

## 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

<b>Department or Unit</b>	<b>Public and Human Services</b>
<b>BCC Ed. Plan Goals</b>	<ol style="list-style-type: none"><li>1. Increase visibility of 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>
<b>PCCD Goals</b>	<ol style="list-style-type: none"><li>1. Advance Student Success</li><li>2. Engage Our Communities and Partners</li></ol>
<b>BCC Mktg. Objective(s)</b>	<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 new 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></ol>

## Berkeley City College Marketing Objectives: Public and Human Services

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.

**Description**

Berkeley City College's Public and Human Services Program must recruit, train or retain individuals who wish to enter the social services field; 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 Public and Human Services Program will engage in activities which meet the marketing plan objectives listed above. In doing so, Public and Human Services Program 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 Social Services Paraprofessional majors.

**Target Audience**

The Public and Human Services Program's target audiences include high school students; returning students; employees in business, government, and nonprofit, youth and health and senior services 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

## Berkeley City College Marketing Objectives: Public and Human Services

### Strategies/Action Plan

Steps	Responsible Unit or Person	Completed
<p>1. Schedule Information Sessions for Prospective New and Returning Public and Human Services students.</p> <ul style="list-style-type: none"> <li>• Contact prospective inquiries, EOPS and CalWORKs students.</li> </ul> <p>2. Arrange Public and Human Services information 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 brochures, handouts.</p> <p>4. Compose and send letter to prospective Public &amp; Human Services students, target market organizations (e.g., nursing homes, geriatric facilities; social workers who work with seniors; make follow-up phone calls to interested organizations, students).</p> <p>5. Annually evaluate Mktg. Plan with Program Coordinator, Division Dean, Instructional VP.</p> <p>6. Organize, schedule and conduct 2 focus group sessions in year of Public and Human Services program review.</p> <p>7. Produce programs which highlight Public and Human Services Program in peralta.TV spots and public affairs segments.</p>	<p>PIO</p> <p>Dept. Chair</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>

## Berkeley City College Marketing Objectives: Public and Human Services

<b>Steps</b>	<b>Responsible Unit or Person</b>	<b>Completed</b>
8. Maintain, Update Public and Human Services Program Web page on Berkeley City College Web site.	Dept. Chair, Faculty, College Web Master	August
9. Increase e-marketing / media channels for Public and Human Services Program.	Dept. Chair, PIO Students, Faculty	Fall / Spring 2016-17

## Berkeley City College Marketing Objectives: Public and Human Services

<b>Human Resources</b>	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 140 hours needed annually with involvement of individuals named above.
<b>Financial Resources</b>	\$800
<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 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 Public and Human Services Programs 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