

**Berkeley City College
Strategic Marketing Plan**

**College at Large Marketing Plan
and Worksheet**

Berkeley City College Marketing Objectives: College-at-Large

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

Department or Unit	College at Large
BCC Ed. Plan Goals	<ol style="list-style-type: none">1. Increase visibility college programs through exhibitions, lectures, greater community involvement via workshops and collaborative projects.2. Using market research, develop new majors and/or programs in occupational areas, i.e., social services, interpreting, occupational health, and science lab technologies.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.5. Evaluate and, if necessary, restructure, selected program and unit-specific marketing strategies by June 2016, and update biannually.

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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 and college fundraising; 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 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 will convey an image to the public at large as a place where student learning is the primary goal; intellectual curiosity and inquiry are encouraged; diverse views are respected; and where skills for lifelong learning are solidified. In internal and external communications, it shall convey an image an institution which provides innovative approaches to education, and which responds to diverse student needs and learning styles, and contributes to the community's economic development needs.

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Rationale	Faculty, staff, administration and students who attend Berkeley City College will engage in activities which meet the marketing plan objectives listed above. In doing so, the college will integrate processes in instruction, student services and marketing to build a strong foundation for continued growth. Meeting these objectives will allow Berkeley City College to increase enrollment and broaden public awareness of the college, its programs and services.
Target Audience	The college-at-large's target audience consists of a broad range of individuals who have a variety of educational goals and objectives. As an integral part of the Peralta Community College District, Berkeley City College will convey an image to the public-at-large as a learning institution which believes in and supports students' potential as individuals and their capacity for growth and development.
Start Year	2015
Completed Year	2016

Berkeley City College Marketing Objectives: College-at-Large

Strategies/Action Plan

Steps	Responsible Unit or Person	Completed
1. Continue to integrate and develop enrollment management, recruitment, grants writing and marketing processes.	VPs, Deans, Department Chairs, Faculty,PIO	Ongoing
<ul style="list-style-type: none"> • Include costs for marketing and outreach in college grantswriting processes. 	VPs, Deans, Department Chairs, Faculty, PIO	Ongoing
<ul style="list-style-type: none"> • Include marketing and outreach planning into initial development of all new college programs and services. 	VPs, Deans, Department Chairs, Faculty,PIO	Ongoing
2. Convene ad hoc group representing management, departments, faculty, staff and students to plan and evaluate effectiveness of BCC marketing plan integration.	VPs, Deans, Department Chairs, Faculty, PIO	June 30, 2016
<ul style="list-style-type: none"> • Evaluate internal publication management and production strategies. 	Ad Hoc Marketing Group	June 1, 2016

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Steps	Responsible Unit or Person	Completed
<ul style="list-style-type: none"> Evaluate external marketing efforts 	Ad Hoc Marketing Group	June 1, 2016
3. Evaluate customer service and communications processes, which effect student and prospective understanding and knowledge of college programs and services.	VPs, Deans, Department Chairs, Faculty, PIO	June 30, 2016
4. Continue media coverage about Berkeley City College projects, successes, faculty, students, administration, staff.	VPs, Deans, Department Chairs, Faculty, PIO	June 30, 2016
5. With faculty, management team, community members, students, community and business leaders, civic leaders, research and discuss BCC fundraising options.	Berkeley City College management team, faculty, staff, students, business and civic leaders, etc.	Fall/Spring 2015-16

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Steps	Responsible Unit or Person	Completed
6. Conduct focus groups with students re: strategic marketing plan.	Students, Community Members, Faculty, Staff, Administrators, PIO	Spring 2016
7. Evaluate the need for and work with Student Services, ASBCC, Office of Instruction to develop multilingual publications which reflect languages most used by Berkeley City College's diverse student body.	Students, department chairs, OI, Student Services, Outreach Staff, PIO	Spring 2016
8. Continue to integrate and develop Community Relations and Outreach strategies to reach BCC target markets.	College Community, BCC Marketing, Community Relations, Outreach Committee	Ongoing

Human Resources

Faculty, administration and staff will integrate Action Plan with College, instructional and student services and will work with college and District marketing, and PCCD research office to achieve program objectives. Approximately 700 hours needed annually with involvement of individuals named above.

Financial Resources

Total to be Determined

Performance Evaluation Measures

Involve new stakeholders in marketing planning strategies and recruitment activities.

Develop measurable and integrated marketing, recruitment and customer service structure.

Evaluate effectiveness of publication management processes for all college publications, including newsletters, brochures, handouts, catalogs and class schedules.

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Continue to form partnerships with governmental, nonprofit, educational and business organizations during 2015-16.

Evaluate effectiveness of college's customer service processes and how communications structure connects with them.

Evaluate internal communications structures and processes.

Expand collegewide database to include a variety of target audiences.

Evaluate results of name change surveys.

Evaluate results of community-college focus group questionnaires.

Evaluate student needs for multilingual information about college programs and services.

Complete Action Plan and objectives listed above.

Monitor college enrollment management objectives.

Work with Berkeley City College constituencies to continue fundraising campaign.

Mission Compatibility	Yes
BCC Ed. Plan Goals	1, 2, and 7
PCCD Strategic Goals	1 and 2