

## Berkeley City College Educational Plan Goals 1, 2, 7

### Berkeley City College Marketing Objective (s) 2, 3, 5, 8, 11, 12, 13, 2017, 19, 22

#### PCCD Goals 1, 2

Department or Unit	Arts and Cultural Studies
BCC Ed. Plan Goals	<ol style="list-style-type: none"><li>1. Increase visibility of Berkeley City College programs, through exhibitions, lectures, greater community involvement via workshops and collaborative projects.</li><li>2. Using market research, develop new majors and/or programs.</li><li>7. Relevant BCC Ed. Plan Student Services goals pertaining to outreach, A&amp;R, EOPS, Transfer/Career Information.</li></ol>
PCCD Goals	<ol style="list-style-type: none"><li>1. Advance Student Success</li><li>2. Engage Our Communities and Partners</li></ol>
BCC Mktg. Objective(s)	<ol style="list-style-type: none"><li>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.</li><li>3. Integrate college planning processes in all areas with PCCD and college strategic planning processes.</li><li>5. Evaluate and, if necessary, restructure, selected program and unit-specific marketing strategies by June 2017, and update biannually.</li><li>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.</li><li>11. Continue to reassess and restructure service processes to better serve students by March 31, 2017; evaluate and update biannually.</li><li>12. Continue to expand opportunities for marketing partnerships; evaluate by June 30, 2017.</li><li>13. Continue to evaluate and put into place ways to expand student involvement in departmental marketing projects by June 30, 2017.</li></ol>

## Berkeley City College Marketing Objectives: Art and Cultural Studies

14. Convene two 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 Art and Cultural Studies Programs must recruit and retain individuals who wish to transfer to four-year universities; or who wish to develop skills in the areas of art, figure drawing and cultural studies majors. While the department includes several disciplines (art, communication, humanities, music, philosophy and theater arts), it offers a degree/certificate program in art. Students, alumni and faculty should play an active role in marketing and recruitment processes. A seamless student support system connected to instruction also must continue.

**Rationale**

Faculty, staff and students in Berkeley City College's Art and Cultural Studies Program will engage in activities which meet the marketing plan objectives listed above. In doing so, the Arts and Humanities Department will aim to build a foundation for future program marketing and recruitment efforts. Meeting these objectives will help the program increase enrollment and broaden public awareness of educational and job options for Art and Cultrual Studies-related majors.

**Target Audience**

Art and Cultrual Studies programs target audiences include high school students; returning students; employees in arts, communications and graphics-related business, government, and nonprofit agencies.

**Start Year**

2016

**Completed Year**

2017

## Berkeley City College Marketing Objectives: Art and Cultural Studies

### Strategies/Action Plan

Steps	Responsible Unit or Person	Completed
1. Promote programs in Art and Cultural Studies classes.	J. Braman, L. Ruberto, Department Faculty	Presentation dates to be scheduled throughout Fall, Spring, Summer 2016-17.
<ul style="list-style-type: none"> <li>• Respond to prospective student phone queries and contact institutions, businesses which require their employees to have Art background.</li> </ul>	J. Braman, L. Ruberto, Department Faculty, student assistants.	Ongoing
2. Arrange for distribution of Art Program handouts to target populations; enlist Art&Cultural Studies, students/faculty/clubs in getting out word about the program where they live and work.	J. Braman, L. Ruberto, Department Faculty, Students	Needed by Oct. 15, 2016; June 1, 2017.
3. Review publications, handouts, as necessary.	J. Braman, L. Ruberto, PIO	Summer and Fall 2016.
<ul style="list-style-type: none"> <li>• Rewrite, edit, update and produce 250 handouts each semester.</li> </ul>	J. Braman, L. Ruberto, PIO	Summer 2016

**Berkeley City College Marketing Objectives: Art and Cultural Studies**

<b>Steps</b>	<b>Responsible Unit or Person</b>	<b>Completed</b>
4. Compose and distribute Art/Multimedia Arts program press releases and PSAs for fall and spring semesters.	PIO	October and June
5. Annually evaluate Mktg. Plan with Art/Cultural Studies Dept. Chairs	J. Braman, L. Ruberto, PIO	January-February
6. Organize, schedule and conduct 2 focus group sessions in year of Art & Cultural Studies program review.	J. Braman, L. Ruberto, PIO	Year of Curriculum Committee program review.
7. Arrange production of programs which highlight Art & Cultural Studies programs in peralta.TV spots and public affairs segments immediately after program review takes place.	J. Braman, L. Ruberto, Department Faculty, PIO, peralta.TV producers	Year of Curriculum Committee program review.

**Berkeley City College Marketing Objectives: Art and Cultural Studies**

<b>Steps</b>	<b>Responsible Unit or Person</b>	<b>Completed</b>
8. Annually maintain and Upgrade Art & Cultural Studies Dept. Web page on Berkeley City College Web site.	Dept. Chairs, faculty, College Web Master	August
9. Increase e-marketing/media channels for Arts and Cultural Studies Programs.	PIO, J. Braman, L. Ruberto, Students, Clubs, Faculty	Fall/Spring 2016-17

**Human Resources**

Faculty, administration and staff will integrate Action Plans with program and departmental planning and will work with college and District marketing to achieve program objectives. Approximately 135 hours needed annually with involvement of individuals named above.

**Financial Resources**

\$400 for publications and distribution.

## Berkeley City College Marketing Objectives: Art and Cultural Studies

<b>Performance Evaluation Measures</b>	<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 three governmental, nonprofit, educational and business organizations during 2016-17.</p> <p>Expand database and e-marketing social networks to include new target groups.</p> <p>Complete Action Plan and objectives listed above.</p> <p>Monitor enrollment increases in Art Program and their total contribution to the college's enrollment management objectives.</p>
<b>Mission Compatibility</b>	Yes
<b>BCC Ed. Plan Goals</b>	1, 2, and 7
<b>PCCD Strategic Goals</b>	1 and 2