ADMINISTRATIVE SERVICES, PRESIDENT'S CLUSTER, AND STUDENT SUCCESS AND SUPPORT PROGRAMS, COLLEGE CENTERS
ANNUAL PROGRAM PLANNING WORKSHEET FOR 2021

Program: Student Life and Leadership

Planning Year: 2021

Last Year CPPR Completed: 2018

Unit: Student Life and Leadership

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

Describe changes to program mission, if applicable.

The department continues to assess the impact of Covid-19 and how it could change the delivery of programs and services.

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

NA

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

Due to COVID-19, the department pivoted to an online format for programs, services and activities and will continue until the campus returns to offering in person courses. Cultural Center events, ASCC Senate meetings/event and club activities transitioned to an online virtual format. Student photo IDs transitioned to an online request form and all IDs were mailed to students (starting summer 2020). The food pantry on the SLO campus was relocated to the library so students still have access. In addition to that, the department launched an emergency food grant request and students could receive one $50 food electronic card to a grocery store per semester. Our monthly food bank distribution continued during the pandemic and transitioned to a drive-thru format to limit individual contact. With the closure of the Social Club, the department implemented a virtual student lounge through Discord. The department updated their webpage to reflect the online virtual format. This included updating "paper" department forms to JotForm's.

The number of students interested in student government increased in fall 2020 and that could be attributed to classes be offered in an asynchronous format. Students who previously may not have been able to join ASCC Senate because of synchronous classes

were able to attend meetings. On the other hand, the number of student clubs significantly decreased in 2020-21 by more than 50%.

List changes to program in the last year in reference to relevant statutory authority/program regulation and related compliance issues, if any.

NA

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

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

Student Life and Leadership strives to assist the student population in the development of programs that serve and actively involve a wide range of students. Opportunities for multi-faceted personal growth are extended to students through student government (ASCC), participatory governance, leadership development courses, clubs and organizations, and campus events produced by the students themselves. The intent of the program is to develop individual, vocational, avocational, written, verbal, artistic, and interpersonal skills with high emphasis on self-esteem and self-concept. The Student Life and Leadership program also helps students to gain exposure to a breadth of cultural, social, and intellectual perspectives of the world beyond the local community. The department was able to pivot and offer online virtual programs and services to continue promoting student engagement in all aspects of campus including shared governance, clubs and district wide activities.

Annually, ASCC allots a portion of its funds collected from ASCC Student ID card fees to help with campus needs. Student Life and Leadership guides the spring ASCC budget request process. There are multiple departments that have become dependent on ASCC funding to augment their district allocated budget. Even though ASCC ID card revenue has not significantly increased, ASCC has made a positive budgetary impact on department programs and services. The table below outlines the ASCC budget allocations for 2020-21 to departments/programs across the District. However, due to Covid-19 a majority of the requestors did not utilize their allocation. For example, the food pantry allocation was reliant on the cafeteria being open and ASCC receiving cafeteria funds.

Department/Item	ASCC Allocation
Student Salaries	$40,000
Bus Pass/Public Transit Subsidy	$5,000
Student Success Center/Tutorial Services	$10,000
Food Pantry	$20,000
Transfer Center	$1,000
Student Community Liaison Committee (SCLC) MOU	$500
Cuesta Police Department	$2,000
ESL	$1,500
Social Club (SLO/NCC)	$7,000

| Athletics | $5,000 |
| Total | 92,000 |

Provide updates, if any, to how your program addresses or helps to achieve the District's Institutional Goals and Objectives, and/or operational planning initiatives in the last year.

