

Marketing Planner

Program/Department Public and Human Services Date F/S/M 2016-17
 Administrator/Department Chair S. Sanders-Badt
 Project Fall/Spring/Summer 2016-17 Public and Human Services Plan

Objective	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	1. Schedule Open House and Information Sessions for Prospective New and Returning Public/Human Services majors.	S. Sanders- Badt, PIO	25 hrs.	Dates to be scheduled throughout Fall, Spring, Summer 2016-17
	<ul style="list-style-type: none"> • Contact prospective inquiries and returning Public/Human Services majors. 	" " " "	20-30 hrs.	Ongoing
	2. Arrange Public/Human Services information to be distributed to Public/Human Services and community organizations.	Pub.Hu.Ser. Dept. Chair, BCC Outreach	\$300 for Paper; \$500/bulk postage	June, October

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BCC 2016-17 Strategic Marketing Plan Objectives 2, 3, 5, 8, 11, 12, 13, 16, 19, 22	3. Annually update brochure, handouts.	S. Sanders-Badt, PIO	3 hrs./semester	Summer/Fall 2016
	• Edit, and produce 500 program handouts and/or brochures.	S. Sanders-Badt, PIO	10 hrs.	Summer/Fall 2016
	4. Compose and send letter to prospective and returning Public/Human Services majors; target public/private social service organizations; make follow-up phone calls to interested students.	S. Sanders-Badt	2 hrs.	Annually
	5. Annually evaluate Mktg. Plan with Public/Human Services program coordinator.	S. Sanders-Badt, PIO	2 hrs.	January-February

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BCC 2016-17 Strategic Marketing Plan Objectives 2, 3, 5, 8, 11, 12, 13, 16, 19, 22	6. Organize, schedule and conduct 2 focus group sessions in year of Public/Human Services major review.	S. Sanders-Badt, PIO	12 hrs	Year of Curriculum Committee program review.
	7. Organize production of PSAs, TV programs which highlight Public/Human Services major in peralta.TV spots and public affairs segments.	PIO, S. Sanders-Badt, peralta.TV	20 hrs.	Year of Curriculum Committee program review.
	8. Increase e-marketing/media channels for Public/Human Services major.	PIO, S. Sanders-Badt, Faculty, Students	25-30 hrs.	Fall/Spring 2016-17
	9. Update and maintain Public and Human Services Web page on Berkeley City College Web site.	S. Sanders-Badt, Faculty, College Web Master	12 hrs.	August

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