor
- Enrollment Success Specialist
- PT Dream Counselor
- Professional Development

B. Equipment/furniture (other than technology)

- South County Center Multi-Function Printer
- Promotional Materials (Swag)
- In-Reach Equipment

C. Technology

- DocuSign
- Viewbook
- Two Laptops
- Internet Hotspots

D. Facilities

- Dedicated South County Center Office
- Enrollment Success Specialist Computer Lab

## SIGNATURE PAGE

Director(s), Manager(s), and/or Staff Associated with the Program

**Student Services and Administrative Services Programs: All full-time director(s), managers, faculty and/or classified staff in the program must sign this form.**

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Division Chair/Director Name	Signature	Date
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