

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

Department or Unit	Learning Communities Programs
BCC Ed. Plan Goals	<ol style="list-style-type: none">1. Increase visibility of Learning Communities Programs through exhibitions, lectures, greater community involvement via workshops and collaborative projects.2. Using market research, develop new majors and/or 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 to 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.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.

Berkeley City College Marketing Objectives: Learning Communities Programs

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 Learning Communities programs and classes attract students who must reinforce English and mathematics skills to prepare for university-level courses. Learning Communities 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 Learning Communities Programs will engage in activities which meet the marketing plan objectives listed above. Meeting these objectives will help Learning Communities programs and classes increase enrollment and broaden public awareness of educational and job options for students who need and wish to enroll in Learning Communities classes.

Target Audience

Target audiences for Learning Communities programs include high school students; returning students, who require Learning Communities to transfer to four-year universities immediately after graduation.

Start Year

2015

Completed Year

2016

Berkeley City College Marketing Objectives: Learning Communities Programs

Strategies/Action Plan

Steps	Responsible Unit or Person	Completed
<p>1. Schedule Cohorts, Open House and Information Sessions for Prospective New and Returning Learning Communities Programs students in Spring 2015, Fall 2015 and Spring 2016.</p> <ul style="list-style-type: none"> • Contact prospective inquiries and returning Learning Communities Programs students. <p>2. Arrange for Learning Communities Programs information to be distributed to targeted community organizations.</p>	<p>Learning Communities Team, Student Services, Ambassadors,</p> <p>" " " "</p> <p>Learning Communities 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"> • Rewrite, edit, update and produce brochures, and handouts. <p>4. Compose and distribute Learning Communities Programs press releases and PSAs for fall and spring semesters.</p> <p>5. Annually evaluate Mktg. plan with Learning Communities Programs Director, Division Dean.</p> <p>6. Organize, schedule and conduct two focus group sessions annually, and focus groups for new Learning Communities publications (pre-publication).</p>	<p>Learning Communities Team, PIO</p> <p>PIO</p> <p>PIO, LC Director, Division Dean</p> <p>Learning Communities Team, PIO, Learning Communities Programs Outreach Coordinator,</p>	<p>Summer and Fall 2015.</p> <p>October, June</p> <p>January-February</p> <p>TBA</p>

Berkeley City College Marketing Objectives: Learning Communities Programs

7. Produce programs which highlight Learning Communities Programs program in peralta.TV spots and public affairs segments.	Learning Communities Team, Videographers, PIO, Learning Communities Programs Outreach Coordinator, peralta.TV	Year of Curriculum Committee program review.
--	---	--

Steps	Responsible Unit or Person	Completed
8. Update Learning Communities Programs Web page on college Web site.	Learning Communities Team, College Web Master	May 2016
9. Increase e-marketing/media channels for Learning Communities Programs program.	PIO, Learning Communities Programs Outreach Coordinator, Students, Faculty	May 2016
10. Develop and implement graduating student surveys and put into place processes for graduate exit interviews.	Learning Communities Programs Outreach Coordinator	May 2016
11. Develop survey to gage student preferences for Learning Communities Programs publications, including a student handbook, then develop handbook.	Learning Communities Team, Outreach Coordinator, Div. Dean, PIO	October 2015
12. Develop e-mail and snail mail Learning Communities Programs alumni list.	Learning Communities Team	May 2016
13. Update Learning Communities Programs presentations.	Learning Communities Team, PIO	October 2015

Berkeley City College Marketing Objectives: Learning Communities Programs

Steps	Responsible Unit or Person	Completed
14. Identify new Learning Communities Programs target markets, distribution channels, and strategies to reach them; distribute student information survey forms to Learning Communities Programs classes; and develop new success stories.	Learning Communities Team PIO, Learning Communities Programs Outreach Coordinator, Learning Communities Programs Students, Faculty	May 2016
15. Update Learning Communities Programs market segment research.	Learning Communities Team, Learning Communities Programs, Outreach Coordinator, PIO, Students, Faculty	October 2015
16. Write new Learning Communities Programs success stories.	PIO	August 2015

Berkeley City College Marketing Objectives: Learning Communities Programs

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 132 hours needed annually with involvement of individuals named above.
Financial Resources	\$850
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 Learning Communities Programs and their total contribution to the college's enrollment management objectives.</p>
Mission Compatibility	Yes
BCC Ed. Plan Goals	1, 2, and 7
PCCD Strategic Goals	1 and 2