

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	Multimedia Arts
BCC Ed. Plan Goals	<ol style="list-style-type: none">1. Increase visibility of BCC 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">1. 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 annually.

Berkeley City College Marketing Objectives: Multimedia Arts

11. Continue to reassess and restructure service processes to better serve students by March 31, 2016; evaluate and update biannually.

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12. Continue to expand opportunities and identify 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 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; work with Outreach Coordinator to expand program into high schools.
22. Work with college community to promote MMARTS Program and build community relations for the program; incorporate open house and career days into plan.

Description

Berkeley City College Multimedia Arts Program and majors must continue to recruit and retain individuals who wish to transfer to four-year universities; or who wish to develop skills in the areas of digital imaging, digital video and web design. Multimedia Arts majors, alumni and faculty must play a more active role in marketing and recruitment processes. A seamless student support system connected to instruction also must be further developed.

Rationale

Faculty, staff and students in Berkeley City College Multimedia Arts Program will engage in activities which meet the marketing plan objectives listed above. In doing so, the Multimedia Arts 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 Multimedia Arts majors.

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Target Audience The Multimedia Arts Department’s target audience includes high school students; returning students; employees in arts, communications and business, government, and nonprofit agencies which seek employees with multimedia skills.

Start Year 2015

Completed Year 2016

Strategies/Action Plan

Steps	Responsible Unit or Person	Completed
1. Schedule presentations throughout the year in Berkeley City College Multimedia Arts classes, multimedia arts-related professional associations, high schools, international students.	MMArts Dept. Chair, Outreach Team	Presentation dates to be scheduled throughout Fall, Spring, Summer 2015-16
<ul style="list-style-type: none"> • Respond to prospective student phone queries and contact multimedia arts require continuing professional education. 	" " " "	Ongoing
2. Review brochure, handouts, as necessary.	MMArts Dept. Chair	Summer, Fall, 2015

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Steps	Responsible Unit or Person	Completed
<ul style="list-style-type: none"> • Rewrite, edit, update and produce program handouts for each of each of four multimedia Arts majors. 	PIO	Summer, Fall 2015
3. Compose and distribute Multimedia Arts press releases and PSAs for fall and spring semesters.	PIO	Summer, Late Fall (as required)
4. Annually evaluate Mktg. plan with Multimedia Arts Department Chair, Division Dean, Instructional VP.	MMArts Dept. Chair, PIO	January-February
5. Organize, schedule and conduct 2 focus group sessions in year of Multimedia Arts program review.	MMArts Dept. Chair, PIO	Year of Curriculum Committee program review.
6. Produce programs which highlight Multimedia Arts program in peralta.TV spots and public affairs segments.	MMArts Dept. Chair, PIO, peralta.TV	Year of Curriculum Committee program review.

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Steps	Responsible Unit or Person	Completed
7. Annually update and maintain Multimedia Arts Web page on Berkeley City College Web site.	MMArts Dept. Chair Multimedia Arts Students, College Web Master	August
10. Increase e-marketing/media channels for Multimedia Arts program.	MMArts Dept. Chair, Faculty, Alumni, Students	Fall/Spring 2015-16

Berkeley City College Marketing Objectives: Multimedia Arts

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 125 hours needed annually with involvement of individuals named above.
Financial Resources	\$900
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 Multimedia Arts Program and their total contribution to the college's enrollment management growth objectives.</p>
Mission Compatibility	Yes
BCC Ed. Plan Goals	1, 2, and 7
PCCD Strategic Goals	1 and 2