

Berkeley City College
Marketing Objective (s) 3, 6, 8, 9, 13, 13, 13

Berkeley City College Educational Plan Goals 1, 2, 5, 7

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

PCCD Goals 1, 2

Department or Unit	Biotechnology and Sciences
BCC Ed. Plan Goals	<ol style="list-style-type: none">1. Increase visibility of Berkeley City College programs through exhibitions, lectures, greater community involvement via workshops and collaborative projects.2. Using market research, develop new majors and/or programs.5. <i>Sciences:</i> Establish monthly seminars for the college and community with guests from science research areas, public health, industrial labs, etc.7. Relevant BCC Ed. Plan Student Services goals pertaining to outreach, A&R, EOPS, Transfer/ Career Information.
PCCD Goals	<ol style="list-style-type: none">1. Advance Student Success2. Engage Our Communities and Partners
BCC Mktg. Objective(s)	<ol style="list-style-type: none">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 PCCD and college strategic planning processes.

Berkeley City College Marketing Objectives: Biotechnology

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 two 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 Biotechnology Program, Stem Cell Research internships, and science classes must recruit and retain individuals whose goals are either to work in the field Biotechnology or transfer to a four-year university. Biotechnology faculty, students, alumni must play an increasingly active role in marketing and recruitment processes if enrollment percentages are to increase in line with the college's 2015-16 enrollment management objectives. Student support services also must be strengthened and better integrated with those of the Office of Instruction so that students may experience a connected and seamless process of instruction, counseling, information and career planning.

Berkeley City College Marketing Objectives: Biotechnology

Rationale Faculty, staff, students and alumni of Berkeley City College’s Biotechnology Program, science classes and internships, will engage in activities which meet the marketing plan objectives listed above. In doing so, the college’s science programs will aim to build a stronger foundation for future marketing and recruitment efforts. Meeting these objectives will help increase enrollments and will broaden public awareness of Berkeley City College’s Biotechnology Program as a major avenue to better jobs as well as transfer to four-year universities.

Target Audience The Biotechnology Program’s and science classes target audiences include prospective and returning students who wish to transfer to four-year universities, science majors; line and supervisory employees in large, medium and small biotechnology, educational and governmental institutions which either directly or indirectly are connected to the bioscience industry.

Start Year 2015

Completed Year 2016

Strategies/Action Plan

Steps	Responsible Unit or Person	Completed
1. Include biotech and science program in presentations, activities in Berkeley City College Biotechnology classes, Biotechnology groups, high schools, international students.	B. Des Rochers, PIO, Student Ambassadors	Presentation dates to be scheduled with Student Ambassadors and other designated individuals throughout Fall, Spring, Summer 2015-16
2. Respond to prospective student phone queries and contact Biotechnology and science classes require continuing professional education. • Arrange for distribution	B. Des Rochers, Outreach Staff, PIO PIO	November 2015; February 2016. June, October

Berkeley City College Marketing Objectives: Biotechnology

of Biotechnology brochure to target populations.		
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Steps	Responsible Unit or Person	Completed
3. Annually review brochure, handouts.	B. Des Rochers	Summer and Fall 2015
4. Rewrite, edit, update and produce brochures and program handouts each semester for Biotechnology.	B. DesRochers, PIO	Summer and Fall 2015; Spring 2016
5. Update Biotechnology database once each year.	Biotechnology Office, College PI Office	October 2015; May 2016
6. Make follow-up phone calls to current and prospective students.	B. Des Rochers, Outreach Staff, PI Office, OI, Student Workers	Summer, Late Fall (dates to be scheduled)
<ul style="list-style-type: none"> • Compose and distribute Biotechnology press releases and PSAs for fall and spring semesters. 	PI Office	Summer, Late Fall (as required)
7. Annually evaluate Mktg. plan with Biotechnology Department Chair	B. Des Rochers, PIO	January-February
8. Organize, schedule and conduct 2 focus group sessions in year of Biotechnology program review.	B. Des Rochers, PIO	July

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Steps	Responsible Unit or Person	Completed
9. Work with peralta.tv to reduce programs which highlight Biotechnology program in peralta.TV spots and public affairs segments immediately after program review takes place.	B. Des Rochers, PIO, peralta.TV	Year of Curriculum Committee program review.
10. Annually update and maintain Biotechnology Web page on Berkeley City College Web site.	Dept. Chair, Faculty, College Web Master.	August 2015
11. Increase e-marketing/ media channels for Biotechnology Program.	PIO, B. Des Rochers, Outreach Staff, Students, Faculty	Fall/Spring 2015-16

Berkeley City College Marketing Objectives: Biotechnology

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 140 hours needed annually with involvement of individuals named above.
Financial Resources	\$650
Performance Evaluation Measures	<p>Involve new stakeholders in marketing planning strategies and recruitment activities.</p> <p>Include financial and departmental support for marketing and recruitment in new grant activities.</p> <p>Form partnership with at least three 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 college's Biotechnology Program and measure its total contributions to collegewide enrollment objectives.</p>
Mission Compatibility	Yes
BCC Ed. Plan Goals	1, 2, 5 and 7
PCCD Strategic Goals	1 and 2