

ADMINISTRATIVE SERVICES, PRESIDENT’S CLUSTER, AND STUDENT SUCCESS AND SUPPORT PROGRAMS, COLLEGE CENTERS ANNUAL PROGRAM PLANNING WORKSHEET FOR 2025

Program: Counseling

Current Year: 2024-2025

Last Year CPPR Completed: 2022

Current Date: 2/07/2025

Cluster: Student Success and Support Programs

I. General Program Update

Describe changes and improvements to the program, such as changes to the mission, purpose or direction. Indicate any changes that have been made to address equity gaps.

On July 1, 2024 Heidi Webber began her term as the Interim Division Chair for Student Services Faculty. She has been working with the Counseling Team to implement the changes and will serve as the permanent Division Chair beginning July 1, 2025. Through the permanent role, she will help to further support the Counseling Team going forward.

The Counseling Department has undergone significant changes since the fall of 2023, with the most notable changes being in personnel and the implementation of **ConexED**, our new scheduling software for student appointments. The introduction of this system, along with new positions and staff, has stretched our department's resources. Within the last two years we have had five counselors retire and we have added 8 new counselors some part-time and some full-times, with two additional full-time counselors set to join in Fall 2025.

We have also observed significant changes in student needs, particularly in response to the rising levels of stress and anxiety, which have been exacerbated by changes in our nation’s administration and the economic challenges facing our community on the Central Coast. These stressors have placed undue burdens on students, with increased pressure to succeed and complete their education.

In Fall 2024, the Counseling Department saw an increase in students rescheduling, canceling, or not showing up for their appointments. In response, we made adjustments to ensure walk-in counseling was available from **10 a.m. to 4 p.m., Monday through Thursday**, with some availability on Fridays. We also noticed that the walk-in sessions were often extending beyond the traditional 15-minute timeframe due to the increasing student needs and anxiety.

To address the high number of no-shows and cancellations, we reduced the appointment scheduling window from **three weeks** to **two weeks**. This change led to a significant reduction in student no-shows and cancellations.

In Spring 2025, we extended the walk-in counseling hours at the North County Campus from **2 hours per day** to **3 hours per day**, Monday through Thursday, in an effort to better support students.

Below are the activities that counselors have been involved in to support student success and align with institutional goals, particularly in reducing equity gaps:

A. Professional Development

- New AO training in Sacramento - Fall 2024
- EEO Training several counselors
- CUWiP conference at Cal Poly - Panel Speaker/Professional Expert
- UndocuAlly Training
- JEDI Academy - Spring 2025, several counselors
- ASCCC Plenary - Fall 2024
- Online education for the TAG application process, UC personal statement videos, CSU application completion video
- Nuts and Bolts of Tenure Workshop for DTCs
- Reading: "This is how you heal" by Brianna Weist, "You Can Heal Your Life Summit participant"
- Cultural Humility: People, Principles, and Practices, Documentary by Professor Vivian Chavez
- CCC- Equity Centered Counseling Foundations
- The War for Kindness: Building Empathy in a Fractured World by Jamil Zaki
- Tenure Workshop and FTTT monthly luncheons
- Classes completed (multiple): Intro to Social Justice, Decolonization and Racial Justice Movements, Race and Ethnicity in Pop Culture, Spanish I and II, etc.
- Reading: "How to do the Work" by Dr. Nicole LePerla
- Reading: "The Rabbit Effect" by Kelli Harding MD MPH
- Reading: "All My Rage" by Sabaa Tahir

B. Conferences

- CPL MAP Initiative workshop in Anaheim - Fall 2024
- CIAC Annual Conference - Spring 2025
- CSU Counselors Conference

- UC ETS Conference
- Transfer Counselors Conference March 2024
- 3C2A Annual Convention
- Latina Empowerment Roundtable Conference
- UC Davis Pre Health-Conference for EOPS students
- EOPS Summer Institute Region 6 at UCSB
- CSU Counselors Conference, CSULA
- Transfer Conference for Counselors (March '25)
- UC TAG workshop hosted by UCSC
- UC Ensuring Transfer Success conference
- California Community College Transfer Conference
- Community College Webinar Series - UC

