







### Marketing Planner

Program/Department \_\_\_\_ President's Office \_\_\_\_\_ Date \_\_\_\_\_ F/S/M 2016-17 \_\_\_\_\_  
 Administrator/Department Chair \_\_ College President \_\_\_\_\_  
 Project \_\_\_\_\_ Fall/Spring 2016-17 College-At-Large Plan \_\_\_\_\_

| Objectives  | Action Plan   | Person/Group Responsible   | Cost/Time/Supplies Needed | Completion Date     |
|---|---|--|---------------------------|---------------------|
| BCC 2016-17 Strategic Marketing Plan Objectives<br>2, 3, 5, 8, 11, 12, 13, 16, 19, 22 | 7. Reestablish college marketing budget for core publications and activities.   | College Budget Advisory Committee, PIO   | \$30,000                  | June 2017           |
|   | 8. Conduct focus groups with students re: college communications strategies, tactics, tools, channels.  | PIO<br>Students,<br>Community Members,<br>Faculty, Staff,<br>PIO                   | 50 Hours                  | Fall/Spring 2016-17 |
|   | 9. Work with internal and external college constituencies to develop multilingual publications which reflect languages most used by Berkeley City College's Diverse student Body. | Students,<br>department chairs, OI,<br>Student Services,<br>Outreach Staff,<br>PIO | 130 Hours                 | Fall/Spring 2016-17 |

Berkeley City College (510) 981-2852

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Project \_\_\_\_\_Fall/Spring 2016-17 College-At-Large Plan\_\_\_\_\_

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|---|--|--------------------------------|----------------------------------|-----------------|
| BCC 2016-17 Strategic Marketing Plan Objectives<br>2, 3, 5, 8, 11, 12, 13, 16, 19, 22 | 10. Continue to integrate and develop Community Relations and Outreach strategies to reach BCC target markets. | College Community, Ambassadors | 200 Hours, Cost to be Determined | Spring 2017     |

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