Institutional Goal 1: Access

Institutional Objective 1A: Increase enrollment of low-income and underrepresented students through intentional program development and targeted outreach efforts.
Institutional Objective 1C: Expand financial support and aid opportunities for students

The purpose of Student Life and Leadership is the cultivation of comprehensive student learning through the successful recruitment, retention, and development of students. The department encourages students to recognize that they are the principal agents of their own growth and development and to act in accordance with that recognition. The department challenges students to devote time and energy to educationally purposeful activities and to integrate in-class and out-of-class learning experiences. The department supports them in their acquisition of the skills necessary for lifelong growth, success, and productive citizenship. Through this support and encouragement, the department enhances the students' experience and promotes their successful completion of their educational goals. The Cultural Center has cosponsored or supported events with the Black Student Union, Dreamers, United Club, MEChA, Cuesta Pride. The department also addresses food insecurity by continuing monthly food bank distribution and food pantry. Due to Covid-19, we were able to create an emergency food grant process and provided over 300 $50 grocery e-cards to students during fall 2020. The emergency grant is also available spring 2020.

Institutional Goal 2: Completion

Institutional Objective 2A: *Increase in the number of students who earn an Associate Degree or Associate Degree for Transfer, credentials, certificates, or specific job-oriented skill sets*

- The department maintains an online off-campus housing resources to accommodate students in search of housing. This includes a homeless student resource webpage.
- Based on data provided in section III, students involved in campus clubs and who utilize the food pantry are more likely to persist and/or successful course completion.
- Cuesta College continued our monthly food bank distribution during Covid-19. The Coordinator serves as the district site leader. The activities assistant serves

as a co-lead. The district host monthly (3rd Tuesday) distribution sites at SLO and NCC.
- The Cougar Food Pantry serves SLO and NC students.
- The department co-implemented "Cougar Voices". Cougar Voices was initiated towards the end of fall 2020 with a full implementation spring 2021. It is intended to enable students to connect with their peers in a zoom format. Each session has 2 faculty/staff present to answer questions students may have regarding financial aid, class schedule, etc.
- The department collaborated with Kinesiology faculty to offer exercise zoom activities. The planning started fall 2020 with zoom sessions offered spring 2021. This collaboration was based on feedback form ASCC students to create a space for students to exercise and connect with each other.

Institutional Goal 6: Integrate and improve facilities and technology to support student learning and the innovations needed to serve its diverse communities.

The Student Center Fee loan was retired spring 2018. With this loan retirement, the fee can now be used to remodel and refurbish our Student Center per the Student Fee Handbook (published by the Chancellors Office). The cafeteria was redesigned and new furniture was installed at the end of the fall 2018 semester.   The ASCC Social Club (room 5312) area was redesigned to create a more engaging environment for students. The lobby of 5300 was also remodeled. ASCC approved funding to replace outdoor Student Center digital signage and was installed fall 2020. The next phase of renovating the Student Center includes installation of outdoor furniture to provide outdoor spaces for students. All of these options are intended to create a more engaging environment for students. With the closure of the Student Center, the department implemented Discord and crated a virtual student lounge. In fall 2020. However, due to limited participation, we have put a hold on the server (effective February 2021) and may try again during fall 2021.

Institutional Goal 7: Build a sustainable and stable fiscal base.
Annually, ASCC allots a portion of its funds collected from ASCC Student ID card fees to help with campus needs. Student Life and Leadership guides the spring ASCC budget request process. ASCC has allocated over $90,000 to multiple programs and services on campus during the 2020-21 academic year. However, a majority of the fund allocated will not be utilized due to Covid-19. In addition to that, the ASCC Advisor (department faculty coordinator) will advise ASCC to not allocate funds to various departments due to the significant reduction in 2020-21 student ID card sales and uncertainty of in person fall 2021 class offerings.