C. Presentations

- CUWiP conference at Cal Poly - Panel Speaker/Professional Expert
- Presentation to Social Science Division meeting - Fall 2024
- Facilitated Teacher Pathways Workshop
- Promise Day Workshop
- Ticket2Teach
- Presentation at New Student Orientations
- Facilitated the Transfer Workshops: Transfer 101, Cal Poly Transfer Overview, UC TAG & TAP, CSU Application, UC Application, Financing Your Bachelor's Degree
- Educate English Presentation (Discover Cuesta)

D. Workshops

- Hosted Flex Workshops in Fall and Spring (Curriculum tips and CPL)
- Student Equity Planning Workshop in Ontario - Spring 2025
- New Student Orientations with Antonia (1/13/25 & 1/18/25)
- MESA Program New Student Orientation Fall and Spring 2024-2025
- Time Management Workshop - MESA Spring 2025
- STEM Scholarship Strategies Workshop - MESA Fall and Spring 2024-2025
- STEM Internship Strategies Workshop - MESA Fall and Spring 2024-2025
- Fieldtrip Coordination to CPSLO and CSUMB - MESA Spring 2025
- Math Summer Support Sessions - MESA Collaboration with Math Dept
- Transfer Next Steps Workshops for MESA Students - April 2025

- Promise Day Presentation
- Workshop: "How to be Trauma Informed Inside and Outside the Classroom"
- College Basics workshop
- Fast Track Workshops, Cougar Welcome Days, Promise Day
- Hosted Transfer Workshops: Transfer 101, Cal Poly Transfer Overview, UC TAG & TAP, CSU Application, UC Application, Financing Your Bachelor's Degree
- Hosted Career Workshops (average 3-4 per semester)
- "Talk to a ... Physical Therapist" Workshop Series for Careers
- Fast Track Enrollment Workshop South County (First)
- College Night - Major and Career Exploration workshop
- Student Athlete Eligibility and Enrollment Workshops (team/sport specific)

E. Outreach

- Outreach to local high schools
- DSPS registration event for SLOHS & MBHS
- Outreach and in reach with the Arts, Humanities, and Comm Dept, Counseling liaison
- David Egan speaking event
- Helped to update the Fall 2025 Cal Poly Transfer Selection Criteria Guides
- Art Club Advisor, group trips to Art After Dark
- Student Athlete Priority Registration Workshop
- NAACP SLO Juneteenth Event 2024
- Welcome Huts: SLO & NCC
- EOPS/CARE & CalWORKs Advisory Committee meeting
- HSI Day Tabling for EOPS
- Educate Spanish Presentation (Discover Cuesta)
- Campus Tour for Orientation (January 2025 - MESA)
- Cross-listing Policy Taskforce, etc. (External workgroups)
- Agriculture Business Community Advisory Committee Meetings
- Library Information/Technology Community Advisory Committee Meetings

F. In-Reach

- Internal Committees/Workgroups: Curriculum Committee, Academic Senate (FT Faculty Rep), Team ADT, CPL Workgroup, AB 928 Taskforce, Education Master Plan Workgroup, Student Equity Plan Taskforce, Cross-listing Policy Taskforce, AP/BP 4100, 4020, 4025 Review Task Force
- Served on multiple hiring committees both Fall and Spring

- Participation in SSC and DSPS workshop planning
- Equity and Student Success Committee
- Governing Committee and Book of the Year Committee
- Participated in ongoing meetings as needed for Counseling workgroup: Transfer Center Workgroup
- Psych Tech New Student Orientations – Each Starting Term
- Nursing & Allied Health MBTI workshops throughout the year
- Library Information/Technology Student Orientation – Fall Semester

G. Other

- Part-time and full-time tenure evaluation team member
- Tenure Track: 2nd-year contract awarded
- Philanthropic Education Organization member, worked with foundation to offer a Cuesta Scholarship
- Student Health Awareness Gallery
- Tenured Librarian Evaluator
- University Bound Program Lunches and End-of-Year Celebration
- University Transfer Center Celebration Open House May 2024
- EOPS/CARE & CalWORKs Advisory Committee meeting
- Educational Planning Committee
- HS Graduation Events and Career Readiness workshops
- Hiring Committee Member for Addiction Studies/Human Services - FTTF
- Hiring Committee Member for Counseling - FTTF

II. Data Analysis and Program-Specific Measurements

A. Data Summary

Describe data collection tool(s) used.

