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

Program: Enrollment Services   **Planning Year:** 2019 - 2020
Last Year CPPR Completed: N/A

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 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 fulfil their educational goals.

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

   Enrollment services have 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 Specialist (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.
   - Admission & Records reorganization to increase effectives of enrollment processes.
   - Updated board polices and administrative procedures.
   - Increased accessibility of forms by transitioning to an online submission format.
   - Reviewed and updated Academic Dismissal process and policy.
   - Designated Enrollment Success Specialist to local high schools and special populations.
   - Student on-boarding:
     - Cougar Welcome Days
     - Application Workshops
     - Promise Scholarship Workshops
     - ACE Student Orientation (Architecture, Construction and Engineering)

   D.   List changes to program in the last year in reference to relevant statutory authority/program regulation and related compliance issues, if any.
   - Policies currently in the process of being updated for compliance:

- Admissions and Concurrent Enrollment
- Admissions
- Admissions of international students
- Credit by exam
- 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 and San Luis Obispo County community.
  - San Luis Obispo Farmers Market
  - Cal State Bakersfield – Making It Happen College Fair
  - Stone Soup Festival
  - Grover Beach Dune Run
  - Pismo Beach 5k Marathon
  - ACE Orientation
  - Educate Conference
  - Soledad High School Career Fair
  - Paso Robles High School Career Expo
  - San Luis Obispo Business Expo
  - Nipomo High School College Night
  - Paso Robles High School Scholarship Night
  - Mid-State Fair
  - Cambria Resource Fair
  - Juvenile Hall Fair
  - Los Osos Annual Coastal Family Resource Fair
  - YMCA DAY
- 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.

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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
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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 - Increase the rates of completion for degrees, certificates, and transfer-readiness overall for all students.

Institutional Objective 1.1: Increase student success in Basic Skills, English as a Second Language, Career Technical Education, degrees, and transfer programs
- Enrollment Success Specialist Basic Skills classroom presentations.
- 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 events and activities that foster a directed, focused, nurtured, engaged, connected, and valued:
  - Cougar Welcome Days
  - Commencement
  - Promise Day
  - Student Success Festival
  - Educate
  - Transfer Day
  - College Night
  - Connect@Cuesta
  - Discovery Day

Institutional Objective 1.2 – *Foster a college environment where students are Directed, Focused, Nurtured, Engaged, Connected, and Valued.*

- Enrollment Success Specialist Basic Skills classroom presentations.
- Cougar Welcome Day Orientations for Promise students, general students, and parents on Saturdays
- Enrollment Success Specialist liaisons for each local area high school
- Plan and coordinate events and activities that foster a directed, focused, nurtured, engaged, connected, and valued:
  - Cougar Welcome Days
  - Commencement
  - Promise Day
  - Student Success Festival
  - Educate
  - Transfer Day
  - College Night
  - Connect@Cuesta
  - Discovery Day

- High School Application Workshops

Institutional Goal 2 - Increase student access to higher education.

Institutional Objective 2.1 - *Increase enrollment of low-income and underrepresented students through targeted outreach efforts.*

- Targeted Outreach events
  - Cambria Resource Fair
  - Juvenile Hall Fair
  - Family Empowerment Day
  - SkillsUSA Competition
  - Discovery Day
- Application Workshops at local high schools
- Prospective Student Workshops
- Incorporated key Catalyst Grant deliverables
- Director of Enrollment Services serving as Conservation Corps Liaison (IEPI)

Institutional Objective 2.2 - *Increase enrollment opportunities for community members who are 55 years of age and older.*
- Targeted Outreach Events
  - Mid-State Fair Senior Day
  - Farmers Market
  - Grover Beach Dune Rune
  - Pismo Beach 5k Marathon
- Designated Enrollment Success Specialist
- 55 years of age or older Cougar Ambassador
- Enrollment Success Specialist partnering with Continuing Ed to assist in outreach events and applications
- Enrollment Success Specialist designated to work with Foster Youth Committee and Organizations

Institutional Objective 2.4 – *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 HS
- Participation in Local High School Events:
  - Paso Robles HS Career Expo at Cuesta North County Campus
  - Paso Robles Scholarship Night
  - Paso Robles College Fair
  - Nipomo HS College Night
  - San Luis Obispo High School Parent Night
  - Pacific Beach High School Open House
  - Monthly presentations at Lopez High School

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- Participation in local High School Counselor Conference
- One-on-One and team meetings with High School Counselors
- Presentations about Cuesta to Summer Bridge participants

Institutional Goal 3 - San Luis Obispo County Community College District will develop and sustain collaborative projects in partnership with our community's educational institutions, civic organizations, businesses, and industries.

