ADMINISTRATIVE SERVICES, PRESIDENT'S CLUSTER, AND STUDENT SUCCESS AND SUPPORT PROGRAMS, COLLEGE CENTERS ANNUAL PROGRAM PLANNING WORKSHEET FOR 2023

Program: Admissions & Registration   **Planning Year:** 2023 -2024

Last Year CPPR Completed: 2018

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.

Admissions & Registration provides front line assistance to a diverse population of students and community members that enhances student success by providing a more 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.

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

- Expansion of CCAP lead to greater collaboration & partnership for enrollment

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

- Updated board polices and administrative procedures.
- Improved forms by expanding Dynamic Forms.
- Continued the expansion and utilization of Freshdesk ticket system to streamline, manage, and track incoming email inquiries utilizing a team inbox (see report on Freshdesk utilization).
- Implemented Call Center module increasing effectiveness and response time to phone calls.
- Student on-boarding:

- o Virtual Application Workshops
- o Virtual Prospective Student Workshops
- o Campus Tours (Friday afternoons)
- o Cougar Welcome Days
- o Promise/Educate Day (Area of Study focused)
- Virtual Availability
  - o Zoom Office Hours from July 2021 – October 2022
  - o Onboarded virtual chatbot functionality between Oct. 2021 – June 2022
- Improved Student Communication
  - o Timely Deadline Announcements
  - o Leveraged reminders ahead of Spring 2022 terms that had not persisted from Fall 2021 – Spring 2022
- Created student tutorial videos
  - o Browse for Classes
  - o How to add classes
  - o How to register with an add code
  - o How to drop a class
  - o How to Access Dynamic Forms
  - o Creating Dynamic Forms Account
  - o Permit to Enroll Tutorial
  - o Adding and Dropping Classes
- Updated Online New Student Orientation
- International Students:
  - o International Student Orientation
  - o Created Supplement International Application in Dynamic Forms
  - o Created International Student Agreement in Dynamic Forms
  - o International Student Health Insurance

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:
  - o CVC Application and Testing for Cuesta Home College
  - o International Student Health Insurance
  - o International Student Payment Plan (now closed)
  - o Excused Withdrawal Petition
    - ▪ COVID pandemic guidance
  - o Chancellors Executive Order
    - ▪ Pass/No Pass
    - ▪ Incomplete Grades
    - ▪ Excused Withdrawals
  - o State Authorization for Distance Education Courses

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

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

Cuesta College is an inclusive educational 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:

- Providing support services to students regarding admissions, registration, international programming, prerequisites, transcripts, and graduation.
- Providing outreach activities with other departments, San Luis Obispo County and neighboring counties.
  - o Cougar Chatbot
  - o CCAP Evening Workshops
  - o Paulding Elementary School Career Fair
  - o Farmers Market – Downtown SLO
  - o Pismo Beach Street Fair
  - o Virtual open CCC Workshops
  - o Campus Tours
  - o Atascadero HS Application, Promise Workshop & Office Hours
  - o Nipomo HS Application, Promise Workshop & Office Hours
  - o Arroyo Grande HS Application, Promise Workshop & Office Hours
  - o SLOHS HS Application, Promise Workshop & Office Hours
  - o Atascadero HS Application, Promise Workshop & Office Hours
  - o CCNTHS HS Application, Promise Workshop & Office Hours
  - o Templeton HS Application, Promise Workshop & Office Hours
  - o Morro Bay HS Application, Promise Workshop & Office Hours
  - o Greenfield HS College Fair
  - o CA Virtual College Fair
  - o Shandon High School Visits
  - o Coast Union Application Workshop
  - o Leffingwell Independent High School Workshops
  - o Liberty/Independence Parent Night
  - o Lopez HS Application Workshop
  - o Mission College Prep Workshops
  - o Aviation Mechanic Tech Roll-out Event
  - o Student Success Festival
  - o Nursing Workshops
  - o Cash for College Workshops

- o ELAC Meetings
- o Psychiatric Technician Program at Atascadero State Hospital
- Supporting internal departments of their programs (CCAP, Continuing Education, Financial Aid, 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.
- Student ID mail out's and ID pick ups
- Implementation of CVC Contract (Home College initiative)
- Conduct Area of Study Workshops a part of Cougar Welcome Days
- Freshdesk
- Ignite Phone ACD expansion
- SARS appointments and counseling & Financial Aid support
- Providing application support to our local high schools, California Men's Colony, and California Conservation Corps.
- Supporting onboarding processes of International students, F1-Visa support and new international student orientations.

