

## Marketing Planner

Program/Department English /ESL Date F/S/M 2015-16  
 Administrator/Department Chair Ms. Jenny Lowood/Ms. Laurie Brion  
 Project Fall/Spring 2015-16 English/ESL Dept. Plan

Objectives	Action Plan	Person/Group Responsible Needed	Cost/Time/Supplies	Completion Date
BCC 2015-16 Strategic Marketing Plan Objectives 2, 3, 5, 8, 11, 12, 13, 16, 19, 22	1. Schedule presentations, as part of integrated outreach efforts, throughout the year in Berkeley City College English classes, English groups, high schools, international students, writers' groups, and arts groups.	J. Lowood, L. Brion, G. Winer, Student Ambassadors	1. 30 hours.	Presentation dates to be scheduled throughout Fall, Spring, Summer 2015-16
	<ul style="list-style-type: none"> <li>• Respond to prospective student phone queries and contact English require continuing professional education.</li> </ul>	OI, English Dept.	20-30 hrs.	Summer/Fall 2015-Spring 2016
	2. Arrange for distribution of English information to target populations.	J. Lowood, L. Brion, G. Winer, Students	\$150 for Paper (FY 2015-2016)	October, June

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 Project \_\_\_\_\_ Fall/Spring/Summer 2015-16 English/ESL Dept. \_\_\_\_\_

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BCC 2015-16 Strategic Marketing Plan Objectives 2, 3, 5, 8, 11, 12, 13, 16, 19, 22	3. Review handouts, as necessary.	J. Lowood,	3 hrs./semester	Summer and Fall 2015
	<ul style="list-style-type: none"> <li>• Rewrite, edit, update and produce program handouts for English &amp; ESL.</li> </ul>	PIO		Summer 2015
	4. Compose and distribute English & ESL Dept. success stories.	ESL Dept., Students	12 hrs.	Summer, Late Fall
	5. Compose and distribute English press releases and PSAs for fall and spring semesters.	PIO	2 hrs.	Summer, Late Fall (as Required)
	6. Annually evaluate Mktg. Plan with English/ESL Dept. Chair	J. Lowood, L. Brion, G. Winer, PIO	2 hrs.	January-February

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BCC 2015-16 Strategic Marketing Plan Objectives 2, 3, 5, 8, 11, 12, 13, 16, 19, 22	7. Organize, schedule and conduct 2 focus group sessions in year of English program review.	J. Lowood, L. Brion, G. Winer, PIO	12 hrs.	Year of Curriculum Committee program review.
	8. Produce programs which highlight English/ESL programs in peralta.TV spots and public affairs segments immediately after program review takes place.	J. Lowood, L. Brion, PIO, peralta.TV	15 hrs.	Year of Curriculum Committee program review.
	9. Multimedia Arts produce English Dept. segment for Web page, You-Tube, Affinity Blogs	H. Chauvet, MMArts Students	20 hrs.	Fall/Spring 2015-16
	10. Increase e-marketing/media channels for English/ESL programs.	J. Lowood, Students, Faculty	25 hrs.	Fall/Spring 2015-16
	11. Annually update English/ESL Web pages on Berkeley City College Web site.	J. Lowood, L. Brion, College Web Technician	12 hrs.	August 2015

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BCC 2015-16 Strategic Marketing Plan Objectives 2, 3, 5, 8, 11, 12, 13, 16, 19, 22	12. Organize English, ESL Dept. events; participation in Cal Day, other college events.	English, ESL Depts., Students	TBD	Fall 2015/Spring 2016

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