- Institutional Research Data Report
- Tableau Data

The following chart shows data related to counseling services, student persistence, and enrollment trends from 2020-2024:

Total Students Served	2020-2021	2021-2022	2022-2023	2023-2024	Change Analysis from 2022/23-2023/24
District-Wide	3651	2694	3510	4392	N=+882, +25.1%
SLO	962	1376	1482	2052	N=+570, +38.5%
North County	94	229	249	361	N=+112, +45%
South County	0	3	3	6	N=+3, +100%
Distance Ed	2342	2051	1633	2125	N=+492, +30.1%

The following data points were provided by the Institutional Research Office. The table below outlines the persistence rate for students who saw a counselor during the following academic years:

Academic Year	2020-2021	2021-2022	2022-2023	2023-2024
Persistence Rate	66.6%	68.04%	69.90%	72.99%
Change from previous year		+ 1.44%	+ 2.06%	+3.09%

The table below outlines the overall persistence rate for students at Cuesta during the following academic years:

Academic Year	2020-2021	2021-2022	2022-2023	2023-2024
Persistence Rate	63%	66.3%	65.8%	61.3%
Change from previous year		+ 3.3%	- 0.5%	-4.5%

The table below outlines the achievement gap between the overall persistence rate and the persistence rate of those who saw a counselor during the following academic years:

Academic Year	2020-2021	2021-2022	2022-2023	2023-2024
Persistence Rate – saw a Counselor	66.6%	68.04%	69.90%	72.99%
Persistence Rate – Overall	63%	66.3%	65.8%	61.3%
Achievement Gap	- 3.6%	- 1.74%	- 4.1%	-11.69%

These numbers could show more variation if we were to disaggregate the data to compare the persistence rates of students who did not meet with a counselor to those who did.

In summary, students who met with a counselor demonstrated higher persistence rates compared to the overall campus rates. As mentioned earlier, further disaggregation and analysis would likely reveal a larger equity gap between students who saw a counselor and those who did not. This data clearly highlights a positive correlation between meeting with a counselor and increased student persistence.

Our division is actively working to acquire more counselors to better serve our students, meet legislative requirements, maintain recommended counselor-to-student ratios, and ultimately support students in persisting and completing their educational goals.

B. Data Interpretation

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

The number of students we have served has increased significantly over the past academic year. This growth can be attributed to the variety and flexibility of our scheduling, which better aligns with students' needs. As a result, we have increased our district-wide services by **25%**.

- Identify areas if any that may need improvement for program quality and growth.

Although the number of students served has increased, it still falls short of the total number of students enrolled. During the 2023-2024 academic year, we had an average enrollment of **8,623 students** (excluding dual enrollment and CMC). When comparing this figure to the number of students we served, we are reaching only about **half** of our student population.

- Recommend any changes and updates to the program based on the analysis above.

Additional counselors are needed to help close the service gap. Currently, we have **13 full-time counselors** and **7 part-time counselors**. If each part-time counselor is counted as half of a full-time equivalent (though this is not always accurate), we have a total of **16.5 counselors**. This results in a ratio of **523 students to 1 counselor**, whereas the ASCCC recommends a ratio of **370 to 1**. Recruitment is underway for **two full-time tenure-track counselors** for Spring 2025, with anticipated start dates of **July 1st, 2025**.

We aim to continue increasing our full-time counselor numbers through the **Faculty Prioritization Process** in Fall 2025, with the goal of aligning our counselor-student ratio more closely with the ASCCC recommendations. With the average of 8,623 students, we would need a total of 23 full time counselors to reach the recommended ratio.

