| Program/DepartmentPresident's Office | | Date | F/S/M 2016-17 | |
|--------------------------------------|---|----------------|---------------|-----------------|
| Administrator/Department Chair | College President | | | |
| ProjectFall/Spring 201 | 6-17 College-At-Large Plan | | | |
| | | | | |
| | | Person/Group | Cost/Time | 1 |
| Objectives | Action Plan | Responsible | Supplies | Completion Date |
| · | | · | Needed | • |
| BCC 2016-17 Strategic Marketing | 1. Continue to integrate and | VPs, Deans, | Varies by | June 30, 2017 |
| Plan Objectives | develop enrollment | Department | project. | |
| 2, 3, 5, 8, 11, 12, 13, 16, 19, 22 | management, recruitment, grants | Chairs, | | |
| | writing and marketing processes. | Faculty, | | |
| | | PIO | | |
| | | | | |
| | Include costs for marketing | VPs, Deans, | Varies by | June 30, 2017 |
| | and outreach in college | Department | project. | |
| | grantswriting processes. | Chairs, | | |
| | | Faculty, PIO | | |
| | • Include marketing and outreach | VPs, Deans, | Varies by | June 30, 2017 |
| | planning into initial development | Department | project. | |
| | of all new college programs and | Chairs, | | |
| | services. | Faculty, PIO | | |
| | | | | |
| | 2. Convene ad hoc group | President, PIO | 30 Hours | June 30, 2017 |
| | representing management, | | | |
| | departments, faculty, staff and | | | |
| | students to plan and evaluate | | | |
| | effectiveness of Berkeley City | | | |
| | College marketing efforts. | | | |

| Program/DepartmentPresident's OfficeAdministrator/Department Chair College PresidentProjectFall/Spring 2016-17 College-At-Large Plan | | _ DateF/S | S/M 2016-17 _ | |
|--|---|---|----------------------------------|-----------------------|
| Objectives | Action Plan | Person/Group Responsible | Cost/Time/ Supplies Needed | Completion Date |
| BCC 2016-17 Strategic Marketing Plan Objectives 2, 3, 5, 8, 11, 12, 13, 16, 19, 22 | Evaluate internal publications management and production strategies. | Ad Hoc Marketing Group | 16-20 hours | June 30, 2017 |
| | • Evaluate external marketing efforts, including direct mail efforts. | Ad Hoc Marketing Group | 16-20 hours | June 30, 2017 |
| | • Produce semiweekly and bimonthly internal newsletters. | PIO | 150 hrs. \$200/Paper | Fall 2016/Spring 2017 |
| | 3. Research and discuss college fundraising opportunities. | President, VPs, Deans, PIO, Berkeley Trustees, Events Planners, Students, Community Members, Friends of BCC, (Peralta Foundation), President's Circle | To Be Determined | Fall 2016 |

| Program/DepartmentPresident's Office | | | | |
|--|---|--|----------------------------------|-----------------|
| AdministratorFall/Spring 201 | College President | | | |
| ProjectFall/Spring 201 | 6-17 College-At-Large Plan | | | |
| Objectives | Action Plan | Person/Group Responsible | Cost/Time/ Supplies Needed | Completion Date |
| BCC 2016-17 Strategic Marketing Plan Objectives 2, 3, 5, 8, 11, 12, 13, 16, 19, 22 | 4. Continue examining customer service and communications processes, which effect student and prospective understanding and knowledge of college programs and services. | VPs, Deans, Department Chairs, Faculty, PIO. | 40 Hours | Spring 2017 |
| | 5. Continue to garner targeted coverage about Berkeley City College projects, successes, faculty, students, administration, staff. | PIO in cooperation with Berkeley City College faculty, administration, students. | On-Going | June 30, 2017 |
| | 6. Begin gradual conversion of informational material to emedia. Evaluate in June 2017. | Berkeley City College faculty, students, administration, staff. | On-Going | June 30, 2017 |

| Program/DepartmentPresident's OfficeAdministrator/Department Chair College PresidentProjectFall/Spring 2016-17 College-At-Large Plan | | | F/S/M 2016-17 | |
|--|---|---|----------------------------------|---------------------|
| Objectives | Action Plan | Person/Group Responsible | Cost/Time/ Supplies Needed | Completion Date |
| BCC 2016-17 Strategic Marketing Plan Objectives 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 Students, Community Members, Faculty, Staff, 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, department chairs, OI, Student Services, Outreach Staff, PIO | 130 Hours | Fall/Spring 2016-17 |

| Program/DepartmentPresident's Office | | Date | F/S/M 2016-17 | |
|--|--|--------------------------------------|--|-----------------|
| Administrator/Department ChairsCollege President | | | | |
| ProjectFall/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 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 |