

# 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	PACE Pathways
BCC Ed. Plan Goals	<ol style="list-style-type: none"><li>1. Increase visibility of BCC programs through exhibitions, lectures, greater community involvement via workshops and collaborative projects.</li><li>2. Using market research, develop new majors and/or programs.</li><li>7. Relevant BCC Ed. Plan Student Services goals pertaining to outreach, A&amp;R, EOPS, Transfer/Career Information.</li></ol>
PCCD Goals	<ol style="list-style-type: none"><li>1. Advance Student Success</li><li>2. Engage Our Communities and Partners</li></ol>
BCC Mktg. Objective(s)	<ol style="list-style-type: none"><li>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.</li><li>3. Integrate college planning processes in all areas with new PCCD and college strategic planning processes.</li><li>5. Evaluate and, if necessary, restructure, selected program and unit-specific marketing strategies by June 2016, and update biannually.</li><li>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.</li><li>11. Continue to reassess and restructure service processes to better serve students by March 31, 2016; evaluate and update biannually.</li></ol>

## Berkeley City College Marketing Objectives: PACE PATHWAYS

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.
16. 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 Program for Adult College Education Pathways (PACE Pathways) must continue to recruit and retain individuals who wish to transfer to four-year universities; or who wish to complete a general education core curriculum. Liberal Arts majors, alumni and faculty must continue to play an active role in marketing and recruitment processes. A seamless student support system connected to instruction also must be strengthened.

### **Rationale**

Faculty, staff and students in Berkeley City College's in PACE Pathways Programs will engage in activities which meet the marketing plan objectives listed above. In doing so, Program for Adult College Education will continue to build a foundation for future marketing and recruitment efforts. Meeting these objectives will help the program increase enrollment and broaden public awareness of educational and job options for PACE Pathways majors.

### **Target Audience**

The PACE Pathways target audience includes high school students; returning students; employees in business, government, and nonprofit agencies who wish to earn a college degree in a time-specific, cohort environment, who wish to complete lower division transfer requirements or who wish to transfer to four-year universities immediately after graduation.

### **Start Year**

2015

## Berkeley City College Marketing Objectives: PACE PATHWAYS

**Completed Year**                      2016

## Berkeley City College Marketing Objectives: PACE PATHWAYS

### Strategies/Action Plan

Steps	Responsible Unit or Person	Completed
<p>1. Schedule Open House and Information Sessions for Prospective New and Returning PACE Pathways students in late October, November and December; in April, May and June, and in August.</p> <ul style="list-style-type: none"> <li>• Contact prospective inquiries and returning PACE Pathways students.</li> </ul> <p>2. Arrange PACE Pathways information to be distributed to workplace, community and governmental organizations.</p>	<p>Dept. Chair, M. Clausen</p> <p>" " " "</p> <p>Dept. Chair, M. Clausen</p>	<p>Dates to be scheduled throughout Fall, Spring, Summer 2015-16</p> <p>Ongoing</p> <p>October, May</p>
<p>3. Review brochure, handouts, as necessary.</p> <ul style="list-style-type: none"> <li>• Rewrite, edit, update and produce brochures, and success story handouts.</li> </ul> <p>4. Update PACE Pathways database once each year.</p> <p>5. Compose and send letters to prospective and returning PACE Pathways students; prospective students' employers; make follow-up phone calls to interested students.</p> <p>6. Compose and distribute PACE Pathways press releases and PSAs for fall and spring semesters.</p>	<p>Dept. Chair</p> <p>PIO</p> <p>PIO</p> <p>M. Clausen</p> <p>Dept. Chair, M. Clausen</p>	<p>Summer and Fall 2015</p> <p>Summer and Fall 2015</p> <p>October, May</p> <p>August</p> <p>Summer, Fall (Dates to be Determined)</p>

## Berkeley City College Marketing Objectives: PACE PATHWAYS

7. Annually evaluate Mktg. plan with PACE Pathways Dept. Chair	Dept. Chair, M. Clausen, PIO	January-February
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<b>Steps</b>	<b>Responsible Unit or Person</b>	<b>Completed</b>
8. Organize, schedule and conduct 2 focus group sessions in year of PACE Pathways program review.	Dept. Chair, PIO,	Year of Curriculum Committee program review.
9. Produce programs which highlight PACE Pathways program in peralta.TV spots and public affairs segments.	Dept. Chair Dept. Chair, M. Clausen, College Web Technician	Year of Curriculum Committee program review. May 2016
10. Update PACE Pathways Web page on college Web site.	Dept. Chair, Students, Faculty	May 2016
11. Increase e-marketing/media channels for PACE Pathways program.	Dept. Chair	May 2016
12. Develop and implement graduating student surveys and put into place processes for graduate exit interviews.	Dept. Chair	October 2015
13. Develop survey to gage student preferences for PACE Pathways publications, including a student handbook, then develop handbook.	Dept. Chair, M. Clausen	May 2016
14. Develop e-mail and snail mail PACE Pathways alumni list.	Dept. Chair, M. Clausen	October 2015

**Berkeley City College Marketing Objectives: PACE PATHWAYS**

15. Update PACE Pathways PowerPoint presentation.	Dept. Chair	August 2015
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**Berkeley City College Marketing Objectives: PACE PATHWAYS**

<b>Steps</b>	<b>Responsible Unit or Person</b>	<b>Completed</b>
16. Identify new PACE Pathways target markets, distribution channels, and strategies to reach them; distribute employer information forms to PACE Pathways classes; and write new success stories.	Dept. Chair, Students, Faculty	May 2016
17. Update PACE Pathways success stories.	PIO	August 2015

## Berkeley City College Marketing Objectives: PACE PATHWAYS

<b>Human Resources</b>	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.
<b>Financial Resources</b>	\$850
<b>Performance Evaluation Measures</b>	<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 PACE Pathways and their total contribution to the college's enrollment management objectives.</p>
<b>Mission Compatibility</b>	Yes
<b>BCC Ed. Plan Goals</b>	1, 2, and 7
<b>PCCD Strategic Goals</b>	1 and 2