

Cuesta College

Outreach & Enrollment Services Plan 2019-2022

I. Enrollment Services (Admissions and Records) Background

The Admissions and Records office (A&R) is responsible for all items from application to graduation pertaining to a student's record. This includes, application, MIS data elements, ensuring completion of matriculation steps, registration, prerequisite enforcement, registration rules, residency, records, transcripts, petitions, degree audit, grades, evaluation, graduation, and ensuring the college complies with the relevant Title 5 and Education Code standards. Some A&R offices are also responsible for noncredit, athletic eligibility, 320 reporting, participation in curriculum committees, cashiering, veterans' eligibility, and additional aspects of matriculation and beyond. A&R Offices are historically responsible for much of a college's accountability and its performance in state-mandated compliance audits.

Outreach & Enrollment Services Program History

The 1960 California Master Plan for Higher Education established transfer from community colleges to baccalaureate institutions as a central element in providing broad educational opportunity. Two pieces of legislation with the focus on implementing transfer and articulation in California resulted in the development of a common intersystem general education core curriculum and transfer center funding (AB 1725) and a comprehensive system of transfer (SB 121).

- Assembly Bill 1725 provided new direction and support for the transfer function to California's Community Colleges. Emphasis was placed on improving the transfer process and removing barriers to transfer.
- SB 121 established that the University of California system, the California State University system and California Community Colleges must work together to ensure a smooth transfer, transition and educational goal completion.

Functions of Enrollment Services (A&R)

The specific functions performed by A&R offices may differ across the state. However, some main functions remain generally the same. The following areas of responsibility normally fall within the A&R office: applications, collection of MIS Data Elements, residency, registration, enrollment and degree verification, transcripts, evaluation of external transcripts, grades collected from faculty, drops processed from students and faculty, degree audit, graduation and petitions. Petitions may include the following: overlapping classes, prerequisite challenge, repeating a course, removal of courses for nonattendance or late withdrawal, late add, pass/no pass grading option, and many more.

II. Cuesta College Mission Statement

Cuesta College is an inclusive institution that inspires a diverse student population to achieve their educational goals.

We effectively support students in their efforts to improve foundational skills, earn certificates or associate degrees, transfer to four-year institutions, and advance in the workforce.

Through innovative and challenging learning opportunities, Cuesta College enhances lives by promoting cultural, intellectual, personal, and professional growth. We prepare students to become engaged citizens in our increasingly complex communities and world.

Outreach and Enrollment Services Mission Statement

Outreach and Enrollment Services provides 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.

III. Outreach & Enrollment Services Plan Overview

This plan is designed to lead to sustained enrollment growth. The plan focuses on growth areas, plans for new recruitment publications, software and an introduction of new programs. The plan should be used as a fundamental guide that leads outreach activity for the district.

Initiatives Overview

- a. Grow present enrollment of traditional, adult, international students, online, dual enrollment and incarcerated students
- b. Establish Orientation events for new high school graduates, transfer students, international students, re-entry students, and parents to help them apply and register early
- c. Implement Salesforce Pardot for prospective student management
- d. Increase special outreach activities with focus on expanding the diversity of the student body
- e. Develop targeted communication

Initiative 1

Grow present enrollment of traditional, adult, international students, online, dual enrollment, visiting and incarcerated students.

- 1.1 Conduct monthly visits to all local high schools and adult schools
- 1.2 Provide outreach to selected middle school populations to increase awareness and relationships
- 1.3 Host local high school counseling events on campus once per academic year to bring awareness to our campus and programs
- 1.4 Increase Cuesta's reach to prospective student by investing in Hobsons Naviance ActiveMatching Network
- 1.5 Develop partnerships with Home Stay Programs such as Educatius Group Aspen Perkins for international student stays
- 1.6 Host local international high school students once per academic year to bring awareness to our campus and programs
- 1.7 Engage agents to assist with recruitment of International Students
- 1.8 Increase opportunities for military service and families to learn about Cuesta College Programs and Services

Measures: Headcount

Initiative 2

Establish orientation events for new high school graduates, transfer students, international students, re-entry students, and parents to help them apply and register early

- 2.1 Inform all prospective students of Cuesta academic programs and support services
- 2.2 Increase number of fully matriculated students prior to start of semester
- 2.3 Increase number of students who complete promise scholarship, California Dream Act and FAFSA
- 2.4 Increase incoming students' awareness of Academic Counseling
- 2.5 Increase number of students registered by census date
- 2.6 Inform incoming students of Cuesta academic programs and support services

Measures: Percentage of students participating in the Orientation events.

