

**Berkeley City College
Strategic Marketing Plan**

**Office of Instruction
Departmental Marketing Plans and Worksheets**

Berkeley City College Marketing Objectives: Anthropology AA-T
Berkeley City College Educational Plan Goals 1, 2, 7

Berkeley City College Marketing Objective (s)
2, 3, 5, 8, 11, 12, 13, 16, 19, 22

PCCD Goals 1, 2

Department or Unit	Anthropology-AA-T
BCC Ed. Plan Goals	<ol style="list-style-type: none"> 1. Increase visibility of BCC programs, through exhibitions, lectures, greater community involvement via workshops and collaborative projects. 2. Using market research, develop new majors and/or programs. 7. Relevant BCC Ed. Plan Student Services goals pertaining to outreach, A&R, EOPS, Transfer/ Career Information.
PCCD Goals	<ol style="list-style-type: none"> 1. Advance Student Success 2. Engage Our Communities and Partners
BCC Mktg. Objective(s)	<ol style="list-style-type: none"> 2. Continue to integrate marketing, outreach, recruitment, and Community relations efforts with all college units to develop a cohesive marketing and customer service structure; evaluate in 2017. 3. Integrate college planning processes in all areas with new PCCD and college strategic planning processes. 5. Evaluate and, if necessary, restructure, selected program and unit-specific marketing strategies by June 2017, and update biannually. 8. Examine, evaluate, and, if necessary, restructure outreach, recruitment, and community relations models for college wide and select college programs by May 1, 2017; update biannually. 11. Continue to reassess and restructure service processes to better serve students by March 31, 2017; evaluate and update biannually.

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12. Continue to expand opportunities for marketing partnerships; evaluate by June 30, 2017.
13. Continue to evaluate and put into place ways to expand student involvement in departmental marketing projects by June 30, 2017.
14. Annually update marketing databases.
16. Convene three program focus groups (in conjunction with curriculum committee program reviews) by June 30, 2017).
19. Continue to connect online with target groups and social networks.
22. Work with college community to develop multilingual publications.

Description

Berkeley City College's Anthropology-AA-T Program must recruit, train or retain individuals who wish to enter the field of Anthropology; or who wish to change careers. Students and faculty must play an active role in marketing and recruitment processes. A seamless student support system connected to the program also must be developed.

Rationale

Faculty, staff and students in Berkeley City College's Anthropology AA-T Program will engage in activities which meet the marketing plan objectives listed above. In doing so, Anthropology faculty and staff will build a foundation for future marketing and recruitment efforts. Meeting these objectives will help the program increase enrollment and broaden public awareness of educational and job options for Anthropology majors.

Target Audience

The Anthropology AA-T Program's target audiences include high school students; returning students; employees in business, government, and nonprofit agencies who wish to earn a college degree, who wish to complete lower division transfer requirements or who wish to transfer to four-year universities immediately after graduation.

Start Year

2016

Completed Year

2017

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Strategies/Action Plan

Steps	Responsible Unit or Person	Completed
<p>1. Schedule Information Sessions for Prospective New and Returning Anthropology students.</p> <ul style="list-style-type: none"> • Contact prospective inquiries, EOPS and CalWORKs students. <p>2. Arrange information about Anthropology AA-T Program to be distributed to targeted community organizations.</p>	<p>Dept. Chair, Outreach</p> <p>“ “ “</p> <p>“ “ “ “</p>	<p>Dates to be scheduled throughout Fall, Spring, Summer 2016-17</p> <p>“ “ “</p> <p>Ongoing</p>
<p>3. Annually prepare and review handouts.</p> <p>4. Compose and send letter to prospective Anthropology students, target market organizations.</p> <p>5. Annually evaluate Mktg. Plan with Dept. Chair.</p> <p>6. Organize, schedule and conduct 2 focus group sessions in year of Anthropology AA-T Program review.</p> <p>7. Produce programs which highlight Anthropology AA-T Program in peralta.tv spots and public affairs segments.</p>	<p>PIO</p> <p>Dept. Chair, Students</p> <p>Dept. Chair, PIO</p> <p>Dept. Chair, PIO, students, faculty.</p> <p>Dept. Chair, PIO, peralta.TV</p>	<p>Summer and Fall 2016</p> <p>Fall/Spring 2016-17</p> <p>January-February</p> <p>Year of Curriculum Committee program review.</p> <p>Year of Curriculum Committee program review.</p>
<p>8. Maintain, Update Anthropology AA-T Program Web page on Berkeley City College Web site.</p> <p>9. Increase e-marketing / media</p>	<p>Dept. Chair, Faculty, College Web Master</p> <p>Dept. Chair, PIO Students, Faculty</p>	<p>August</p> <p>Fall/Spring 2017-17</p>

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channels for Anthropology Program.		
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Human Resources	Faculty, administration and staff will integrate Action Plan with program and departmental planning and will work with college and District marketing to achieve program objectives. Approximately 100 hours needed annually with involvement of individuals named above.
Financial Resources	\$800
Performance Evaluation Measures	<p>Involve new stakeholders in marketing planning strategies and recruitment activities.</p> <p>Include financial and departmental support for marketing and recruitment in new grant activities.</p> <p>Form partnership with at least six governmental, nonprofit, educational and business organizations during 2016-17.</p> <p>Expand database to include new target groups.</p> <p>Complete Action Plan and objectives listed above.</p> <p>Monitor enrollment increases in Anthropology Program and their total contribution to the college's enrollment management objectives.</p>
Mission Compatibility	Yes
BCC Ed. Plan Goals	1, 2, and 7
PCCD Strategic Goals	1 and 2