

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

**OFFICE OF INSTRUCTION DEPTS.\***

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

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	3,000.00
CALWORKS	1,000.00
CALWORKS COUNSELING	550.00
EOPS	1,000.00
FINANCIAL AID	500.00

STUDENT SERVICES SUBTOTAL\*\* 6,050.00

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