Initiative 3

Implement Salesforce Pardot for prospective student management.

- 3.1 Increase student inquiries and applicants
- 3.2 Reduce the cost of outreach with more focused efforts
- 3.3 Handle a high volume of prospects and applicants without additional resources
- 3.4 Personalize communication to build connections early with prospective students
- 3.5 Follow applicants through entire enrollment cycle

Measures: Number of prospective students captured in Salesforce Pardot

Initiative 4

Increase special outreach activities with focus on expanding the diversity of the student body.

- 4.1 Increase participation in community and cultural events
- 4.2 Network through community centers, organizations and publications of influence
- 4.3 Strengthen ties with community networks for recruiting low-income students and provide them with successful tool such as financial aid
- 4.4 Establish partnerships with organizations such as Head Start, CAPSLO, HASLO, Family Care Network & ECHO
- 4.5 Host local migrant families for an introductory program to Cuesta programs and services

Measures: Student equity participation rate: the percentage of each population group that is enrolled compared to that group's representation in the adult population within the community served

Initiative 5

Develop targeted communication.

- 5.1 Maintain circulation of high-end publications in both English and Spanish
- 5.2 Distribute quarterly newsletters to local K-12 schools, community groups and out of county partners
- 5.3 Develop a series of mail, electronic postcards, and digital outreach campaign in both English and Spanish to remind prospective students of important outreach and enrollment events.

Measures: Increased headcount

Conclusion

The overall goal of the outreach plan is to develop a successful outreach model that will result in a diverse and academically balanced new student class each term. For this plan to be successful there must be significant institutional support in terms of shared mission and budget.

IV. Strategies for Achievement

Initiative 1

Grow present enrollment of traditional, adult, international students, online, dual enrollment and incarcerated students.

- Schedule visits with 100% of San Luis Obispo County High Schools
- Target high school students who have an interest or career goal that is being explored while in high school (ex. CTE Pathways)
- Attend State-wide and Regional College Fairs
- Maintain relationships with community organizations and America’s Job Centers
- Establish relationship with Cal Poly admissions, colleges and advisors
- Establish relationships with local businesses
- Establish Pathways to College Program and College for a Day for K-8 Grade students and families.
- Create a new and more inclusive front door to Cuesta College by expanding the capability and awareness of our presence in the county.
- Provide campus tours by current students (Cougar Peer Academic Leaders) so that prospective students will be able to connect with Cuesta College via personal stories, experiences and perspectives.
- Use Hobsons Naviance to intentionally target 45,000 students researching competitor/similar schools or within a 50-mile radius

Past Outreach Events	
San Luis Obispo Farmers Market	YMCA DAY
Cal State Bakersfield – Making it Happen College Fair	King City College and Career Fair
Stone Soup Festival	North Monterey County College and Career Fair
Grover Beach Dune Run	Shandon Back to School Night
Pismo Beach 5k Marathon	Walk to Recovery
Edúcate Si Se Puede Conference	Pacific Beach Back to School Night
Soledad High School Career Fair	San Benito High School College Fair
Paso Robles High School Career Expo	Greenfield High School College Fair
Nipomo High School College Night	NSTI STEM Camp
San Luis Obispo Business Expo	Cambria Resource Fair
Paso Robles Business Expo	Juvenile Hall Fair
Mid-State Fair	Los Osos Annual Coastal Family Resource Fair
SkillsUSA Regional Competition	Fort Liggett Career Fair