Institutional Learning Outcome 1: Personal, Academic and Professional Development

- The coordinator attended/participated in the following on campus activities or served on district wide committees:
    o Equity and Student Success Committee
    o CCFT Council of Representatives
    o Basic Needs Taskforce
    o Academic Senate
    o Guided Pathways Implementation Team
    o Participated in Flex day workshops
    o Co-presented results from basic needs survey at Flex day workshop
    o Served as a panelist on the "A Latinx Narrative: A World Where Our Voices Count"
    o Selected to serve as a Data Equity Coach (spring 2021)
- The coordinator attended/participated in the following off campus activities:
    - Inaugural Intersegmental Basic Needs Summit.
    - California Community College Students Affairs Association (CCCSAA) Professional Development Workshops
    - Various statewide webinars (i.e. Latinx Student Success & COVID-19 Virtual Town Hall, Vison for Success webinars, etc.)
    - The activities assistant and coordinator attended the annual California Community College Student Affairs Association (CCCSAA) student leadership conference

The department Activities Assistant served on the Equity and Student Success Committee and the Basic Needs Task Force. The Activities Assistant also participated in flex professional development opportunities.

Student Life and Leadership offers several programs/services that foster student success including:

- Cultural Center
- Housing Resource Information
- Student Photo ID
- Student Clubs/Organizations
- ASCC Social Club
- Campus-wide student activities
- Food Bank Distribution
- Food Pantry

Institutional Learning Outcome 2: Critical Thinking and Communication

After participating as a student leader, (ASCC and/or clubs) students will:

- Understand leadership as a process and reflect on how values and experiences affect how they choose to serve and lead.
- Be able to integrate leadership competencies with practical experiences.
- Be able to think ethically and critically.
- Be able to make individual decisions and participate effectively in group decision-making.
- Develop a personal philosophy of leadership, social responsibility and civic duty through demonstrated involvement in activities.

The department continues to support an inclusive campus environment through campus wide collaborations with ASCC, student organizations, faculty, staff and committees (on and off campus).

Institutional Learning Outcome 4: Social, Historical and Global Knowledge and Engagement

Cultural Center

Since fall 2015, the department has received equity funding for a part time activities assistant. The Cultural Center is a space for student voices and can create an opportunity to influence institutional culture. The Center promotes awareness, provides support, advocates for students and collaborates with the Student Equity and Success Committee. The Center has implemented a series of district-wide efforts that are expected to engage all constituency groups to improve equality of opportunity for students from all target groups. Patton (2010) highlighted the importance of cultural centers for students of color and success rates (Culture Center in Higher Education, Perspectives on Identity; theory; and Practice).

The Cultural Center has collaborated on/planned the following events:

- Listen to Me Good: Women's Health, Legendary African American Midwives, and Student Activism in Black Communities (Zachary McKiernan, History faculty and the Cuesta Black Student Union)

- 21 Day Racial Equity and Social Justice Challenge, Community Conversations and culminating events - Equity and Student Success Committee

- Black Lives Matter Listening Session - Cuesta Black Student Union

- Hispanic Heritage Month Events - Latina Leadership Network, Cuesta Library, Rudy Calderon, Yosimar Reyes, Latina Leadership Network Student Club

  -Spoken Word with Yosimar Reyes (2 sessions)
  -Spoken Word with Rudy Calderon
  -Virtual Día de los Muertos Altar

-Día de los Muertos Kit Distribution
-Día de los Muertos Celebration

- Informed Voter Workshop: News Literacy, Misinformation and Informed Voting – Cuesta Library

- The 2020 Presidential Debates: A Retrospective Approach – Zach McKiernan (History faculty)

- Social Justice Leaders Online Coloring Contest

- Black History Month Instagram Book Giveaway - Cuesta Library Virtual Book Club

- Screening of 13th documentary - Student Life

- Screening of TIME documentary - Student Life

- Discussion of 13th Documentary - Zach McKiernan (History faculty), Cuesta Black Student Union.