III. Annual Program Outcomes (ASOS and SSOS), Assessment and Improvements

A. Current Program Outcomes

1. Increase the number of disproportionately-impacted students who apply to a UC. (Historically and currently underrepresented groups include: Latinx, African American/Black, American Indian/Alaska Native, students with disabilities, first generation, and LGBTQ. This also encompasses the Disproportionately Impacted Students at Cuesta as identified in the Student Equity Plan)
2. Increase the number of degrees and certificates awarded to underrepresented students including ADTs/IGETC/CSU GE
3. Reduce the number of Cuesta Promise students who end up on academic probation/dismissal

B. Describe your program assessment

N/A. We currently do not have any program assessments.

C. Results from improvement efforts arising from ASO or SSO assessment in the last year

1. There are no results, however, we will be developing program assessments and disaggregating our data. Our goal is to improve our data collection and analysis to better understand how our services are reaching students, to ensure that we are tracking services the same way across personnel.

D. Recommend changes and updates to program based on assessment of program outcomes.

1. As the Interim Division Chair, I will continue to evaluate and assess our department's needs as it evolves and grows. Our goal is to regularly assess student needs, identify Counseling Department objectives, and develop strategies to address those needs and close equity gaps. We aim to increase access to counseling through more direct and proactive approaches.
2. With the anticipated arrival of full-time tenure-track counselors, we will be better equipped to support our most at-risk student populations and provide services through a more robust model. Our department has faced significant

counselor shortages due to several retirements, but we are making great strides in recovering these positions. The more counselors we have, the more students we can serve. To support students at the highest level and increase FTES, we plan to collaborate with other areas, such as MESA, Affinity Centers, Athletics, and Financial Aid, to support many of our special programs.

IV. Anticipated Service Challenges/Changes

A. Regulatory Changes

1. Cuesta College has updated its General Education Requirements to align with state standards. These changes will go into effect in Fall 2025 and are significant for both students and counselors. The updates will require revisions to all local AA/AS degrees on the Program Mapper, as well as the templates available in the myCuesta Pathway under the PLANS tab. These updates will necessitate extensive training for counselors throughout the 2025-2026 academic year.
2. Additionally, the **Cuesta College Curriculum Committee** and lead faculty have submitted courses for approval under the new **CalGETC** framework, which will also take effect in **Fall 2025**. Once approved in late **May 2025**, this will require updates to the **AST/AAT degrees** on the Program Mapper and in the myCuesta Pathway templates. Again, this will require significant training for counselors during the **2025-2026** academic year.
3. Other regulatory changes include the **implementation of common course numbering** under **AB 1111**, the ongoing implementation of **AB 928** requirements, and the continued implementation of **AB 1705**.

B. Internal and external organizational changes

1. With the implementation of ConexED, we will continue to increase our understanding and use of it's tools to best serve students.

C. Student and staff demographic changes

1. In **June 2024**, our Interim Division Chair left the position, and our **new Interim Division Chair** assumed the role.
2. In **July 2024**, we hired a **Full-time Tenure-Track DSPS Counselor** and **2 Full-time Tenure-Track Generalist Counselors**. Both of these counselors were granted **Early Tenure** in **February 2025**.
3. Also in **July 2024**, we hired one **part-time generalist counselor**, followed by the hire of an additional **part-time generalist counselor** in **September 2024**.
4. In **October 2024**, our current Interim Division Chair was appointed, unopposed, to the Division Chair position, which will begin in **July 2025** and extend through **June 2029**.

5. In **January 2025**, we welcomed a **Full-time Tenure-Track Mental Health Counselor** and also brought on **two part-time Mental Health Counselors** on a temporary basis.
6. Additionally, in **January 2025**, we concluded a recruitment for a **Part-time Counseling pool** for **Generalist** and **EOPS Counselors**.
7. In **February 2025**, we hired an **NCC EOPS Part-time Counselor**.