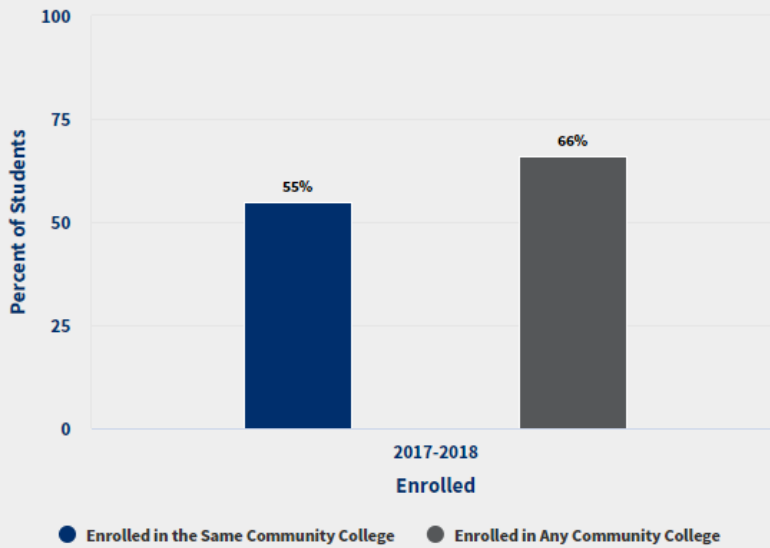
	2015/2016	2016/2017	2017/2018
Total Students Served APPLICATIONS			
District-wide	17276	17980	18085

Terms	Spring 2015	Summer 2015	Fall 2015	Spring 2016	Summer 2016	Fall 2016	Spring 2017	Summer 2017	Fall 2017	Spring 2018	Summer 2018	Fall 2018
TOTALS	5,166	3,268	9,455	7,047	3,666	12,008	6,028	2,972	11,076	5,967	3,746	13,811
% ONLINE	95%	85%	97%	80%	75%	82%	92%	84%	94%	91%	81%	95%
Web Apps	4,883	2,793	9,186	5,615	2,760	9,813	5,533	2,495	10,432	5,462	3,053	13,145
Paper Apps	283	475	269	370	544	619	495	477	644	505	693	666
Non-Resident	728	381	734	1,055	361	1,533	322	109	320	715	401	3,027
International Students	26	33	37	5	0	11	16	7	34	134	64	59

Note: Total Cuesta College Applications

Enrolled in a Community College

Among all applicants in the previous or selected year, the proportion who enrolled in a community college in the selected year



(Hover for Detailed Information)

Source: CCC Apply, Chancellor's Office Management Information System

[Technical Definition](#)

Source: Student Success Dashboard, <https://www.calpassplus.org/LaunchBoard/Student-Success-Metrics.aspx>

Initiative 2

Establish preview and orientation events for new high school graduates, transfer students, international students, re-entry students, and parents to help them apply and register early

- Cougar Welcome Days
- Edúcate – Si Se Puede
- Connect@Cuesta
- College for a Day & Kindercaminata
- International Student Orientation
- Cuesta College Preview Days
- Registration Rallies
- Enhance Online Orientation – create more engaging features that encourage completion

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

Note: Cougar Welcome Days 2019 Attendance

MULTIPLE DATES

Connect@Cuesta (New Student Orientation) (REGISTRATION CLOSED FULL CAPACITY...

by Cuesta College [Follow](#)

Connect@Cuesta Date	Attendees
August 6, 2019	166
August 7, 2019	149
August 8, 2019	73
Total	388

Note: Connect@Cuesta 2019 Attendance

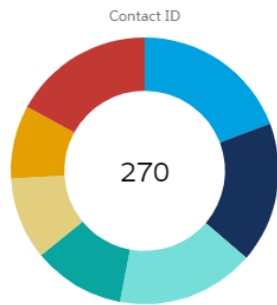


Initiative 3

Implement Salesforce Pardot for prospective student management.

- Establish online inquiry forms to secure contact and program interest information for prospective students
- Track communication with prospective students through timely email communication
- Manage prospective student inquiries

Contacts By Lead Source ▼



Lead Source	Contact Count
Edúcate- SÁ Se Puede Conference (Coast Union HS)	52
Edúcate- SÁ Se Puede Conference (Paso Robles HS)	46
Edúcate- SÁ Se Puede Conference (Morro Bay HS)	45

Note: Edúcate Si Se Puede Conference Salesforce Data Entry

Initiative 4

Increase special outreach activities with focus on expanding the diversity of the student body.

