

## 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

<b>Department or Unit</b>	<b>PERSIST</b>
<b>BCC Ed. Plan Goals</b>	<ol style="list-style-type: none"><li>1. Increase visibility 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>
<b>PCCD Goals</b>	<ol style="list-style-type: none"><li>1. Advance Student Success</li><li>2. Engage Our Communities and Partners</li></ol>
<b>BCC Mktg. Objective(s)</b>	<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: PERSIST

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 PERSIST Program must continue to recruit and retain individuals who need assistance with basic skills. PERSIST faculty, outreach and students 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 PERSIST Program will engage in activities which meet the marketing plan objectives listed above. In doing so, PERSIST will continue to build a foundation to continually recruit students. Meeting these objectives will help the program increase enrollment and broaden public awareness of educational and job options for PERSIST students.

### **Target Audience**

PERSIST's target audiences include high school students; returning students; students who require basic skills education in math and English who wish participate in job training programs or earn a college degree.

### **Start Year**

2015

### **Completed Year**

2016

## Berkeley City College Marketing Objectives: PERSIST

### Strategies/Action Plan

Steps	Responsible Unit or Person	Completed
<p>1. Schedule Information Sessions for Prospective New and Returning PERSIST 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 PERSIST students.</li> </ul> <p>2. Arrange for PERSIST information to be distributed to targeted community organizations.</p>	<p>C. Lebo-Planas,</p> <p>" " " "</p> <p>C. Lebo-Planas, .</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"> <li>• Rewrite, edit, update and produce brochures, and handouts.</li> </ul> <p>4. Compose and send letters to prospective and returning PERSIST students; make follow-up phone calls to interested students.</p> <p>5. Compose and distribute PERSIST press releases and PSAs for fall and spring semesters.</p> <p>6. Annually evaluate Mktg. plan with PERSIST Director, Division Dean.</p> <p>7. Organize, schedule and conductocus group session annually.</p> <p>8. Produce programs which highlight PERSIST program in peralta.TV spots</p>	<p>C. Lebo-Planas</p> <p>PIO</p> <p>C. Lebo-Planas, PIO</p> <p>PIO</p> <p>C. Lebo-Planas, PIO, Div. Dean</p> <p>C. Lebo-Planas, PIO, PERSIST Outreach Coordinator</p> <p>C. Lebo-Planas, PIO, PERSIST, peralta.TV</p>	<p>Summer and Fall 2015</p> <p>Summer and Fall 2015</p> <p>Summer, Fall (Dates to be Determined)</p> <p>October, June</p> <p>January-February</p> <p>TBA</p> <p>Year of Curriculum Committee program review.</p>

## Berkeley City College Marketing Objectives: PERSIST

and public affairs segments.		
<b>Steps</b>	<b>Responsible Unit or Person</b>	<b>Completed</b>
10. Update PERSIST Web page on college Web site.	Div. Dean, C. Lebo-Planas, College Web Master	May 2016
11. Increase e-marketing/media channels for PERSIST program.	Lebo-Planas, PERSIST Outreach Coordinator, Students, Faculty	May 2016
12. Develop and implement graduating student surveys and put into place processes for graduate exit interviews.	C. Lebo-Planas, PIO, PERSIST Outreach Coordinator	May 2016
13. Develop e-mail and snail mail PERSIST alumni list.	C. Lebo-Planas,	May 2016
14. Update PERSIST PowerPoint presentation.	C. Lebo-Planas, Students	October 2015
15. Identify new PERSIST target markets, distribution channels, and strategies to reach them; distribute employer information forms to PERSIST classes; and write new success stories.	C. Lebo-Planas, PIO, PERSIST Outreach Coordinator, PERSIST Students, Faculty	May 2016
16. Write new PERSIST success stories.	PIO	August 2015

## Berkeley City College Marketing Objectives: PERSIST

<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 PERSIST 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