

## Marketing Planner

Program/Department Spanish Programs Date F/S/M 2016-17

Administrator/Department Chair Dept. Chair

Project Fall/Spring 2016-17 Spanish Programs 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. Promote programs in Spanish and in other classes.	Dept. Chair, Spanish faculty	30 hours.	Presentation dates to be scheduled throughout Fall, Spring, Summer 2016-17   Ongoing October, June
	<ul style="list-style-type: none"> <li>• Respond to prospective student phone, e-mail queries and contact businesses which require their employees to communicate in Spanish.</li> </ul>	Dept. Chair,	20-30 hrs.	
	2. Arrange for direct mailing and distribution of Spanish and Spanish Medical Interpreter Program handouts to target populations listed in objective 1; enlist Spanish students in getting out word about the program where they live and work.	Dept. Chair, Spanish Faculty, Students, PIO	\$250 for Paper; \$250 for bulk postage	

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	<ul style="list-style-type: none"> <li>• Rewrite, edit, update and produce 500 program handouts annually.</li> </ul>	PIO	20 hrs.	Annually
	4. Compose and send letter to prospective and returning Spanish students; make follow-up phone calls to interested students.	Dept. Chairs	2 hrs.	Summer/Late Fall
	5. Compose and distribute Spanish program press releases and PSAs for fall and spring semesters.	PIO	2 hrs.	October/June
	6. Annually evaluate Mktg. plan with Spanish Dept. Chair, Coordinator.	Dept. Chairs, Coordinator, 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	7. Organize, schedule and conduct 2 focus group sessions in year of Spanish, Spanish Medical Interpreter program review.	Dept. Chair, , PIO	12 hrs.	Year of Curriculum Committee program review.
	8. Produce programs which highlight Spanish, Spanish Medical Interpreter program in peralta.TV spots and public affairs segments immediately after program review.	Dept. Chair, PIO, peralta.TV	12 hrs.	Year of Curriculum Committee program review.
	9. Increase e-marketing/media channels for Spanish programs.	Dept. Chair, Coordinator, PIO, Faculty, Students	30 hrs.	Fall/Spring 2016-17
	10. Annually update and revise Spanish programs Web page on Berkeley City College Web site.	Dept. Chair, PIO, College Web Technician	12 hrs	August

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