

Marketing Planner

Program/Department ____ First Year Experience _____ Date _____ F/S/M 2015-16 _____

Administrator/Department Chair ____ First Year Experience Team _____

Project _____ Fall/Spring/Summer 2015-16 First Year Experience 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 Open House and Information Sessions for Prospective New and Returning First Year Experience students. • Contact prospective inquiries and returning First Year Experience students.	First Year Experience Team, Counselors, Faculty, Student Ambassadors,	25 hrs.	Dates to be scheduled throughout Fall, Spring, Summer 2015-16
	2. Arrange First Year Experience information to be distributed to target community organizations.	" " " "	20-30 hrs.	Ongoing

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BCC 2015-16 Strategic Marketing Plan Objectives 2, 3, 5, 8, 11, 12, 13, 16, 19, 22	3. Review brochure, handouts, as necessary.	First Year Experience Team, PIO	3 hrs./semester	Summer/Fall 2015
	• Rewrite, edit, update, produce, and distribute First Year Experience handouts.	PIO	1.5 hrs.	Summer/Fall 2015
	4. Make follow-up phone calls to interested students.	First Year Experience Team	2 hrs.	May, October
	5. Annually evaluate Mktg. plan with First Year Experience Director,	First Year Experience Team	20 hrs.	June, October

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BCC 2015-16 Strategic Marketing Plan Objectives 2, 3, 5, 8, 11, 12, 13, 16, 19, 22	6. Organize, schedule and conduct focus group sessions in year of First Year Experience program review.	First Year Experience Team, PIO	12 hrs.	Year of Curriculum Committee program review.
	7. Produce programs which highlight First Year Experience program in peralta.TV spots and public affairs segments immediately after program review takes place.	First Year Experience Team, PIO, peralta.TV	12 hrs.	Year of program review.
	8. Increase e-marketing/media channels for First Year Experience programs.	First Year Experience Team, PIO, Students, Faculty	20 hrs.	Ongoing
	9. Annually update and revise First Year Experience Web page on Berkeley City College Web site.	First Year Experience Team, College Web Master	12 hrs.	August

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BCC 2015-16 Strategic Marketing Plan Objectives 2, 3, 5, 8, 11, 12, 13, 16, 19, 22	11. Create First Year Experience PowerPoint presentations.	First Year Experience Team, First Year Experience outreach staff.	20 hours	May 2016
	12. Identify new First Year Experience target markets, distribution channels, and strategies to reach them; develop new success stories.	First Year Experience Team, students	20 hrs	May 2016

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