

## Marketing Planner

Program/Department President's Office Date F/S/M 2015-16  
 Administrator/Department Chair College President  
 Project Fall/Spring 2015-16 College-At-Large Plan

Objectives	Action Plan	Person/Group Responsible	Cost/Time/Supplies Needed	Completion Date
BCC 2015-16 Strategic Marketing Plan Objectives 2, 3, 5, 8, 11, 12, 13, 16, 19, 22	1. Continue to integrate and develop enrollment management, recruitment, grants writing and marketing processes.	VPs, Deans, Department Chairs, Faculty, PIO	Varies by project.	June 30, 2016
	• Include costs for marketing and outreach in college grantswriting processes.	VPs, Deans, Department Chairs, Faculty, PIO	Varies by project.	June 30, 2016
	• Include marketing and outreach planning into initial development of all new college programs and services.	VPs, Deans, Department Chairs, Faculty, PIO	Varies by project.	June 30, 2016
	2. Convene ad hoc group representing management, departments, faculty, staff and students to plan and evaluate effectiveness of Berkeley City College marketing efforts.	President, PIO	30 Hours	June 30, 2016

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BCC 2015-16 Strategic Marketing Plan Objectives 2, 3, 5, 8, 11, 12, 13, 16, 19, 22	<ul style="list-style-type: none"> <li>Evaluate internal publications management and production strategies.</li> </ul>	Ad Hoc Marketing Group	16-20 hours	June 30, 2016
	<ul style="list-style-type: none"> <li>Evaluate external marketing efforts, including direct mail efforts.</li> </ul>	Ad Hoc Marketing Group	16-20 hours	June 30, 2016
	<ul style="list-style-type: none"> <li>Produce semiweekly and bimonthly internal newsletters.</li> </ul>	PIO	150 hrs. \$200/Paper	Fall 2015/Spring 2016
	3. Research and discuss college fundraising opportunities.	President, VPs, Deans, PIO, Berkeley Trustees, Events Planners, Students, Community Members, Friends of BCC, (Peralta Foundation), President's Circle	To Be Determined	Fall 2015

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BCC 2015-16 Strategic Marketing Plan Objectives 2, 3, 5, 8, 11, 12, 13, 16, 19, 22	4. Continue examining customer service and communications processes, which effect student and prospective understanding and knowledge of college programs and services.	VPs, Deans, Department Chairs, Faculty, PIO.	40 Hours	Spring 2016
	5. Continue to garner targeted coverage about Berkeley City College projects, successes, faculty, students, administration, staff.	PIO in cooperation with Berkeley City College faculty, administration, students.	On-Going	June 30, 2016
	6. Begin gradual conversion of informational material to e-media. Evaluate in June 2016.	Berkeley City College faculty, students, administration, staff.	On-Going	June 30, 2016

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BCC 2015-16 Strategic Marketing Plan Objectives 2, 3, 5, 8, 11, 12, 13, 16, 19, 22	7. Reestablish college marketing budget for core publications and activities.	College Budget Advisory Committee, PIO	\$30,000	June 2016
	8. Conduct focus groups with students re: college communications strategies, tactics, tools, channels.	PIO Students, Community Members, Faculty, Staff, PIO	50 Hours	Fall/Spring 2015-16
	9. Work with internal and external college constituencies 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	130 Hours	Fall/Spring 2015-16

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Administrator/Department Chairs \_\_College President\_\_\_\_\_

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BCC 2015-16 Strategic Marketing Plan Objectives 2, 3, 5, 8, 11, 12, 13, 16, 19, 22	10. Continue to integrate and develop Community Relations and Outreach strategies to reach BCC target markets.	College Community, Ambassadors	200 Hours, Cost to be Determined	Spring 2016

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