

BERKELEY CITY COLLEGE  
 2016-17 MARKETING PLAN BUDGET  
 (FUNDING NEEDS BY DEPT/UNIT)

DEPARTMENT/UNIT	AMOUNT NEEDED
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**COLLEGE-AT-LARGE**

PERALTA SPRING, FALL, SUMMER	<b>6,000.00</b>
BCC SPRING,SUMMER,FALL CLASS SCHEDULES	<b>14,000.00</b>
2017-19 BCC CATALOG	<b>\$14,000</b>
CAL SUBTOTAL	<b>34,000.00</b>

**OFFICE OF INSTRUCTION DEPTS.\***

AMERICAN SIGN LANGUAGE	<b>500.00</b>
ART AND CULTURAL STUDIES	<b>500.00</b>
BIOTECHNOLOGY	<b>500.00</b>
BUSINESS	<b>500.00</b>
CHEMISTRY	<b>500.00</b>
COMPUTER INFORMATION SYSTEMS	<b>500.00</b>
ENGLISH	<b>500.00</b>
ENGLISH AS A SECOND LANGUAGE	<b>500.00</b>
ELEMENTARY TEACHER EDUCATION	<b>500.00</b>
FIRST YEAR EXPERIENCE	<b>850.00</b>
GLOBAL STUDIES	<b>500.00</b>
LEARNING COMMUNITIES	<b>850.00</b>
LIBERAL ARTS PROGRAMS	<b>400.00</b>
MATHEMATICS	<b>500.00</b>
MULTIMEDIA ARTS	<b>700.00</b>
PACE Pathways	<b>500.00</b>
PERSIST	<b>500.00</b>
POLITICAL SCIENCE-AA-T	<b>300.00</b>
PSYCHOLOGY-AA-T	<b>300.00</b>
PUBLIC AND HUMAN SERVICES	<b>500.00</b>
SOCIOLOGY-AA-T	<b>300.00</b>
SPANISH LANGUAGE/MEDICAL INTERPRETING	<b>500.00</b>

OI SUBTOTAL **11,200.00**

SUBTOTAL FOR OI, COLatLG **45,050.00**

*\*CTE Program paper costs funded by CTE.*

**STUDENT SERVICES DEPTS/UNITS\*\***

STUDENT SERVICES-AT-LARGE	<b>3,000.00</b>
CALWORKS	<b>1,000.00</b>
CALWORKS COUNSELING	<b>550.00</b>
EOPS	<b>1,000.00</b>
FINANCIAL AID	<b>500.00</b>

STUDENT SERVICES SUBTOTAL \*\* **6,050.00**

**\*\*This would be funded by Student Services**