

Marketing Planner

Program/Department Mathematics AS-T Date F/S/M 2015-16

Administrator/Department Chair K. Pernell

Project Fall/Spring 2015-16 Mathematics AS-T Plan

Objectives	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 presentations, as part of college outreach, throughout the year in Berkeley City College classes, high schools, community groups.	K. Pernell, Faculty, Students	1.30 hours.	Presentation dates to be scheduled throughout Fall, Spring, Summer 2015-16
	• Respond to prospective student phone queries and contact business require continuing professional education.	Dept. Chair, OI Staff	20-30 hrs.	Ongoing
	2. Arrange for distribution of Mathematics AS-T handout to target populations.	K. Pernell, PIO	\$350 for Paper (FY 2015-2016)	June, October

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BCC 2015-16 Strategic Marketing Plan Objectives 2, 3, 5, 8, 11, 12, 13, 16, 19, 22	3. Review Mathematics major handouts, as necessary. • Rewrite, edit, update and produce program handouts each semester.	K. Pernell PIO	20 hrs.	Summer and Fall 2015.
	4. Update Mathematics handout once each year.	College PI Office	3 hrs./mo.	June
	5. Contact interested students.	K. Pernell, OI Staff	2 hrs.	Summer, Late Fall (Dates to be Scheduled)
	6. Annually evaluate Mktg. plan with Mathematics Department Chair	K. Pernell, PIO	2 hrs.	January-February

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BCC 2015-16 Strategic Marketing Plan Objectives 2, 3, 5, 8, 11, 12, 13, 16, 19, 22	7. Organize, schedule and conduct 2 focus group sessions in year of Mathematics program review.	K. Pernel, PIO	12 hrs.	Year of Curriculum Committee program review.
	8. Produce programs which highlight Mathematics program in peralta.TV spots and public affairs segments.	K. Pernel, PIO, peralta.TV	12 hrs.	Year of Curriculum Committee program review.
	9. Increase e-marketing/media channels for Mathematics programs.	K. Pernel, Faculty, Students, PIO	20 hrs.	Fall /Spring 2015-16
	10. Annually update and revise Mathematics Web page on Berkeley City College Web site.	K. Pernel, College Web Master	12 hrs.	August
	11. Meet with counselors to present new Mathematics programs.	K. Pernel	2-3 hrs.	Early Fall 2015; early spring 2016.

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