

Berkeley City College Educational Plan Goals 1, 2, 6, 7

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

PCCD Goals 1, 2

Department or Unit	Global Studies
BCC Ed. Plan Goals	<ol style="list-style-type: none">1. Increase visibility of Berkeley City College programs through exhibitions, lectures, greater community involvement via workshops and collaborative projects.2. Using market research, develop new majors and/or programs.6. <i>Social Sciences</i>: Continue the expansion, improvement, and advertising of Social Sciences 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 Success2. 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 develop a cohesive marketing and customer service structure; evaluate in 2017.3. Integrate college planning processes in all areas with 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.

Berkeley City College Marketing Objectives: Global Studies

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.
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.
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.

Start Year
Completed Year

2016
2017

Description

Berkeley City College's Global Studies Transfer Program must continue to recruit and retain individuals who wish to transfer to four-year universities; or who wish to complete a general education core curriculum. Global Studies majors, alumni and faculty must play an active role in marketing and recruitment processes. A seamless student support system connected to instruction also must be further developed.

Berkeley City College Marketing Objectives: Global Studies

Rationale Faculty, staff and students in Berkeley City College’s Global Studies Program will engage in activities which meet the marketing plan objectives listed above. In doing so, the Global Studies 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 Global Studies majors.

Target Audience The Global Studies Department’s target audience includes high school students; returning students; employees in business, government, and nonprofit agencies who wish to earn a college degree with an emphasis in international relations or political science, complete lower division transfer requirements or who wish to transfer to four-year universities immediately after graduation.

Start Year 2016
Completed Year 2017

Strategies/Action Plan

Steps	Responsible Unit or Person	Completed
1. Schedule presentations to prospective Global Studies students in fall and spring, and as part of college outreach presentations.	Dr. C. Lee, Counselors, Project Access, Outreach Staff, Students	Dates to be scheduled throughout Fall, Spring, Summer 2016-17
<ul style="list-style-type: none"> • Contact prospective students, and returning Global Studies students. 	Dr. C. Lee, Outreach Teams, Student Workers	Ongoing
<ul style="list-style-type: none"> • Hold Global Studies orientation for BCC students. 	Dr. C. Lee	September, April
2. Arrange Global Studies information to be mailed to target organizations.	Dr. C. Lee	Summer and Fall 2016
3. Review handouts, as necessary.	Dr. C. Lee	Summer, Fall, Spring 2016-17

Berkeley City College Marketing Objectives: Global Studies

Steps	Responsible Unit or Person	Completed
<ul style="list-style-type: none"> • Rewrite, edit, update and produce handouts, brochures each semester. 	Dr. C. Lee, PIO	Summer and Fall 2016
4. Compose and send letter to prospective Global Studies students and target agencies; make follow-up phone calls to interested students.	Dr. C. Lee, Students	Ongoing
5. Compose and distribute Global Studies press releases and PSAs for fall and spring semesters.	PIO	Summer, Fall (dates to be determined)
6. Annually evaluate Mktg. plan with Global Studies Chair, Lead Faculty, Division Dean.	Dr. C. Lee, Deans, PIO	January-February
7. Organize, schedule and conduct 2 focus group sessions in year of Global Studies program review.	Dr. C. Lee, PIO	Year of Curriculum Committee program review.
8. Produce programs which highlight Global Studies program in peralta.TV spots and public affairs segments.	Dr. C. Lee, PIO, peralta.TV	Year of Curriculum Committee program review.

Berkeley City College Marketing Objectives: Global Studies

Steps	Responsible Unit or Person	Completed
9. Annually maintain, update Global Studies Web page on Berkeley City College Web site.	Dr. C. Lee, College Web Master	August
10. Increase e-marketing/media channels for Global Studies Program.	Dr. C. Lee, Students, Faculty, PIO	Fall/Spring 2016-17
11. Connect with high school parents.	PIO, Dr. C. Lee	Fall/Spring 2016-17
12. Obtain International Student mailing list from PCCD Office of International Education.	Dr. C. Lee	Fall/Spring 2016-17
13. Organize events in which Global Studies Program is featured.	Dr. C. Lee, Outreach Staff, Students	Fall/Spring 2016-17

Berkeley City College Marketing Objectives: Global Studies

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 150 hours needed annually with involvement of individuals named above.
Financial Resources	\$850 to cover basic, current publishing costs.
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 Global Studies Program and their total contribution to the college's enrollment management growth objectives.</p>
Mission Compatibility	Yes
BCC Ed. Plan Goals	1, 2, 6, and 7
PCCD Strategic Goals	1 and 2