

## 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>American Sign Language</b>
<b>BCC Ed. Plan Goals</b>	<ol style="list-style-type: none"><li>1. Increase visibility of Berkeley City College 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 2015.</li><li>3. Integrate college planning processes in all areas with PCCD and college strategic planning processes.</li><li>5. Evaluate and, if necessary, restructure, selected program and unit-specific marketing strategies by June 2015, 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, 2015; update biannually.</li><li>11. Continue to reassess and restructure service processes to better serve students by March 31, 2015; evaluate and update biannually.</li></ol>

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12. Continue to expand opportunities for marketing partnerships; evaluate by June 30, 2015.
13. Continue to evaluate and put into place ways to expand student involvement in departmental marketing projects by June 30, 2015.
16. Convene three program focus groups (in conjunction with curriculum committee program reviews) by June 30, 2015).
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 American Sign Language Program (ASL) must continue to recruit and retain individuals who wish to learn the language. American Sign Language majors, alumni and faculty must play a more active role in marketing and recruitment processes. Student support services also must be strengthened and integrated as a seamless whole with instruction.

### **Rationale**

Faculty, staff and students in Berkeley City College's American Sign Language Department will engage in activities, which meet the marketing plan objectives listed above. In doing so, the department aims to build a foundation for future program marketing and recruitment efforts. Meeting these objectives will help the program increase enrollment and broaden public awareness and value of Berkeley City College's American Sign Language major.

### **Target Audience**

The American Sign Language Program's target audience includes prospective and returning ASL students; employees in government agencies, nonprofit organizations, schools, health care facilities, libraries, attorneys' offices and various businesses who must learn ASL on their jobs, or who wish to transfer to a four-year university and enter a linguistics major; or who wish to fulfill university language requirements. The major also is targeted to those who wish to continue to

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interpreter training so that they can work as interpreters in the Deaf community.

**Start Year** 2015

**Completed Year** 2016

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### Strategies/Action Plan

Steps	Responsible Unit or Person	Completed
1. Include ASL in scheduled BCC presentations throughout the year in schools, to business groups, public agencies, and events, in class.	I. Ikeda, N. Cayton, ASL faculty, students, Outreach, staff, PIO	Presentation dates to be scheduled throughout Fall, Spring, Summer 2015-16
2. Respond to prospective student phone and e-mail queries and contact business require continuing professional education.	N. Cayton	Ongoing
<ul style="list-style-type: none"> <li>• 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.</li> </ul>	I. Ikeda, ASL Faculty, Students, PIO	Needed by Oct. 15, June 1.
3. Review and revise brochure, handouts, annually.	I. Ikeda, N. Cayton	Summer and Fall 2015.

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<b>Steps</b>	<b>Responsible Unit or Person</b>	<b>Completed</b>
<ul style="list-style-type: none"> <li>• Rewrite, edit, update and produce 500 ASL brochures and 500 program handouts annually.</li> </ul>	I. Ikeda, N. Cayton, PIO	October 2015; June 2016
4. Update ASL database once each year.	ASL program office	October 2015; June, 2016
5. Compose and send letter to prospective and returning ASL students; make follow-up phone calls to interested students.	I. Ikeda, N. Cayton	Summer, Late Fall
6. Compose and distribute ASL press releases and PSAs for fall and spring semesters.	PIO	Summer and Late Fall
7. Annually evaluate Mktg. Plan with ASL Dept. Chair, and Instructional VP.	I. Ikeda, N. Cayton, PIO	January-February
8. Organize, schedule and conduct 1 focus group session in year of ASL program review.	I. Ikeda, N. Cayton, PIO	Year of Curriculum Committee program review.
9. Produce programs which highlight ASL program in peralta.TV spots and public affairs segments immediately after program review takes place.	I. Ikeda, N. Cayton, PIO, peralta.TV	Year of Curriculum Committee program review.

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<b>Steps</b>	<b>Responsible Unit or Person</b>	<b>Completed</b>
10. Maintain, Update materials on ASL Web page on Berkeley City College Web site.	I. Ikeda, N. Cayton, College Web Technician	August 2015
11. Increase e-marketing/ media channels for ASL program.	I. Ikeda, N. Cayton, Students, Faculty	Ongoing

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<b>Human Resources</b>	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 132 hours needed annually with involvement of individuals named above.
<b>Financial Resources</b>	\$700
<b>Performance Evaluation</b>	Involve new stakeholders, students in marketing planning strategies and recruitment activities.
<b>Measures</b>	<p>Include financial and departmental support for marketing and recruitment in new grant activities.</p> <p>Form partnership with governmental, nonprofit, educational and business organizations during 2015-16.</p> <p>Expand data base to include new target groups.</p> <p>Complete Action Plan and objectives listed above.</p> <p>Monitor enrollment increases in the American Sign Language Program and its total contribution to the college's enrollment objective.</p>
<b>Mission Compatibility</b>	Yes
<b>BCC Ed. Plan Goals</b>	1, 2, and 7
<b>PCCD Strategic Goals</b>	1 and 2