The Cultural Center is currently collaborating on the following events:

- Discussion and Q&A of TIME Documentary – Cuesta Black Student Union, SLO Diversity Coalition, Renoda Campbell (staff, R.A.C.E. Matters), Andrea Devitt (staff), Donna Howard (staff), Gregory Williams (Cuesta students)

- Spoken Word with Khalil Houston - Cuesta Library, Cuesta Black Student Union, Khalil Houston

- Strategies for Supporting Neurodivergent Students Faculty & Staff Training - DSPS, Wired Like This student club, Central Coast Autism Spectrum Center

- Women's History Month Instagram Book Giveaway - Cuesta Library Virtual Book Club

Census Student Network Application Grant

The Census Student Network Grant Application was awarded in January 2020 to increase awareness and completion of the Census.

Cuesta College partnered with Promotores Collaborative of San Luis Obispo (SLO) County for county wide in person and telephone outreach. We also partnered with KSBY (local NBC affiliate) for our digital campaign and they provided Facebook advertising, station sponsored Facebook posting and station sponsored email.

Cuesta College's partnership with Promotores Collaborative of San Luis Obispo (SLO)County included having two Promotores at seven different SLO county food bank distributions to outreach. They were reached a total of 883 families. In addition, five Promotores made phone calls to families and reached a total of 235 phone calls. 132 of those families claim that they did receive the invitation but 103 did not receive it. 51 filled it on-line, 47 sent by mail, 3 completed by phone, 93 are planning to send it later on and 41 are not going to send it. Promotores did report it was a little challenging because most of the families relate the census with immigration and they feel scared to provide their information. Promotores further explained that for many families the census is not their priority and families are more concerned about their current situation on how they are being affected with the COVID-19. Our partnership with Promotores Collaborative of San Luis Obispo reached 1,118 families.

Our digital campaign with KSBY statistics below:

Facebook Advertising:59,645 impressions with a total reach of 47,294 individuals.

KSBY sponsored Facebook Post: 38,962 KSBY fans reached with a total of 993 engagements (likes, comments, clicks, shares)

Station Sponsored Email #1: 16,977 sent with 3,924 opens – 23.3% Open Rate

Email #2:16,935 sent with 3,368 opens – 20.0% Open Rate

Email #3: 16,897 sent with 4,547 opens – 27.1% Open Rate

Email #4: 16,889 sent with 3,640 opens – 21.7% Open Rate

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 website. Other organizational or departmental measurements may provide useful information for planning in your program; please describe those measurements and the data below.

Data Summary:

- Describe data collection tool(s) used.

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

Data Interpretation:

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

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

- Recommend any changes and updates to program based on the analysis above. For elements that require funding, complete the Resource Plan Worksheets.

Total Students Served	2017/2018	2018/2019	2019/2020
District-wide	57	59	68
- SLO	50	54	65
- North County	9	12	12
- South County	1	1	1

Student Life and Leadership	Student Success Units Completed/ Units Attempted Student Life	Student Success Units Completed/ Units Attempted College	1st Year Student Persistence Student Life	1st Year Student Persistence College
Annual 2017/18 Total	86.93%	78.69%	*	55.51%
Annual 2018/19 Total	83.33%	78.55%	*	55.37%
Annual 2019/20 Total	88.42%	83.49%	66.67%	52.61%

2019-20 is the first time 1st year persistence data was collected.

The department also collects data on photo ids issued, student activities and recognized clubs.

Department Function	Fall 2018	Spring 2019	Fall 2019	Spring 2020	Fall 2020
SLO Photo IDS Issued	1507	890	1465	777	260
NCC Photo IDs Issued	462	305	402	232	NA
Student Activities	253	296	271	141	76

Department Function	Fall 2018	Spring 2019	Fall 2019	Spring 2020	Fall 2020
Org. Use Permits	31	33	24	NA	NA
Recognized Clubs	21	24	24	28	10
Rolling Signboard Requests	19	12	18	NA	NA
MyCuesta Announcement Req.	27	11	15	NA	NA
SLO Social Club SARS Check-in	2050	1780	2418	785	NA
NCC Social Club SARS Check-in	1423	1367	1432	1071	NA

Food Bank Monthly Distribution

Cuesta College was identified as a food distribution site at the end of the 2016 semester and the first distribution occurred in September 2016. The district site leader is Dr. Anthony Gutierrez. In addition, there are co-leaders for SLO and NCC. The SLO co-leaders are April McGee and Corinna Stolp. The NCC co-leaders are Allison Phelps, Diane Limon and Julianne Jackson. The distribution occurs on the third Tuesday of each month. Each student/community member signs in and is provided prepackaged bags of dry goods and fresh produce.