D. Community economic changes – workforce demands

1. The cost of living continues to rise on the Central Coast.

E. Role of technology for information, service delivery and data retrieval

1. In **January 2025**, the **San Luis Obispo campus** implemented **kiosks for student check-ins** for **Drop-In Counseling** and **self-service for in-person appointment check-ins**. This has helped streamline traffic and reduce the wait time for students to check in and meet with a counselor.
2. Counseling continues to navigate the use of **ConexED** as our scheduling software. We are learning how to optimize its features to best serve our students. While its functions do not always align with some of our previous practices, we are continuously working to refine and adjust our processes.
3. We are also committed to the **annual and rolling updates** and **maintenance of the Program Mapper** and **CSEP templates**.

F. Providing service to multiple off-campus sites

1. Increased Counseling Service hours to support of students taking classes at the California Men's Colony.

G. Anticipated staffing changes/retirements

1. Our **Dean** will be retiring at the end of **April 2025**, and an **Internal Interim** will be appointed to the position until a new Dean is recruited.
2. Currently, we have an **Interim Counseling Assistant**, and recruitment for a **permanent position** is underway. However, this marks the **third recruitment** for this role.
3. In **October 2024**, through the **Faculty Prioritization Process**, we were granted **two Full-time Tenure-Track Faculty positions**, with recruitments scheduled for **Spring 2025**. One of these positions is to be placed on our **North County Campus**.
4. In **April 2025**, another recruitment pool will be opened for a **Part-time Mental Health Counselor**.

V. Overall Budget Implications

A. Personnel

1. Director of Counseling
2. Counseling Division Assistant
3. Transfer Center Specialist
4. FT Athletic Counselor/Coordinator
5. FT Career/Transfer Counselor
6. FT Financial Aid Counselor
7. FT Mesa Counselor
8. NCC Student Support Counseling Department Assistant
9. PT Affinity Counselor
10. Scheduler

We need to return to the previous model of a **Transfer Center Specialist** position, focused on providing transfer resources and assisting students with all application-related inquiries. The current **Department Assistant Transfer Center** role includes too many tasks supporting the Counseling Department, which has shifted the focus away from transfer support. This role could also serve as the **University Bound Program Coordinator**, a position currently handled by the **Faculty Transfer Center Coordinator** without additional release time. The **University Bound Program**, which is grant-funded, currently serves **134 students** and has demonstrated success. It needs to be institutionalized, as it directly supports equity goals by serving **DI student populations**, and aligns with institutional objectives related to transfer and student success.

With the upcoming move to a new space in **2025** and the separation from the Counseling Department, the **Transfer Center** will require a **full-time, specialized staff member** dedicated to supporting students with transfer needs. Additionally, with the upcoming **VAR reporting**, more attention will be required for data entry to track all students involved in **Transfer/Career Center activities**.

As the **University Transfer/Career Center** moves closer to **Career Services** in the **3400 building**, we will need a **dedicated counselor** to support students with **career exploration** and **career counseling** needs. This role will include leading workshops, interpreting **MBTI/SII assessments**, offering drop-in advising, and collaborating on **Career Services** events. While all counselors are able to serve as career counselors, some are not as comfortable or specialized in this area. Most **Community Colleges** have a designated **Career Counselor**. If the Transfer/Career Center maintains “Career” in its title, a specific counselor will be required to handle these duties.

Additionally, there is a need for **more peer support** to enhance students' **sense of belonging** and reduce anxiety. Therefore, we will work with the Financial Aid office to hiring student employees through Federal Work Study.

B. Equipment/furniture (other than technology)

N/A

C. Transfer Center- University Campus Visits

N/A

D. Curriculum Development Software/Supplies

N/A

E. Technology

The new building and various counseling service locations will require additional kiosks to streamline student check-in. With the upcoming transition to VAR (Vision Aligned Reporting), we will need to more carefully and intentionally track student engagement in Transfer/Career Center services. The kiosks will also ensure confidentiality during check-in, in contrast to the use of a clipboard.

