

**Berkeley City College  
Strategic Marketing Plan**

**Student Services Unit Marketing Plans  
and Worksheets**

**Berkeley City College Marketing Objectives: Student Services-at-Large**

**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 at Large</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 2016.</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 2016, and update biannually.</li></ol>

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6. Convene 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, 2016; update biannually.
12. Continue to reassess and restructure service processes to better serve students by March 31, 2016; evaluate and update biannually. Continue to expand opportunities for marketing partnerships; evaluate by June 30, 2016.
13. Continue to evaluate and put into place ways to expand student involvement in departmental marketing projects by June 30, 2016.
16. Convene three program focus groups (in conjunction with curriculum committee program reviews) by June 30, 2016).
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**

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.

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In doing so, the Department will provide services which allow financially disadvantaged students to obtain the monetary support necessary to reach their educational goals.

**Target Audience**                      The Student Services Department’s target audience consists of financially disadvantaged students.

**Start Year**                                2015

**Completed Year**                      2016

**Strategies/Action Plan**

<b>Steps</b>	<b>Responsible Unit or Person</b>	<b>Completed</b>
1. Revise Student Handbook	VP Student Services, Assessment & Orientation Staff	February 2016
2. Strengthen Community Relations Structure, Expand Outreach Programs	VP, Student Services, Director of Student Life and Activities, Student Ambassadors	June 2016
3. Revise, Plan Community Relations, Outreach Objectives.	VP, Student Services, Director of Student Life and Activities, Student Ambassadors, faculty, staff.	Ongoing

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**Strategies/Action Plan**

<b>Steps</b>	<b>Responsible Unit or Person</b>	<b>Completed</b>
4. Update Student Services college Web site.	Student Services staff, College Web Master	Ongoing
5. Review and revise Student Services Unit Marketing Plan annually.	VP, Student Services, Student Services Unit Managers and Supervisors, Staff	January-February
6. Review student services publications revision and editing processes.	VP, Student Services, Student Services Managers, Unit Supervisors, PIO	Ongoing

## Berkeley City College Marketing Objectives: Student Services-at-Large

<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 objectives. Approximately 300 hours needed annually with involvement of individuals named above.
<b>Financial Resources</b>	\$6,000 (Student Services)
<b>Performance Evaluation Measures</b>	<p>Integrate Student Services 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 2015-16.</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