- Work with academic programs or schools to host workshops or mini lectures to introduce students to fields of study
- Focus on improving relationships with schools and districts with traditional low enrollment
- Identify strategic partners that enhance competitiveness, leverage existing resources and create new resources. These partnerships include but are not limited to communities, PK-12, Universities, and businesses (profit and non-profit)
- Host outreach events which highlight various Cuesta College programs and attract diverse students
- Partner with local college preparatory programs and organizations such as AVID, GEAR UP, Upward Bound, etc.
- Increase awareness of Promise Scholarship in the county through targeted outreach activities (ex. Promise Day)
- Establish Pathways to College Program and College for a Day for PK-8 Grade students and families
- Attend International student fairs and conferences
- Working with Housing Authority to provide workshops and college going presentations to families and prospective students (Six – Week workshop with Paso Robles Housing Authority)

Date	Elementary School	# of Students
March 25, 2019	Dana Elementary School	70
March 26, 2019	Nipomo Elementary School	65
March 28, 2019	Dorethea Lange Elementary School	70

Note: Pathway to College Participation

CALLING ALL MIDDLE-SCHOOL GIRLS!

CUESTA COLLEGE PRESENTS
**NATIONAL
 SUMMER
 TRANSPORTATION
 INSTITUTE**

June 17-28, 2019 | Mon-Fri, 9AM-4PM
 Cuesta College San Luis Obispo Campus
 Visit bit.ly/cuesta-sti for more information.

A FREE, 2-WEEK SUMMER PROGRAM

CUESTA COLLEGE

Application due **MAY 31, 2019**
CALL NOW AT (805) 546-3100 x2299 TO REGISTER!

Note: Summer Transportation Camp Flyer

Initiative 5

Develop targeted communication.

- Develop communication plan for prospective, admitted, and enrolled students to reduce confusion and repetitive messages
- Use Salesforce Pardot database to contact prospective students for: Cougar Welcome Days, Promise Day, counseling sessions, application deadlines, etc.
- Disseminate materials to local high schools, organizations and businesses (Promise Posters, Cuesta Posters, ADT, TAG, Pennants etc.)
- Create interest information to send to prospective students that inquire via the website
- Increase the number and scope of media stories featuring Cuesta College successes and impacts
- Utilize social media to ensure communication presence with student demographics
- Strategically market to Spanish speaking communities via Spanish TV and Radio

V. Timeline for Execution

Key project dates are outlined below. Dates are best-guess estimates and are subject to change.

Description	Start Date	End Date	Duration
Goal 1: High School Visits	10/1/19	On-Going	On-Going
Goal 1: Local Business Outreach	1/6/20	On-Going	On-Going
Goal 2: Cougar Welcome Days	Spring		Annually
Goal 2: Connect@Cuesta	Summer/Fall		Annually
Goal 2: International Student Orientations	Fall		Annually
Goal 3: Salesforce Pardot Implementation	9/1/19	On-Going	Annually
Goal 4: Educate	Spring (March)		Annually
Goal 4: Pathway to College Presentations	Fall/Spring	On-Going	On-Going
Goal 4: Science Fair/STEM Fair	2/1/18		
Goal 5: Improve Salesforce Pardot effectiveness	Current	On-Going	On-Going

<p>Summer/Fall (June – August)</p>	<ul style="list-style-type: none"> • Meet with all High School Counselors • Meet with Division Chairs/Deans/Directors • Analyze enrollment data from previous years • Evaluate all Cuesta activities and strategies • Contact local businesses to discuss employer training and development • Contact/Meet PK-8 counselors
<p>Fall (August – Early December)</p>	<ul style="list-style-type: none"> • Begin school visits and college fairs • Conduct CCCApply application and Promise Scholarship Workshops • Promise Day • College Night • Pathway to College presentations to PK-8
<p>Winter (Late December – Early January)</p>	<ul style="list-style-type: none"> • Provide and gather feedback from schools regarding partnerships in the fall semester • Monitor Online orientation and application completions • Contact Salesforce Pardot leads
<p>Spring (Late January – May)</p>	<ul style="list-style-type: none"> • Continue conducting visits and college fairs • Continue CCCApply application and Promise Scholarship Workshops • Edúcate Sí Se Puede Conference • Cougar Welcome Days • Advisement follow up with recruited students • Meet with all High School Counselors (High School Counselor Workshop) • Set calendar of events (visits, fairs. etc.)

Outreach Materials

Pop-up Screens (7)
Cougar Mascot (2)
Cuesta College Green Tablecloths (2)
Cuesta College White Tablecloths (8)
Pop-up Tents (1)
Grab & Go Table Top Display (1)