Semester	SLO	NCC
Fall 2018	406	270
Spring 2019	356	274
Fall 2019	366	260
Spring 2020*	298	251
Summer 2020**	67	83
Fall 2020	242	258
Total	**1735**	**1396**

*No Distribution in March   **Summer 2020 was our first-time offering food bank distribution.

Cougar Food Pantry

Student Life and Leadership opened the Cougar Food Pantry fall 2018 on the SLO and NC campuses. The pantry is currently funded through a statewide grant allocation. Within the past

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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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two years, we have seen an increase in the number of visits. From that, the department decided to review the persistence rates of students who visited the pantry compared to the overall college population. The data below significantly shows the positive impact the cougar pantry had on student persistence between fall 2018 to spring 2020. The food pantry utilization declined in spring 2020 once the Covid-19 shelter in place was enforced. The SLO food pantry was relocated to the Library and the NC remained in N1007. Due to Covid-19, the department created an emergency food grant and is able to provide $50 e-grocery card to students once per semester (300 available each semester).

Food Pantry Overall Usage

Semester	SLO	NCC
Fall 2018	3898 (556)*	1348 (210)*
Spring 2019	4966 (656)*	1542 (174)*
Fall 2019	8946 (1003)*	1990 (209)*
Spring 2020	4346 (765)*	837 (144)*
Fall 2020**	414 (57)*	NA
Total	22,570	5717

*Unduplicated Numbers   ** Distributed 325 emergency food grants

Year	Pantry Persistence Rates	Overall Persistence Rates
Fall 2018 – Spring 2019	*SLO: 87. 4%* *NC: 90.1%*	*SLO: 69.1%* *NC: 53.9%*
Fall 2019 – Spring 2020*	*SLO – 74%* *North – 81%*	*70.1*
Fall 2020- Spring 2021*	*83.1%*	*66.3%*

*Due to Covid there is no delineation between SLO and NC.

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.

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Describe any results from improvement efforts arising from ASO or SSO assessment in the last year.

Cultural Center SLO #1
Students will be able to recognize the unique heritages, experiences, and values of others
Cultural Center SLO#2
Students will participate in cultural events and come to appreciate the role they can play in expanding their worldview.
Cultural Center SLO #3
Students will identify ways to function as an ally/advocate for underrepresented populations.

The Cultural Center survey asked for feedback regarding advertising strategies that were most effective and the types of events that students would like to see implemented on campus. We received the feedback that students did not know about events and that they would like to see events that were relevant to their courses of study. We were able to implement the following strategies:

- Individually emailing instructors a copy of event fliers so that they are aware of events that are directly relevant to their course content.

- Creating and maintaining an Instagram account for the Cultural Center

- Creating webpages on Cuesta's website that are dedicated to heritage month events and student organizations working in collaboration with the Cultural Center

- Creating a Cultural Center YouTube channel and uploading recordings of events for later viewing by students, faculty and staff that could not attend the live event.

Based on student feedback from fall 2020, the department staff along with other district staff implemented bi-monthly "Cougar Voices" during spring 2021. Cougar Voices is a virtual platform for students to connect and not feel isolated. The SSO associated with this program will be evaluated at the end of the spring 2021 semester: Students who attend at least one Cougar Voices session will have a better understanding of district programs and resources.

