

Berkeley City College Educational Plan Goals 2, 7

Berkeley City College Marketing Objective (s) 2, 3, 5, 8, 12, 13, 16, 19, 21, 22

PCCD Goals 1, 2

Department or Unit	Student Services: CalWORKs
BCC Ed. Plan Goals	<ol style="list-style-type: none">2. Using market research, develop new majors and/or programs.7. Relevant BCC Ed. Plan Student Services goals pertaining to A&R outreach, counseling, EOPS, Psychological Services, Transfer/Career Information Center, Student Activities
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 to develop a cohesive marketing and customer service structure; evaluate in 2017.3. Integrate college planning processes in all areas with new 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: Student Services—CalWORKs

6. Convene Marketing/Community Relations/Outreach group monthly during the fall and spring semesters.
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.
12. Continue to reassess and restructure service processes to better serve students by March 31, 2017; evaluate and update biannually. 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.
21. Work with college administration to develop surveys and focus groups for Objectives 5, 8,12, 16.
22. Work with college community to develop multilingual publications.

Description

Berkeley City College's Student Services Program will convey an image to the public at large as a program which fosters student success in all endeavors pertaining to achieving educational goals, career/life planning and occupational preparation.

Berkeley City College Marketing Objectives: Student Services—CalWORKs

Rationale	The CalWORKs Unit of Berkeley City College’s Student Services Department shall work with students, faculty, staff, and administration and engage in activities which meet the objectives listed above. In doing so, the unit will provide services which allow financially and educationally disadvantaged students to obtain the financial support necessary to reach their educational goals.
Target Audience	The CalWORKs unit’s target audience consists of financially and economically disadvantaged students with children under 14 years of age.
Start Year	2016
Completed Year	2017

Berkeley City College Marketing Objectives: Student Services—CalWORKs

Strategies/Action Plan

Steps	Responsible Unit or Person	Completed
1. Schedule presentations of student ambassadors and other important CalWORKs staff at key locations.	CalWORKs Coordinator-Counselor, Staff	Ongoing
2. Respond to prospective student inquiries in a timely manner.	CalWORKs office staff/Intake Specialist	Ongoing
3. Arrange for mailings of handouts and brochures (revise CalWORKs marketing materials).	CalWORKs Coordinator/Counselor & Intake Specialist, PIO	Ongoing
4. Evaluate and restructure marketing outreach and recruitment strategies and integrate marketing recruitment efforts with all college units to develop a cohesive marketing and customer services structure.	CalWORKs Coordinator-Counselor	Ongoing: 2016-17

Berkeley City College Marketing Objectives: Student Services—CalWORKs

Strategies/Action Plan

Steps	Responsible Unit or Person	Completed
<p>5. Attend Monthly meetings with Peralta CalWORKs and Alameda County Social Services representatives,</p> <p>6. Collaborate with EOPS/CARE, college Outreach Committee, for joint outreach activities. Arrange for student ambassador to provide monthly sessions.</p>	<p>CalWORKs Coordinator/Counselor</p> <p>CalWORKs Coordinator-Counselor/ Intake Specialist, PIO</p>	<p>Ongoing</p> <p>Set up schedule for entire school year by September 2016</p>
<p>7. Arrange follow up meetings to forge relationship and referral system between agencies and Berkeley City College's CalWORKs program.</p> <p>8. Obtain information on agencies providing services and do a direct mailing to the directors of those agencies.</p>	<p>CalWORKs Coordinator-Counselor/ Intake Specialist</p> <p>CalWORKs Coordinator-Counselor/ Intake Specialist</p>	<p>Ongoing</p> <p>Fall 2016</p>

Berkeley City College Marketing Objectives: Student Services—CalWORKs

Human Resources	CalWORKs staff will integrate Action Plan with appropriate college units, and will work with college and District marketing to achieve program objectives. Approximately 200 hours needed annually with involvement of individuals named above.
Financial Resources	\$750 Base
Performance Evaluation Measures	<p>Integrate outreach, marketing and recruitment efforts with appropriate college units.</p> <p>Evaluate and restructure marketing, outreach and recruitment strategies annually, as necessary. Evaluate biannually.</p> <p>Expand collegewide database to include a variety of target audiences.</p> <p>Form partnership with at least six governmental, nonprofit, educational and business organizations during 2016-17.</p> <p>Involve students in at least six outreach activities each semester.</p> <p>Complete Action Plan and objectives listed above.</p>
Mission Compatibility	Yes
BCC Ed. Plan Goals	2 and 7
PCCD Strategic Goals	1 and 2