

MARKETING PLANNER

Program/Department CalWORKs Date F/S/M 2016-17

Administrator/Department Chair VP, Student Services, CalWORKs Coordinator

Project Fall/Spring 2016-17 CalWORKs Plan

Objectives	Action Plan	Person/Group Responsible	Cost/Time/Supplies Needed	Completion Date
BCC 2016-17 Strategic Marketing Plan Objective 2, 3, 5, 8, 12, 13, 16, 19, 21, 22	1. Schedule presentations of student ambassadors and other important CalWORKs staff at key locations.	CalWORKs Coordinator-Counselor, Student Ambassadors	.5-1 hours per presentation x student ambassador hourly. Also cost of flyers and other materials.	Ongoing
	2. Respond to prospective student inquires in a timely manner	CalWORKs office staff	40 hours per week year round x intake specialist salary, and student assistant hourly.	Ongoing
	3. Arrange for mailings of handouts and brochures (revise CalWORKs marketing materials)	CalWORKs Coordinator, Counselor & Intake Specialist	2.5 hours per week ongoing plus additional 5 hours during weeks of mailings. Cost: hourly wages x hours. Additional costs: # of flyers per mailing + envelopes. 12 hours-	Ongoing
	4. Evaluate and restructure marketing outreach and recruitment strategies, as necessary, and integrate marketing recruitment efforts with all college units to develop a cohesive marketing and customer services structure	CalWORKs Coordinator-Counselor	12-20 hours counselor hourly.	Ongoing: 2016-17

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Program/Department CalWORKs Date F/S/M 2012-13
 Administrator/Department Chair VP, Student Services, CalWORKs Coordinator
 Project Fall/Spring 2012-13 CalWORKs Plan

BCC 2016-17 Strategic Marketing Plan Objectives 2, 3, 5, 8, 12, 13, 16, 19, 21, 22	<u>Action Plan</u>	<u>Person/Group Responsible</u>	<u>Cost/Time/Supplies Needed</u>	<u>Completion Date</u>
	5. Attend Monthly meetings with Peralta CalWORKs and Alameda County Social Services representatives	CalWORKs Coordinator/ Couns.	5- 12 hours of updating flyers for distribution x counselor hourly. Additional costs: 150 copies of flyers.	July, 2016 December, 2016
	6. Provide handouts for BCC students ; analyze, edit, revise handouts annually.	CalWORKs Coordinator/ Counselor, PIO	1.5 hours per presentation x student ambassador hourly. Also cost of flyers and other materials for distribution.	Ongoing
	7. Collaborate with EOPS/CARE for joint outreach activities. Arrange for student ambassador to provide monthly sessions and work with college's Outreach Committee.	CalWORKs Coordinator- Counselor/ Intake Specialist, PIO	5 hours per mailing Intake Specialist hourly. Also cost of flyers and other materials for distribution.	Ongoing Set up schedule for entire school year by September 1, 2016
	8. Arrange follow up meetings to forge relationship and referral system between agencies and Berkeley City College's CalWORKs program.	CalWORKs Coordinator- Counselor/ PIO	12 hours per semester	Fall 2016

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BCC 2012-13 Strategic Marketing Plan Objectives 2, 3, 5, 8, 12, 13, 16, 19, 21, 22	9. Expand the number of employers providing work study opportunities .	CalWORKs Coordinator-Counselor	5-12 hours x Intake Specialist hourly	Spring 2017