

Marketing Planner

Program/Department Extended Opportunity Program Services Date F/S/M 2015-16
 Administrator/Department Chair Student Services VP, EOPS Coordinator
 Project EOPS Fall-Spring 2015-16

Objectives	Action Plan	Person/Group Responsible	Cost/Time/Supplies Needed	Completion Date
BCC 2015-16 Strategic Marketing Plan Objectives 2, 3, 5, 8, 12, 13, 16, 19, 21, 22	1. Serve 300 students in EOPS and 50 CARE students.	Stu. Services VP, F. Shah	12 Hrs/wk	Ongoing during fall, spring summer
	2. Schedule EOPS presentations at feeder High Schools. Community Centers & organizations.	Student Ambassadors, Outreach Staff	30 Hours	Fall/Summer/Spring
	3. Revise and distribute EOPS handout and other EOPS publications, at college info. Desk; include multilingual translations as needed.	Stu. ServicesVP, F. Shah, PIO	12 Hours: \$500	August, December, May, July
	4. Mail recruitment handouts to continuing Berkeley City College students.	F. Shah, EOPS Staff	15 Hours: \$300	October 2015, May 2016
	5. Participate in college wide outreach and recruitment presentations.	Stu. ServicesVP, Ambassadors, EOPS Students	30 Hours	Ongoing: Fall, Spring, Summer
	6. Make presentations in basic English and Math classes.	Ambassadors Stu. Services VP, EOPS staff	15 Hours	Ongoing: October 2015; and May 2016.

Marketing Planner

Program/Department Extended Opportunity Program Services Date F/S/M 2015-16
 Administrator/Department Chair Division Dean, Student Services
 Project EOPS Fall-Spring 2015-16 Plan

Objectives	Action Plan	Person/Group Responsible	Cost/Time/Supplies Needed	Completion Date
BCC 2015-16 Strategic Marketing Plan Objectives 2, 3, 5, 8, 12, 13, 16, 19, 21, 22	8. Annually review, revise, as necessary, EOPS marketing plan.	Student Services VP, Ambassadors, PIO, EOPS staff.	12 Hours	January-February

Berkeley City College (510) 981-2852