1. North County Campus Student Check-in Kiosk
2. Transfer Center- San Luis Obispo- Student Check-in Kiosk
3. South County Center- Student Check-in Kiosk
4. Informational Videos
5. Career Software
6. Updated Computers for Transfer Center

F. Facilities

1. The **San Luis Obispo Generalist Counselors** will be relocating to the new **Administration Building**, set to be completed in **August 2025**.
2. Additionally, space will be available to host **Counseling Department workshops and meetings**.

Signature Page

List the names and titles of managers, faculty, and classified staff who contributed to the annual planning and program review process.

Heidi Webber	Division Chair (Interim) and FT Counseling Faculty
Name	Position
Maria Escobedo	Dean, Student Success & Support Programs
Name	Position
Andrea Devitt	FT Counseling Faculty
Name	Position
Nolberto Marroquin	FT Counseling Faculty
Name	Position
Dina Hallmark	FT Counseling Faculty/Articulation Officer
Name	Position
Glenda Moscoso	FT Counseling Faculty
Name	Position
Karen Geida	FT Counseling Faculty
Name	Position
Katherine Gritton	FT Counseling Faculty
Name	Position
Kate Porter	FT Counseling Faculty
Name	Position
Lisa Wearda	FT Counseling Faculty
Name	Position
Matthew Fox	FT Counseling Faculty
Name	Position
Teri Sherman	FT Counseling Faculty
Name	Position

Ali Yates	PT Counseling Faculty
Name	Position
Antonia Tway	PT Counseling Faculty
Name	Position
Candy Janiam	PT Counseling Faculty
Name	Position
Karen Garza	PT Counseling Faculty
Name	Position
Summer Gish	PT Counseling Faculty
Name	Position

Managers completing this process must sign. All full-time director(s), managers, faculty and/or classified staff in the program must sign this form.

Maria Escobedo, Dean Student Success & Support Programs	<i>Maria Escobedo</i>	2/28/25
Name	Title	Signature
	Date	
Heidi Webber, Division Chair (Interim) and FT Counseling Faculty	<i>Heidi Webber</i>	3/3/25
Name	Title	Signature
		Date
Claudia Ferriday, Asst to the Dean of Student Success	<i>Claudia Ferriday</i>	
Name	Title	Signature
		Date
Loren Garcia Tavares, Dept. Asst./Transfer Center	<i>Loren Garcia Tavares</i>	
Name	Title	Signature
		Date
Andrea Devitt, FT Counseling Faculty	<i>Andrea Devitt</i>	
Name	Title	Signature
		Date
Nolberto Marroquin, FT Counseling Faculty	<i>Nolberto Marroquin</i>	3/3/25
Name	Title	Signature
		Date
Dina Hallmark, FT Counseling Faculty/AO	<i>Dina Hallmark</i>	3/2/25
Name	Title	Signature
		Date

Glenda Moscoso, FT Counseling Faculty


Glenda Moscoso (Mar 3, 2025 12:40 PST)

Name	Title	Signature	Date
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Karen Geida, FT Counseling Faculty



karen geida (Mar 2, 2025 09:24 PST)

Name	Title	Signature	Date
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Katherine Gritton, FT Counseling Faculty

Name	Title	Signature	Date
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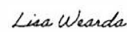
Kate Porter, FT Counseling Faculty



3/3/25

Name	Title	Signature	Date
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Lisa Wearda, FT Counseling Faculty



3/2/25

Name	Title	Signature	Date
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Matthew Fox, FT Counseling Faculty


Matthew Fox (Mar 3, 2025 09:50 PST)

Name	Title	Signature	Date
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Teri Sherman, FT Counseling Faculty

Name	Title	Signature	Date
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Ali Yates, PT Counseling Faculty



3/1/25

Name	Title	Signature	Date
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Antonia Tway, PT Counseling Faculty

Name	Title	Signature	Date
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Candy Janiam, PT Counseling Faculty


Candy Janiam (Mar 2, 2025 08:48 PST)

Name	Title	Signature	Date
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Karen Garza, PT Counseling Faculty



3/2/25

Name	Title	Signature	Date
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Summer Gish, PT Counseling Faculty

Name	Title	Signature	Date
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