

**Berkeley City College  
Strategic Marketing Plan**

**Office of Instruction  
Departmental Marketing Plans and Worksheets**

**Berkeley City College Marketing Objectives: Anthropology AA-T**

**Berkeley City College Educational Plan Goals 1, 2, 7**

**Berkeley City College Marketing Objective (s)  
2, 3, 5, 8, 11, 12, 13, 16, 19, 22**

**PCCD Goals 1, 2**

<b>Department or Unit</b>	<b>Anthropology-AA-T</b>
<b>BCC Ed. Plan Goals</b>	<ol style="list-style-type: none"><li>1. Increase visibility of BCC programs, through exhibitions, lectures, greater community involvement via workshops and collaborative projects.</li><li>2. Using market research, develop new majors and/or programs.</li><li>7. Relevant BCC Ed. Plan Student Services goals pertaining to outreach, A&amp;R, EOPS, Transfer/ Career Information.</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><li>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.</li></ol>

## Berkeley City College Marketing Objectives: Anthropology AA-T

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.
14. Annually update marketing databases.
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.
22. Work with college community to develop multilingual publications.

### **Description**

Berkeley City College's Anthropology-AA-T Program must recruit, train or retain individuals who wish to enter the field of Anthropology; or who wish to change careers. Students and faculty must play an active role in marketing and recruitment processes. A seamless student support system connected to the program also must be developed.

### **Rationale**

Faculty, staff and students in Berkeley City College's Anthropology AA-T Program will engage in activities which meet the marketing plan objectives listed above. In doing so, Anthropology faculty and staff will build a foundation for future marketing and recruitment efforts. Meeting these objectives will help the program increase enrollment and broaden public awareness of educational and job options for Anthropology majors.

### **Target Audience**

The Anthropology AA-T Program's target audiences include high school students; returning students; employees in business, government, and nonprofit agencies who wish to



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<p>year of Anthropology AA-T Program review.</p> <p>7. Produce programs which highlight Anthropology AA-T Program in peralta.tv spots and public affairs segments.</p>	<p>Dept. Chair, PIO, peralta.TV</p>	<p>Year of Curriculum Committee program review.</p>
<p>8. Maintain, Update Anthropology AA-T Program Web page on Berkeley City College Web site.</p> <p>9. Increase e-marketing/ media channels for Anthropology Program.</p>	<p>Dept. Chair, Faculty, College Web Master</p> <p>Dept. Chair, PIO Students, Faculty</p>	<p>August</p> <p>Fall/Spring 2016-16</p>

**Human Resources**

Faculty, administration and staff will integrate Action Plan with program and departmental planning and will work with college and District marketing to achieve program objectives. Approximately 100 hours needed annually with involvement of individuals named above.

**Financial Resources**

\$800

**Performance Evaluation Measures**

Involve new stakeholders in marketing planning strategies and recruitment activities.

Include financial and departmental support for marketing and recruitment in new grant activities.

Form partnership with at least six governmental, nonprofit, educational and business organizations during 2015-16.

Expand database to include new target groups.

Complete Action Plan and objectives listed above.

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Monitor enrollment increases in Anthropology Program and their total contribution to the college's enrollment management objectives.

<b>Mission Compatibility</b>	Yes
<b>BCC Ed. Plan Goals</b>	1, 2, and 7
<b>PCCD Strategic Goals</b>	1 and 2