

# 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

<b>Department or Unit</b>	<b>First Year Experience Program</b>
<b>BCC Ed. Plan Goals</b>	<ol style="list-style-type: none"><li>1. Increase visibility of First Year Experience Program through exhibitions, lectures, greater community involvement via workshops and collaborative projects.</li><li>2. Using market research, develop new majors and/or Program.</li><li>7. Relevant BCC Ed. Plan Student Services goals pertaining to outreach, A&amp;R, EOPS, Transfer/Career Information.</li></ol>
<b>PCCD Goals</b>	<ol style="list-style-type: none"><li>1. Advance Student Success</li><li>2. Engage Our Communities and Partners</li></ol>
<b>BCC Mktg. Objective(s)</b>	<ol style="list-style-type: none"><li>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.</li><li>3. Integrate college planning processes in all areas with PCCD and college strategic planning processes.</li><li>5. Evaluate and, if necessary, restructure, selected program and unit-specific marketing strategies by June 2016, and update biannually.</li><li>8. Examine, evaluate, and, if necessary, restructure outreach, recruitment, and community relations models for college wide and select college Program by May 1, 2016; update biannually.</li><li>11. Continue to reassess and restructure service processes to better serve students by March 31, 2016; evaluate and update biannually.</li></ol>

## Berkeley City College Marketing Objectives: First Year Experience Program

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.
18. 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's First Year Experience Program and classes attract students who must reinforce English and mathematics skills to prepare for university-level courses. First Year Experience faculty, students, and alumni must continue to play an active role in marketing and recruitment efforts. A seamless student support system connected to instruction also must continue.

### **Rationale**

Faculty, staff and students in Berkeley City College's First Year Experience Program will engage in activities which meet the marketing plan objectives listed above. Meeting these objectives will help First Year Experience Program and classes increase enrollment and broaden public awareness of educational and job options for students who need and wish to enroll in First Year Experience classes.

### **Target Audience**

Target audiences for First Year Experience Program include high school students; returning students, who require First Year Experience to transfer to four-year universities immediately after graduation.

### **Start Year**

2015

### **Completed Year**

2016

## Berkeley City College Marketing Objectives: First Year Experience Program

### Strategies/Action Plan

Steps	Responsible Unit or Person	Completed
<p>1. Schedule Cohorts, Open House and Information Sessions for Prospective New and Returning First Year Experience Program students in Fall 2015 and Spring 2016.</p> <ul style="list-style-type: none"> <li>• Contact prospective inquiries and returning First Year Experience Program students.</li> </ul> <p>2. Arrange for First Year Experience Program information to be distributed to targeted community organizations.</p>	<p>First Year Experience Team, Student Services, Ambassadors</p> <p style="text-align: center;">" " " "</p> <p>First Year Experience Team, Ambassadors, PIO</p>	<p>Dates to be scheduled throughout Fall, Spring, Summer 2015-16</p> <p>Ongoing</p> <p>Ongoing</p>
<p>3. Review brochure, handouts, as necessary.</p> <ul style="list-style-type: none"> <li>• Rewrite, edit, update and produce brochures, and handouts.</li> </ul> <p>4. Compose and send letters to prospective and returning First Year Experience Program students; make follow-up phone calls to interested students.</p> <p>5. Compose and distribute First Year Experience Program press releases and PSAs for fall and spring semesters.</p> <p>6. Annually evaluate Mktg. plan with First Year Experience Program Director.</p> <p>7. Organize, schedule and conduct two focus group sessions annually,</p>	<p>First Year Experience Team, PIO</p> <p>First Year Experience Team, PIO,</p> <p>PIO</p> <p>PIO, Dept. Chair</p> <p>First Year Experience Team, PIO, First Year</p>	<p>Summer and Fall 2015.</p> <p>Summer, Fall (dates to be determined)</p> <p>October, June</p> <p>January-February</p> <p>TBA</p>

## Berkeley City College Marketing Objectives: First Year Experience Program

and focus groups for new First Year Experience publications (pre-publication).	Experience Program Outreach Coordinator	
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Steps	Responsible Unit or Person	Completed
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8. Produce Program which highlight First Year Experience Program program in peralta.TV spots and public affairs segments.	First Year Experience Team, Videographers, PIO, First Year Experience Program Outreach Coordinator, peralta.TV	Year of Curriculum Committee program review.
9. Update First Year Experience Program Web page on college Web site.	First Year Experience Team, College Web Master	May 2016
10. Increase e-marketing/media channels for First Year Experience Program program.	PIO, First Year Experience Program Outreach Coordinator, Students, Faculty	May 2016
11. Develop and implement graduating student surveys and put into place processes for graduate exit interviews.	First Year Experience Program Outreach Coordinator	May 2016
12. Develop survey to gage student preferences for First Year Experience Program publications, including a student handbook, then develop handbook.	First Year Experience Team, Outreach Coordinator, Div. Dean	October 2015

## Berkeley City College Marketing Objectives: First Year Experience Program

<b>Human Resources</b>	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 100 hours needed annually with involvement of individuals named above.
<b>Financial Resources</b>	\$850
<b>Performance Evaluation Measures</b>	<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 six governmental, nonprofit, educational and business organizations during 2015-16.</p> <p>Expand database to include new target groups.</p> <p>Complete Action Plan and objectives listed above.</p> <p>Monitor enrollment increases in First Year Experience Program and their total contribution to the college's enrollment management objectives.</p>
<b>Mission Compatibility</b>	Yes
<b>BCC Ed. Plan Goals</b>	1, 2, and 7
<b>PCCD Strategic Goals</b>	1 and 2