

## 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

<b>Department or Unit</b>	<b>Student Services: Financial Aid</b>
<b>BCC Ed. Plan Goals</b>	<ol style="list-style-type: none"><li>2. Using market research, develop new majors and/or programs.</li><li>7. Relevant BCC Ed. Plan Student Services goals pertaining to A&amp;R outreach, counseling, EOPS, Psychological Services, Transfer/Career Information Center.</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></ol>

## Berkeley City College Marketing Objectives: Student Services—Financial Aid

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.

### **Rationale**

The Financial Aid 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 Financial Aid Unit will provide services which allow students to obtain the financial support necessary to reach their educational goals.

## Berkeley City College Marketing Objectives: Student Services—Financial Aid

**Target Audience**                      The Financial Aid Unit’s target audience consists of a broad range of individuals who have a variety of educational goals and financial needs.

**Start Year**                                2016

**Completed Year**                        2017

**Strategies/Action Plan**

<b>Steps</b>	<b>Responsible Unit or Person</b>	<b>Completed</b>
1. Increase Outreach recruitment for evening students and weekend college students, mail letters to prospects.	S. Services VP, S. Services, L. Nguyen, Stu. Ambassadors Outreach Staff	Sept.-Oct., 2016; Mar-Apr. 2017
2. Increase Outreach and recruitment for high school students.	VP, S. Services, Ambassadors, Outreach Staff	Sept.-Oct., 2016; Mar-Apr. 2017
3. Continue to develop updated financial aid information for BCC students on Fin. Aid.	S.Services VP, L. Nguyen, Outreach Staff, PCCD	Ongoing
4. Involve and integrate Student Services faculty, staff, students into Berkeley City College events.	President, Vice Presidents, Dean, Student Services Faculty, Staff, Students	Fall 2016
5. Increase outreach to students who speak a second language.	VP, S. Svcs., V. Flint, Stu. Ambassadors, PIO	Fall/Spring 2016-17
6. Annually review, evaluate Fin. Aid Mktg. Plan	S. Services VP, PIO	January-February

## Berkeley City College Marketing Objectives: Student Services—Financial Aid

<b>Human Resources</b>	Student services staff will integrate Action Plan with Appropriate college units, and will work with college and District marketing to achieve program objectives. Approximately 300 hours needed annually with involvement of individuals named above.
<b>Financial Resources</b>	\$500
<b>Performance Evaluation Measures</b>	<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>
<b>Mission Compatibility</b>	Yes
<b>BCC Ed. Plan Goals</b>	2 and 7
<b>PCCD Strategic Goals</b>	1 and 2