B. Provide updates, if any, to how your program addresses or helps in achieving 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 & In-Person 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 outreach at community events.
- Enrollment Success Specialist communicating with students who applied but failed to enroll.
- Plan and coordinate targeted events and activities that foster a directed, focused, nurtured, engaged, connected, and valued:
  - o Edúcate Sí Se Puede Conference/Promise Day
  - o Cougar Welcome Days

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
- Support of emeritus students in community programs and continuing education.

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

- Enrollment Success Specialist assisting students with starting the Free Application for Federal Student Aid (FAFSA)
- Assisting Financial Aid with County wide Cash for College events
    - ESS supported and partnered with Financial Aid in SLO county
- Enrollment Success Specialist visits to local High School classrooms to assist students with Financial Aid steps including Cuesta 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
- Incorporated Program Mapper into Outreach
- Prospective student workshops
- Participation in local high school events
- Hosted local high school counselors
- Targeted programming to introduce local High School students Cuesta college programs and ADTs
    - Promise Day/Edúcate Sí Se Puede Conference
    - Cougar Welcome Days

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
- Establishing more effective communication with students on academic probation, academic dismissal, and progress probation to ensure students are directed to appropriate support
- Chatbot services providing students with toolsets to better understand pathways
- Increasing accessibility to services by adding Virtual Office spaces to assist future and current services remotely.

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 Master Plan 2016-2026: Educational Master Plan*

- Cougar Welcome Day Orientations for Cuesta Promise students, general students, and parents on Saturdays
- Enrollment Success Specialist liaisons assigned to each local area high school
- Staff and communication mechanisms improving communication and resources for in-person and distant education students.
- Plan and coordinate targeted events and activities that foster a directed, focused, nurtured, engaged, connected, and valued:
  - Edúcate Sí Se Puede & Promise Day Conference
- Designated Enrollment Success Specialist(s) to work specifically with Continuing Education and prospective and current Emeritus students
- Targeting outreach events for Emeritus:
  - Mid-State Fair
- Extending services and partnership with continuing education to establish expanded services and support.
  - Transition Program from GED to First-Time College Student
- Enrollment Success Specialists assisting students with starting the Free Application for Federal Student Aid (FAFSA)
- Assisting 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 Cuesta Promise Scholarships

III. ANNUAL MEASUREMENTS, ANALYSIS AND IMPROVEMENTS

Programs are often impacted by institutional or other organizational changes. 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 Data – Number of Applications,*
  - *Argos Reports inform stop outs, new applicants, and enrollment data*
  - *SARS Trak – Cougar Welcome Days Participants*
  - *Whova & Eventbrite – Edúcate Sí Se Puede & Promise Conference*
- 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 in order to streamline the process, thus providing quicker results for our students.

With CCCApply determining residency, the number of non-residents continues to show an increase, thus affecting the overall enrollment of our students. The history of non-residency goes back to 2012 when we had a non-residency range of 200-300 students. We continue to see students classified as non-residents who may qualify as CA residents or be eligible for an residency exemption (ie. AB 540). Over the last two years, we have seen an average of 16,000 –18,000 applications for the Fall semester. Therefore, we will continue to implement the new legislative bills as they are implemented and approved by the State in order to assist our students more effectively with their residency barriers. Outreach and Enrollment Services is committed to cleaning up the non-residency issues to ensure students are not being charged excessive fees impacting future enrollment.
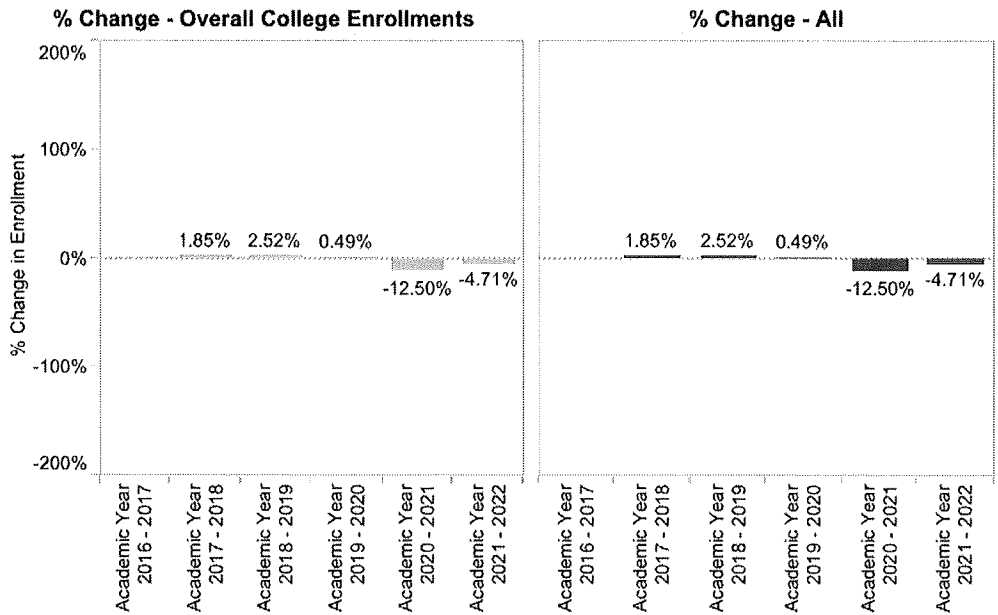
The Enrollment Success Specialists continue to help us remove this barrier of non-resident students who qualify for residency, AB540, Non-Exempt Dual Enrollment, Military Exempt and Foster Youth (Guardian/court order). Each of the Specialists are contacting students to help them resolve their residency 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 are instructed in steps to resolve their residency issues.

