

Marketing Planner

Program/Department _____ Elementary Teacher Education _____ Date _____ F/S/M 2015-16 _____
 Administrator/Department Chair _____ Dept. Chair _____
 Project _____ Fall/Spring/Summer 2015-16 Elementary Teacher Education Plan _____

Objective	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. Schedule Information Sessions for Prospective New Elementary Teacher Education, First Year Experience majors.	Dept. Chair, PIO	25 hrs.	Dates to be scheduled throughout Fall, Spring, Summer 2015-16
	• Contact prospective inquiries and returning Elementary Teacher Education majors.	" " " "	20-30 hrs.	Ongoing
	2. Arrange Elementary Education information to be distributed to Elementary Education and community organizations.	Elementary Education Dept. Chair, BCC Outreach	\$300 for Paper; \$500/bulk postage	June, October

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Program/Department _____Elementary Teacher Education _____ Date ____F/S/M 2015-16_____

Administrator/Department Chair _____ Dr. L. Kane_____

Project _____Fall/Spring/Summer 2015-16 Elementary Teacher Education Plan_____

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BCC 2015-16 Strategic Marketing Plan Objectives 2, 3, 5, 8, 11, 12, 13, 14, 16, 19, 22	3. Annually update handouts.	Dept. Chair, PIO	3 hrs./semester	Summer/Fall 2015
	• Edit, and produce 500 program handouts each semester.	Dept. Chair, PIO	20 hrs.	Summer/Fall 2015
	4. Annually evaluate Mktg. Plan with Elementary Education program coordinator.	Dept. Chair	2 hrs.	January-February
	5. Organize, schedule and conduct 2 focus group sessions in year of Elementary Education major review.	Dept. Chair, PIO	12 hrs	Year of Curriculum Committee program review.

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BCC 2015-16 Strategic Marketing Plan Objectives 2, 3, 5, 8, 11, 12, 13, 16, 19, 22	6. Organize production of PSAs, TV programs which highlight Elementary Teacher Education major in peralta.TV spots and public affairs segments.	PIO, Dept. Chair, peralta.TV	20 hrs.	Year of Curriculum Committee program review.
	7. Increase e-marketing/media channels for Elementary Education major.	PIO, Dept. Chair, Faculty, Students	25-30 hrs.	Fall/Spring 2015-16
	8. Update and maintain Elementary Education Web page on Berkeley City College Web site.	Dept. Chair, Faculty, College Web Master	12 hrs.	August

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