

## **Berkeley City College Marketing-Related Institutional Plan Goals**

1. Increase visibility of college programs through exhibitions, lectures, greater community involvement via workshops and collaborative projects.
2. Using market research, develop new majors and/or programs in occupational areas, i.e., social services, interpreting, occupational health, and science lab technologies.
7. Relevant BCC Ed. Plan Student Services goals pertaining to outreach, A&R, EOPS, Transfer/Career Information

### **PCCD Goals**

1. Advance Student Success
2. Engage Our Communities and Partners

### **BCC Institutional Plan and Strategic Marketing- Plan Related Objective(s)**

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.
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 2016, and update biannually.
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.
11. Continue to reassess and restructure service processes to better serve students by March 31, 2016; evaluate and update biannually.
12. 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. Develop focus groups as needed.
22. Work with college community to develop multilingual publications.