The following charts show 2021-2022 data related to admission trends:

SLOCCCD Program Review Data - Enrollment

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

Region: All

All Enrollments

Academic Year 2016 - 2017	Academic Year 2017 - 2018	Academic Year 2018 - 2019	Academic Year 2019 - 2020	Academic Year 2020 - 2021	Academic Year 2021 - 2022
64,507	65,699	67,353	67,680	59,221	56,431

% Change - Overall College Enrollments

1.85% 2.52% 0.49% -12.50% -4.71%

% Change - All

1.85% 2.52% 0.49% -12.50% -4.71%
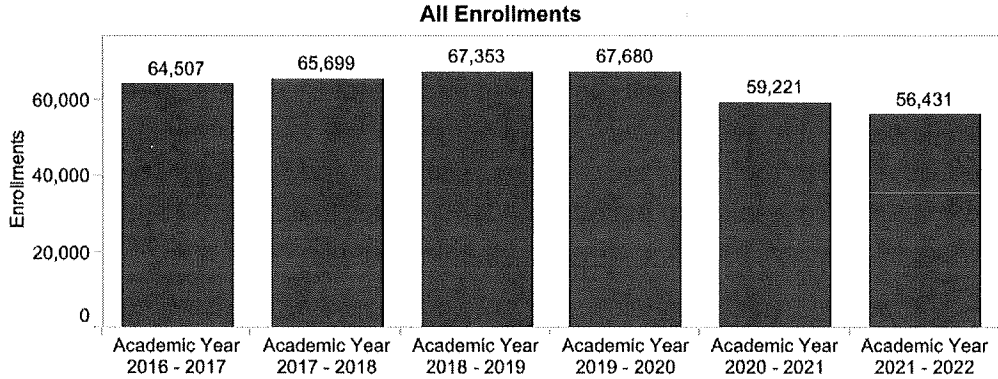
Enrollment: Duplicated count of students who completed greater than 0 units in positive attendance courses or were present on census for all other accounting methods.

Admissions

Total Students Served APPLICATIONS	2019/2020	2020/2021	2021/2022
District-wide	21765	15977	16687

Records/Transcripts

Total Students Served DEGREES and CERTIFICATES	2019/2020	2020/2021	2021/2022
District-wide	3027	5122	4351

International Students

Total International Students Served	2018/2019	2019/2020	2020/2021
District-wide	43	44	33
- SLO	34	32	17
- North County	4	2	0
- South County	0	0	0
-Distance Ed	29	29	32

Dynamic Forms Processing

Admissions & Registration staff collect, process, and review 25 plus various appeals and forms a part of admissions policies and registration forms. Over the past year, Admissions & Registration staff processed the following number of forms via Dynamic Forms.

