

Berkeley City College Educational Plan Goals 1, 2, 6, 7

Berkeley City College Marketing Objective (s) 2, 3, 5, 8, 11, 12, 13, 16, 19, 22

PCCD Goals 1, 2

| Department or Unit | Global Studies |
|------------------------|---|
| BCC Ed. Plan Goals | <ol style="list-style-type: none">1. Increase visibility of Berkeley City College programs through exhibitions, lectures, greater community involvement via workshops and collaborative projects.2. Using market research, develop new majors and/or programs.6. <i>Social Sciences</i>: Continue the expansion, improvement, and advertising of Social Sciences Programs.7. Relevant BCC Ed. Plan Student Services goals pertaining to outreach, A&R, EOPS, Transfer/ Career Information. |
| PCCD Goals | <ol style="list-style-type: none">1. Advance Student Success2. Engage Our Communities and Partners |
| BCC Mktg. Objective(s) | <ol style="list-style-type: none">2. Continue to integrate marketing, outreach, recruitment, and Community relations efforts with all college units develop a cohesive marketing and customer service structure; evaluate in 2016.3. Integrate college planning processes in all areas with PCCD and college strategic planning processes.5. Evaluate and, if necessary, restructure, selected program and unit-specific marketing strategies by June 2016, and update biannually. |

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8. Examine, evaluate, and, if necessary, restructure outreach, recruitment, and community relations models for college wide and select college programs by May 1, 2016; update biannually.
11. Continue to reassess and restructure service processes to better serve students by March 31, 2016; evaluate and update biannually.
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.
16. 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.

Start Year 2015
Completed Year 2016

Description Berkeley City College's Global Studies Transfer Program must continue to recruit and retain individuals who wish to transfer to four-year universities; or who wish to complete a general education core curriculum. Global Studies majors, alumni and faculty must play an active role in marketing and recruitment processes. A seamless student support system connected to instruction also must be further developed.

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Rationale Faculty, staff and students in Berkeley City College’s Global Studies Program will engage in activities which meet the marketing plan objectives listed above. In doing so, the Global Studies Department will aim to build a foundation for future program marketing and recruitment efforts. Meeting these objectives will help the program increase enrollment and broaden public awareness of educational and job options for Global Studies majors.

Target Audience The Global Studies Department’s target audience includes high school students; returning students; employees in business, government, and nonprofit agencies who wish to earn a college degree with an emphasis in international relations or political science, complete lower division transfer requirements or who wish to transfer to four-year universities immediately after graduation.

Start Year 2015
Completed Year 2016

Strategies/Action Plan

| Steps | Responsible Unit or Person | Completed |
|---|--|---|
| 1. Schedule presentations to prospective Global Studies students in fall and spring, and as part of college outreach presentations. | J. Berezin, Counselors, Project Access, Outreach Staff, Students | Dates to be scheduled throughout Fall, Spring, Summer 2015-16 |
| <ul style="list-style-type: none"> • Contact prospective students, and returning Global Studies students. | J. Berezin, Outreach Teams, Student Workers | Ongoing |
| <ul style="list-style-type: none"> • Hold Global Studies orientation for BCC students. | J. Berezin | September, April |
| 2. Arrange Global Studies information to be mailed to | J. Berezin | Summer and Fall 2015. |

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| target organizations. | | |
| 3. Review handouts, as necessary. | | |

| Steps | Responsible Unit or Person | Completed |
|---|-----------------------------|--|
| <ul style="list-style-type: none"> • Rewrite, edit, update and produce handouts, brochures each semester. | J. Berezin, PIO | Summer and Fall 2015 |
| 4. Compose and send letter to prospective Global Studies students and target agencies; make follow-up phone calls to interested students. | J. Berezin, Students | Ongoing |
| 5. Compose and distribute Global Studies press releases and PSAs for fall and spring semesters. | PIO | Summer, Fall (dates to be determined) |
| 6. Annually evaluate Mktg. plan with Global Studies Chair, Lead Faculty, Division Dean. | J. Berezin, Deans, PIO | January-February |
| 7. Organize, schedule and conduct 2 focus group sessions in year of Global Studies program review. | J. Berezin, PIO | Year of Curriculum Committee program review. |
| 8. Produce programs which highlight Global Studies program in peralta.TV spots and public affairs | J. Berezin, PIO, peralta.TV | Year of Curriculum Committee program review. |

Berkeley City College Marketing Objectives: Global Studies

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Berkeley City College Marketing Objectives: Global Studies

| Steps | Responsible Unit or Person | Completed |
|--|--------------------------------------|---------------------|
| 9. Annually maintain, update Global Studies Web page on Berkeley City College Web site. | J. Berezin, College Web Master | August |
| 10. Increase e-marketing/media channels for Global Studies Program. | J. Berezin, Students, Faculty, PIO | Fall/Spring 2015-16 |
| 11. Connect with high school parents. | PIO, J. Berezin | Fall/Spring 2015-16 |
| 12. Obtain International Student mailing list from PCCD Office of International Education. | J. Berezin | Fall/Spring 2015-16 |
| 13. Organize events in which Global Studies Program is featured. | J. Berezin, Outreach Staff, Students | Fall/Spring 2015-16 |

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| Human Resources | 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 150 hours needed annually with involvement of individuals named above. |
| Financial Resources | \$850 to cover basic, current publishing costs. |
| Performance Evaluation Measures | <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 Global Studies Program and their total contribution to the college's enrollment management growth objectives.</p> |
| Mission Compatibility | Yes |
| BCC Ed. Plan Goals | 1, 2, 6, and 7 |
| PCCD Strategic Goals | 1 and 2 |