Marketing Planner

Program/DepartmentPACE Pa Administrator/Department Chair ProjectFall/Spring/Sur	Dept. Chair			
Objective	Tasks	Person/Group Responsible	Cost/Tim Supplies Needed	
BCC 2015-16 Strategic Marketing Plan Objectives 2, 3, 5, 8, 11, 12, 13, 16, 19, 22	Schedule Open House and Information Sessions for Prospective New and Returning PACE Pathways students. Contact prospective inquiries and returning PACE Pathways students.	Dept. Chair, M. Clausen	25 hrs. 20-30 hrs.	Dates to be scheduled throughout Fall, Spring, Summer 2015-16 Ongoing
	2. Arrange PACE Pathways information to be distributed to business, government and community organizations.	Dept. Chair, M. Clausen	\$450 for Paper (FY 2015-16)	June, November

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Marketing Plan

Program/DepartmentPACE Par Administrator/Department Chair ProjectFall/Spring/Summer 2	Dept. Chair	ateF/S/	M 2015-16	
Objective	Tasks	Person/Group Responsible	Cost/Time/ Supplies Needed	Completion Date
BCC 2015-16 Strategic Marketing Plan Objectives	3. Review brochure, handouts, as necessary.	Dept. Chair, PIO	3 hrs./semester	Summer/Fall 2015
2, 3, 5, 8, 11, 12, 13, 16, 19, 22	 Rewrite, edit, update, produce, and distribute brochures, and success story handouts. 	PIO	1.5 hrs.	Summer/Fall 2015
	4. Send letter to prospective and returning PACE Pathways students/employers; make follow-up phone calls to interested students.	M. Clausen, Dept. Chair	2 hrs.	May, October
	5. Compose and distribute PACE Pathways press releases and PSAs for fall and spring semesters.	M. Clausen, PIO, Outreach	2 hrs.	June, October

Dept. Chair,

PIO

Outreach Team,

2 hrs.

6. Annually evaluate Mktg.

plan with PACE Pathways

Dept. Chair

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January-February

Marketing Planner

Program/DepartmentPACE Path	nways	Date	F/S/M 20	015-16
Administrator/Department Chair	Dept. Chair			
ProjectFall/Spring/Summer	er 2015-16 PACE Pathways M	lktg. Plan		
Objective	Tasks	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	7. Organize, schedule and conduct 2 focus group sessions in year of PACE Pathways program review.	Dept. Chair, M. Clausen, PIO	12 hrs.	Year of Curriculum Committee program review.
	8. Produce programs which highlight PACE Pathways program in peralta.TV spots and public affairs segments.	Dept. Chair, PIO, peralta.TV	12 hrs.	Year of Curriculum Committee program review.
	9. Increase e-marketing/media channels for PACE Pathways programs.	Dept. Chair, PIO, Students, Faculty	20 hrs.	Fall 2015/Spring 2016
	10. Annually update and revise PACE Pathways Web page on Berkeley City College Web site.	Dept. Chair, M. Clausen, College Web Master	12 hrs.	August

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Marketing Planner

Program/DepartmentP/	ACE Pathways	D	ate	F/S/M 2015-16	
Administrator/Department Ch	nair Dept. Chair				
ProjectFall/Sprin	ng/Summer 2015-16 PACE Pathways Mktg. F	Plan			

Objective	Tasks	Person/Group Responsible	Cost/Time/ Supplies	Completion Date
BCC 2015-16 Strategic Marketing Plan Objectives 2, 3, 5, 8, 11, 12, 13, 16, 19, 22	11. Develop and implement graduating student surveys and put into place processes for graduate exit interviews.	Dept. Chair, Outreach, PIO	30 hours	May 2016
	12. Develop survey to gage student preferences for PACE Pathways publications, including a student handbook, then develop handbook.	Dept. Chair, M. Clausen	30 hrs	May 2016
	13. Update e-mail and snail mail PACE Pathways alumni list.	M. Clausen	Ongoing	May 2016
	14. Update PACE Pathways PowerPoint presentation.	Dept. Chair, Staff Asst.	12 hrs.	October 2015
	15. Identify new PACE Pathways target markets, distribution channels, and strategies to reach them; develop new success stories.	Dept. Chair, Outreach Students, Faculty	12 hrs.	May 2016

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