Based on feedback from ASCC Senate, the advisor was able to secure funding for two certified parliamentarians to provide training on Parliamentary Procedure and Brown Act. The outcome will be ASCC students will have a better understanding of how to effectively run a meeting using Parliamentary Procedure after attending a workshop and having a certified Parliamentarian attend ASCC Senate meetings. A survey is scheduled to be distributed to ASCC students during spring 2021 to gauge their understanding of Parliamentary Procedure which may provide direction for the Advisor on future trainings.

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.

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
B. Internal and external organizational changes
C. Student and staff demographic changes
D. Community economic changes – workforce demands
E. Role of technology for information, service delivery and data retrieval
F. Providing service to multiple off-campus sites
G. Anticipated staffing changes/retirements

A. Regulatory changes

The department regularly reviews the student fee handbook to ensure that collection and use of fees are in alignment with the Chancellor's Office. The department reviews and remains current on the following fees:

• Student Center Fee

• Student Representation Fee: A $1 increase was implemented bringing the fee to $2. $1 remain at the district and $1 to the State Student Senate. The coordinator works with Fiscal Service to ensure compliance.

• Student Activities Fee

• Student Identification Card Fees

• Fees Charged Through Student Body Organizations

B. Internal and external organizational changes

The department continues to assess the impact of Covid-19 and the short and long-term effects on programs, services and modes of delivery.

C. Student and staff demographic changes

Student Life and Leadership continually assesses student demographics to ensure that we are meeting their needs for district programming and services. The department is

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actively recruiting students to join student government. It has been challenging to recruit students in spring to serve in various ASCC roles for the following year. Covid-19 presents opportunities and challenges to the changing student demographics. The department continues to collaborate with Student Service and Academic departments to best support students.

D. Community economic changes – workforce demands

NA

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

Student Life and Leadership utilizes technology to augment current programs and services. The department has multiple SARS stations to gather information on number of students who utilize programs and services. During Covid-19, the department transitioned to offering a majority of programs and services to a virtual format.

F. Providing service to multiple off-campus sites

NA

G. Anticipated staffing changes/retirements

The Student Center Assistant was on leave during spring 2020 and eventually retired during summer 2020. The department plans to fill this position to provide department assistance. It is imperative, as we return to campus, to fill this vacancy. If the position is left vacant, the department will not be able to provide adequate service to students and campus community.

Since the opening of the NC Campus Center, the department has struggled to provide adequate staff coverage in the Student Life and Leadership office (N1005). We opened a new office and expected existing staff to cover two sites. The current department staff (two) cannot longer split their time between the two locations and provide the level of service needed. Prior to Covid-19 the department was in discussion with the CaFE staff to share the office space and provide staff coverage.

VI. **OVERALL BUDGET IMPLICATIONS**

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

Elements:

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A. Personnel
B. Equipment/furniture (other than technology)
C. Technology
D. Facilities

A. The department plans to fill the Student Center Assistant vacancy immediately upon the Student Center opening. This position is key to the department operating efficiently and effectively. The department is also requesting converting the Activities Assistant from 10 months 75% to full-time 11-month position. The department will continue to request ASCC funding for student jobs (i.e., social club attendants, north county picture id worker, etc.). The current PT Activities Assistant (Cultural Center) is funded through Student Equity.

C. ASCC approved funding for a new Student Center digital signage (installed fall 2020).

B/D. (also incorporates D) The Student Center loan is retired and the annual fee revenue is approximately $65-75,000. The coordinator has developed a list of (SLO) student center facility needs, including remodeling, refurbishing, and/or operating the student center. The list below are projects that have been completed (or near completion):

1. SLO cafeteria was remodeled in December 2018 and new furniture was installed.

2. The ASCC Social Club (Room 5312) and lobby of 5301 was remodeled to maximize space and increase student usage.

3. The next project will include Student Center Outdoor Furniture.

4. Remove carpet in SLO food pantry and replace with tile.

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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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