Form name	Number of Forms Processed
Permit to Enroll's (Enrichment)	3,515
Third Enrollment Agreement	522
Student ID	435
AB540	223

Statement of Legal Residence	155
Current Term EW's	149
Instructor Drop Cards	133
Late Add Petition	115
Enrichment Non-resident Exemption	103
Add Card Drop Card	86
Readmit Card	86
Change of Education Level	72
Petition for Enrollment Age-Restricted Course	62
Petition for Pass/No Pass	60
Schedule Conflict	59
Petition to Repeat Course	39
In-Progress Repeat Petition	29
Transfer Card	27
Readmit Cards	24
Petition for Drop Without W	16
Reinstate Priority/CCPG Eligibility	15
International Supplemental App	10

Cougar Welcome Days

Cuesta's fifth annual registration event, Cougar Welcome Days has been modified to serve students in-person and online. Cougar Welcome Days had 398 attendees out of 585 students over five evening (4-7 pm weekday events) and two Saturday events. Cougar Welcome Days provides students orientation & registration support in partnership with Counseling, created a registration Canvas module to assist students with planning for their first semester of courses.

Edúcate Sí Se Puede & Cuesta Promise Day Conference

Edúcate- Sí Se Puede & Cuesta Promise Day combined as one event in March 2022 as Admissions & Registration first in-person event after COVID-19. The conference served as an inspirational conference for Latinx high school students in San Luis Obispo County and to promote and highlight Cuesta Promise Resources. 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. The Cuesta Promise opportunities and program was highlighted during the conference during the keynote, workshops, and content.

Unfortunately, Eventbrite registration data is inaccessible due to staff change over and lack of centralized account information.

Student Success Festival – August 31, 2021 & September 2nd, 2021

Student Success Festival is a one-day orientation for students new to Cuesta College. Student Success Festival 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. The Fall 2021 event was offered in-person and virtually. Students were provided the opportunity to meet and connect with resources.

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 continuation of virtual assistance using Zoom increased the Enrollment Success Specialist ability to resolve student issue by viewing the student's screen and then walking students through troubleshooting. Virtual zoom lobbies were used until the adoption of Cougie Chatbot.
    - Chatbot implementation allows for automated and canned resources during and after work hours to provide students with
    - The Freshdesk ticket system implemented increased the turnaround and resolution to email inquiries, while providing a tracking system and thus improving targeted responses to the inquiries.
    - 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 questions that came in from prospective and current students
    - Communication including providing steps and better education given to students who are identified as non-resident decreased outstanding fees.
    - International Student Health plan was implemented along with education provided to international students, thus ensuring students while at Cuesta College, are fully covered in case of an emergency.
    - Having an international Student payment plan decreases outstanding

balances for students and provides a better framework for payment.
- Adding tutorial videos to the Cuesta College website has significantly assisted, and continues to assist, 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.

  - Increasing videos on our website – how to – instructions relating to most frequent functions of website and portal
    I. Application videos and & instructions to successfully complete the CCC Apply application.
    II. Resources for supporting students to reach Admissions & Registration staff during the application process.
    III. Improved communication to students between application and first day of school.
  - Identifying additional support for password resets, navigation of the web, trouble shoot any myCuesta issues, registration mechanisms and appropriate timelines, Canvas support and SSSP technology services.
  - Increase communication with prospective students to encourage orientation completion and registration priority registration deadlines.
  - Increased on-campus programming to provide future SLO County students visit opportunities including Enrichment/CCAP students, future Promise scholars, and at-promise (at-risk) students.
  - Improved outreach to non-resident future students and DE students.
  - Continued evolution of Student Success 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 Worksheet and review the Resource Allocation Rubric.

  - Increase communication frequency to inform students of important deadlines related to enrollment policies.
    I. Further utilization of existing communication, reports and CRMs.
  - Increase intentional local high school outreach to larger feeder high schools.
  - Increase counselor communication and on-campus counselor events to ensure promotion of programs, services, and marketing efforts about Cuesta.
  - Improve communication, reminders, and intentional outreach for new students between application submission and first day of school.
  - Ensure all students meet matriculation steps prior to Cougar Welcome

Days
- Improved inquiry gathering at community outreach and large county events to then allow staff to follow up with prospective students and

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

- Admissions & Registration increased accessibility by making services available virtually and available to students outside of traditional business hours, thus expanding the reach of services to students outside of SLO County.
- International Student Programs expanded partnerships with Studee and further adoption of digital file receiving and processing.
- The Enrollment Success Specialist assignment designated by high school and last name increased effectiveness while decreasing response time to student inquiries.
- Enrollment Success Specialist creating small team approach around outreach, communication, appeal & form processing and events.
- Relaunched in-person visit opportunities and large-scale events on campus while continuing to leverage virtual outreach.

B. Recommend changes and updates to program based on assessment of program outcomes. For elements that require funding, complete the <u>Resource Plan</u> Worksheets and review the Resource Allocation Rubric.

