

Marketing Planner

Program/Department Financial Aid Date F/S/M 2016-17
 Administrator/Department Chair VP, Student Services; L. Nguyen, Fin Aid Supervisor
 Project Student Services: Financial Aid

Objective	Action Plan	Person/Group Responsible	Cost/Time/Supplies Needed	Completion Date
BCC 2016-17 Strategic Marketing Plan Objectives 2, 3, 5, 8, 12, 13, 16, 19, 21, 22	1. Increase Outreach recruitment for high school students.	L. Nguyen, Student Ambassadors	60-80 Hrs. \$250	Sept. 2016; April 2017
	2. Work with ambassadors, outreach committee to increase outreach and recruitment for high school students.	L. Nguyen, Stu. Activities, Outreach Staff	60-80 Hrs \$250	Sept. 2016; April 2017
	3. Continue to develop updated financial aid information for BCC students on Fin. Aid.	VP, S. Services, L. Nguyen, Outreach Staff, PIO	Ongoing	Ongoing

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BCC 2016-17 Strategic Marketing Plan Objectives 2, 3, 5, 8, 12, 13, 16, 19, 21, 22	4. Develop multi-language flyers and brochures for outreach; review and revise annually, as needed.	VP, Student Services, Fin. Aid. Dept., PCCD	Ongoing	Fall/Spring 2016-17
	5. Annually review Financial Aid Marketing Plan.	S. Services VP, PIO, Financial Aid Staff	11 Hours	January-February
	6. Update Student Services college Web site.	Student Services Staff, College Web Master	20 Hrs.	August

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