

## Marketing Planner

Program/Department  Learning Communities  Date  F/S/M 2015-16

Administrator/Department Chair  Learning Communities Team

Project  Fall/Spring/Summer 2015-16 Learning Communities 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 Learning Communities students in late October, November and December; in April, May and June, and in August. • Contact prospective inquiries and returning Learning Communities students.	Learning Communities Team, Counselors, Faculty, Student Ambassadors, " " " "	25 hrs.  20-30 hrs.	Dates to be scheduled throughout Fall, Spring, Summer 2015-16  Ongoing
	2. Arrange Learning Communities information to be distributed to target community organizations.	Learning Communities Team, Learning Communities Outreach	\$450 for Paper (FY 2015-16.	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.	Learning Communities Team, PIO	3 hrs./semester	Summer/Fall 2015
	• Rewrite, edit, update, produce, and distribute Learning Communities handouts.	PIO	1.5 hrs.	Summer/Fall 2015
	4. Annually evaluate Mktg. plan with Learning Communities Director	Learning Communities Team, PIO	2 hrs.	May, October
	5. Organize, schedule and conduct focus group sessions in year of Learning Communities program review.	Learning Communities Team, PIO	12 hrs.	January-February
				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. Produce programs which highlight Learning Communities program in peralta.TV spots and public affairs segments immediately after program review takes place.	Learning Communities Team, PIO, peralta.TV	12 hrs.	Year of program review.
	7. Increase e-marketing/media channels for Learning Communities programs.	Learning Communities Team, PIO, Students, Faculty	20 hrs.	Ongoing
	8. Annually update and revise Learning Communities Web page on Berkeley City College Web site.	Learning Communities Team, College Web Technician	12 hrs.	August

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BCC 2015-16 Strategic Marketing Plan Objectives 2, 3, 5, 8, 11, 12, 13, 16, 19, 22	9. Create Learning Communities PowerPoint presentations.	Learning Communities Team, Learning Communities outreach staff.	20 hours	May 2016
	10. Identify new Learning Communities target markets, distribution channels, and strategies to reach them; develop new success stories.	Learning Communities Team, students	20 hrs	May 2016

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