

Marketing Planner

Program/Department American Sign Language Date F/S/M 2015-16

Administrator/Department Chair I. Ikeda, Ms. N. Cayton

Project Fall/Spring 2015-16 American Sign Language Plan

Objectives	Action Plan	Person/Group Responsible Needed	Cost/Time/ Supplies	Completion Date
BCC 2015-16 Strategic Marketing Plan Objectives 2, 3, 5, 8, 11, 12, 13, 16, 19, 22	1. Schedule presentations, as part of community relations, outreach efforts, throughout the year in schools, to business groups, public agencies, events, in class.	I. Ikeda, N. Cayton, Faculty Outreach staff, N. Cayton	30 hours.	Presentation dates to be scheduled throughout Fall, Spring, Summer 2015-16
	2. Respond to prospective student phone queries and contact businesses and nonprofits which may require ASL for their staff members.	I. Ikeda, N. Cayton, ASL Faculty, Students, PIO	20-30 hrs.	Ongoing
	• Arrange for distribution of ASL brochure, newsletters, to target populations; enlist ASL students in getting out word about the program where they live and work.		\$300 for Paper (FY 2015-16)	October, June

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BCC 2015-16 Strategic Marketing Plan Objectives 2, 3, 5, 8, 11, 12, 13, 16, 19, 22	3. Review brochure, handouts, annually.	N. Cayton, PIO	3 hrs./ semester	Summer and Fall 2015
	<ul style="list-style-type: none"> • Rewrite, edit, update and produce 500 brochures and 500 program handouts each semester. 	PIO	\$400/bulk postage	October and June
	4. Update ASL database once each year.	College PI Office, ASL Office	3 hrs./mo.	October
	5. Compose and send letter to prospective and returning ASL students; make follow-up phone calls to interested students.	N. Cayton	2 hrs.	Summer, Late Fall (dates to be scheduled)
	6. Compose and distribute ASL press releases and PSAs for fall and spring semesters. Send to DCCARA	PIO	12 hrs.	Summer and Late Fall

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Administrator/Department Chair Div. Dean, I. Ikeda, N. Cayton

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BCC 2015-16 Strategic Marketing Plan Objectives 2, 3, 5, 8, 11, 12, 13, 16, 19, 22	7. Annually update Web information about ASL Program; update pages as needed.	I. Ikeda, N. Cayton, College Web Technician	2 hrs	January-February
	8. Organize, schedule and conduct 1 focus group session in year of ASL program review.	I. Ikeda, N. Cayton, Div. Dean, PIO	12 hrs.	Year of Curriculum Committee program review.
	9. Produce programs which highlight ASL in peralta.TV spots and public affairs segments immediately after program review takes place.	PIO, N. Cayton, Students, Faculty	20 hrs.	Year of Curriculum Committee program review.
	10. Increase emarketing/media channels for ASL program.	Faculty, Staff, PI Office	20 hrs.	Fall/Spring 2015-16

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