- The Admissions & Registration team will target key markets of students including emeritus populations, SLO County high school students and non-resident students.

  Strategies:
  - o Enrollment Success Specialist assigned to special populations with the goal of building bridges and providing enrollment assistance.
  - o Enrollment Success Specialist assigned to support students supported by Continuing Education and expansion of outreach to emeritus students.
  - o Community application workshops to aid all prospective students in applying to Cuesta College.
  - o Relaunch of Cougie Ambassadors at NCC and SLO to provide visit

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N o n - I n s t r u c t i o n a l A n n u a l P r o g r a m P l a n n i n g W o r k s h e e t
Approved Document to be Used for Submission Spring 2023, March 6, 2023

experiences.
- o 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:
- o Create a stipend program to allow international students to work for the program.
- o Evaluate Health Insurance program.
- o Improved utilization of landing pages, agents, and prospective International student recruitment best practices.

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
- Implementation of *SB 1141*
- Implementation of AB 2881 – Priority Registration & Support mechanisms for students with parents
- CCCCO Guided Pathways
- Excused Withdrawals – Apportionment Addendum
- Senate Bill 367
- AP 4260 – Pre-Requisites and Co-requisites

B. Internal and external organizational changes
- New Associate Director of Financial Aid
- New Enrollment Success Specialist and further trainings
- Further support of admissions & registration needs for Continuation Education populations including emeritus and ESL learners.

C. Student and staff demographic changes
- Continued growth of Latinx students at Cuesta College
- Continued issues arising from CCC Apply residency questions.

D. Community economic changes – workforce demands

- SLO county economic concerns due to changing local job growth and due to COVID-19 & economic changes increased, impacting enrollment for future semesters.

E. Role of technology for information, service delivery and data retrieval
   - Salesforce CRM Database (Prospective student tracking)
   - Further evolution Dynamic Forms – Policy and Appeals

F. Providing service to multiple off-campus sites
   - California Men's Colony
   - California Conservation Corps
   - America's Job Center/Eckerd Connect
   - Mid-State Fair
   - Community Based Organizations and Non-Profits
   - Camp Roberts

G. Anticipated staffing changes/retirements

   a. N/A

VI. OVERALL BUDGET IMPLICATIONS

Provide a brief description of the immediate budget request(s) made in your <u>Resource Plan.</u> These elements will be reflected in the district planning and budget process.

Elements:

A. Personnel
   - Student Peer Mentors (Cougar PALs)
B. Equipment/furniture (other than technology)
   - Tablets for HotSpot and Prospective Student Inquiry Gathering
   - Promotional Materials (Swag)
   - In-Reach Equipment
   - Transportation costs for outreach and community engagement
C. Technology
   - SalesForce or Alternative CRM
D. Facilities

SIGNATURE PAGE

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

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

Aaron Borgeson	*Aaron Borgeson*	3.6.23
Division Chair/Director Name	Signature	Date

Terri Vanderhoeven	*Terri Vanderhoeven* Terri Vanderhoeven (Mar 6, 2023 12:36 PST)	Mar 6, 2023
Name	Signature	Date

Sandra Contreras (on-leave)		
Name	Signature	Date

Margarita Ramirez Morales	*Margarita Ramirez Morales*	Mar 6, 2023
Name	Signature	Date

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N o n - I n s t r u c t i o n a l   A n n u a l   P r o g r a m   P l a n n i n g   W o r k s h e e t
Approved Document to be Used for Submission Spring, 2023 March 6, 2023

Anel Gutierrez-Orozco

Anel Gutierrez-Orozco		Mar 6, 2023
Anel Gutierrez-Orozco (Mar 6, 2023 13:06 PST)		
Name	Signature	Date

Patricia Segoviano de Pier

Patricia Segoviano de Pier		Mar 6, 2023
Patricia Segoviano de Pier (Mar 6, 2023 14:15 PST)		
Name	Signature	Date

David Lynch

David Lynch		Mar 6, 2023
David Lynch (Mar 6, 2023 4:26 PST)		
Name	Signature	Date

Alejandro Montoya

Alejandro Montoya		Mar 6, 2023
Alejandro Montoya (Mar 6, 2023 14:23 PST)		
Name	Signature	Date

Sonia Mendoza

Sonia C. Mendoza		Mar 6, 2023
Name	Signature	Date

Morgan Couture (on-leave)

Name	Signature	Date

Lori Yoshiyama (on-leave)

Name	Signature	Date