Institutional Objective 3.2: Increase the number of partnerships with local businesses in order to expand student work-based and experiential-based learning opportunities.
- Plan and co-coordinate events with San Luis Obispo County Office of Education
    - College Night
- Attend San Luis Obispo County Business Expos
    - Paso Robles
    - San Luis Obispo
- Enrollment Success Specialist liaisons for each local area high school
- Cougar Welcome Day Orientations for Promise students, general students, and parents on Saturdays
- Participation in local High School Counselor Conference
- Participation in Department of Rehabilitation Campus visit
- One-on-One and team meetings with High School Counselors
- Enrollment Success Specialist designated to work with Foster Youth Committee and Organizations
- Cougar Welcome Days Registration dates at all Local HS
- Pathway to College presentations to local K-8 Schools
    - Dana Elementary School
    - Nipomo Elementary School
    - Dorothea Lange Elementary School
    - Lewis Middle School
    - Pleasant Valley School
- Director of Enrollment Services serving as Conservation Corps Liaison
- Coordination with PG&E to support Scholarship and on Campus Outreach

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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*

   - Include updates to program data results from the previous year, if any.

Admissions Applications

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

With CCCApply determining residency, the number of non-residents continues to show an increase, affecting enrollment of our students. However, this year, 2017, with the new AB540 criteria and SB68 of Nonresident Tuition Exemption as improved and helped the dual enrollment program. The non-resident has dropped dramatically and allows us to obtain FTES. The history of non-resident goes back to 2012, we had a non-resident range of 200-300 students, which is reasonable, and we increased to 800 range or higher until now. We had over 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. We will continue to implement the new legislative bills as they are approved through the State to help our students with their residency barriers. Admissions & Records is committed to clean up the non-residency issues upfront before the student registers.

The Enrollment Success Specialists continues to help us remove this barrier of non-resident students who qualify for AB540 and Foster Youth (Guardian). Each of the Specialist are making contact with those students to help them resolve their residency status by educating them on what they need to submit to clear their residency. The Admissions Office will review all non- resident students' classifications as a result; we have found that students who are California homeschool are coded as non-resident as well as students who are selecting another country instead of United States. Admissions & Records is committed to clean up the non-residency issues upfront before the student registers.

There also has been a legislative bill, SB 150, which was implemented in fall 2015 to help our non-resident enrichment students who are following the AB540 criteria.

The following charts show 2017-2018 data related to admission trends:

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

Data

Admissions and Records	Staffing Ratio: HEADCOUNT/FTE Applications	Staffing Ratio: HEADCOUNT/FTE Degrees/Certs
Annual 2015/16 Total	8638	438.3
Annual 2016/17 Total	4495	518.5
Annual 2017/18 Total	3512	396.6

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

Cougar Welcome Days

Cuesta's inaugural orientation event Cougar Welcome days served over 750 students during its two-day event. Of the students who attended 674 students registered for semesters in the Summer 2018, Fall 2018 or both. Cougar Welcome days was not only a huge success locally with 70% of it attendees residing in San Luis Obispo County. 30% of students who participated in Cougar Welcome days traveled to participate in the event. With the furthest student coming from Virginia. In the previous year Cuesta hosted 583 local area high school students in a month-long registration process.

Short Name	Reason Code / Course	Number of Student Contacts
CWD NCC		
	*IN-PERSON ORNT	280
CWD NCC SPAN		
	*IN-PERSON ORNT	1
CWD SLO		
	*IN-PERSON ORNT	504
CWD SLO SPAN		
	*IN-PERSON ORNT	4

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:
  - More students applying for admissions online as its convenient
  - Enrollment Success Specialist working with local high schools increasing the number of high school student applications
  - Increased number of fake applications for scam purposes.
- 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 Admissions & Records
  - 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
- 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
  - Automate degree awarding using degree audit program
  - 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
- Add additional date for Cougar Welcome Days to accommodate more students
- 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

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.
Enrollment Services first IPPR process. Information not available at this time.

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.

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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
- Termination of Common Assessment Initiative: As a result, we will need to move
- to Accuplacer Next Generation by January 2019.
- AB 705: Seymour-Campbell Student Success Act of 2012: Assessment
- AB 1567: Foster Youth: Higher Education Outreach and Assistance Act for Foster
- Youth
- AB 19: California College Promise and Early Commitment to College
- SB 68: Exemption from Nonresident Tuition (Expansion of AB 540)
- Ending of Deferred Action for Childhood Arrivals (DACA) Program
- Academic/Progress Dismissal Board Policy Change
- Enrollment Priority Board Policy Change

B. Internal and external organizational changes
- New College Superintendent/President

C. Student and staff demographic changes
- Continued growth of Latinx students at Cuesta College

D. Community economic changes – workforce demands
- Unemployment rates will tend to 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)
- JotForm – Online admission forms

F. Providing service to multiple off-campus sites
- California Men's Colony
- California Conservation Corps
- Catalyst Grant

G. Anticipated staffing changes/retirements
- Reorganization increasing Outreach and Enrollment staff by 10 classified staff members.

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
- 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

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.

Division Chair/Director Name	Signature	Date
Name	Signature	Date
Name	Signature	Date
Name	Signature	Date
Name	Signature	Date
Name	Signature	Date
Name	Signature	Date
Name	Signature	Date
Name	Signature	Date