

**Berkeley City College
Marketing Objective (s) 3, 6, 8, 9, 13, 13, 13**

Berkeley City College Educational Plan Goals 1, 2, 5, 7

**Berkeley City College Marketing Objective (s)
2, 3, 5, 8, 11, 12, 13, 16, 19, 22**

PCCD Goals 1, 2

Department or Unit	Biotechnology and Sciences
BCC Ed. Plan Goals	<ol style="list-style-type: none"> 1. Increase visibility of Berkeley City College programs through exhibitions, lectures, greater community involvement via workshops and collaborative projects. 2. Using market research, develop new majors and/or programs. 5. <i>Sciences:</i> Establish monthly seminars for the college and community with guests from science research areas, public health, industrial labs, etc. 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 Success 2. Engage Our Communities and Partners
BCC Mktg. Objective(s)	<ol style="list-style-type: none"> 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 2017. 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 2017, 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, 2017; update biannually. 11. Continue to reassess and restructure service processes to better serve students by March 31, 2017; evaluate and update biannually.

Berkeley City College Marketing Objectives: Biotechnology

12. Continue to expand opportunities for marketing partnerships; evaluate by June 30, 2017.
13. Continue to evaluate and put into place ways to expand student involvement in departmental marketing projects by June 30, 2017.
16. Convene two program focus groups (in conjunction with curriculum committee program reviews) by June 30, 2017).
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 Biotechnology Program, Stem Cell Research internships, and science classes must recruit and retain individuals whose goals are either to work in the field Biotechnology or transfer to a four-year university. Biotechnology faculty, students, alumni must play an increasingly active role in marketing and recruitment processes if enrollment percentages are to increase in line with the college's 2016-17 enrollment management objectives. Student support services also must be strengthened and better integrated with those of the Office of Instruction so that students may experience a connected and seamless process of instruction, counseling, information and career planning.

Berkeley City College Marketing Objectives: Biotechnology

Steps	Responsible Unit or Person	Completed
3. Annually review brochure, handouts.	B. Des Rochers	Summer and Fall 2016
4. Rewrite, edit, update and produce brochures and program handouts each semester for Biotechnology.	B. DesRochers, PIO	Summer and Fall 2016; Spring 2017
5. Update Biotechnology database once each year.	Biotechnology Office, College PI Office	October 2016; May 2017
6. Make follow-up phone calls to current and prospective students.	B. Des Rochers, Outreach Staff, PI Office, OI, Student Workers	Summer, Late Fall (dates to be scheduled)
<ul style="list-style-type: none"> • Compose and distribute Biotechnology press releases and PSAs for fall and spring semesters. 	PI Office	Summer, Late Fall (as required)
7. Annually evaluate Mktg. plan with Biotechnology Department Chair	B. Des Rochers, PIO	January-February
8. Organize, schedule and conduct 2 focus group sessions in year of Biotechnology program review.	B. Des Rochers, PIO	July

Berkeley City College Marketing Objectives: Biotechnology

Steps	Responsible Unit or Person	Completed
9. Work with peralta.tv to reduce programs which highlight Biotechnology program in peralta.TV spots and public affairs segments immediately after program review takes place.	B. Des Rochers, PIO, peralta.TV	Year of Curriculum Committee program review.
10. Annually update and maintain Biotechnology Web page on Berkeley City College Web site.	Dept. Chair, Faculty, College Web Master.	August 2016
11. Increase e-marketing/media channels for Biotechnology Program.	PIO, B. Des Rochers, Outreach Staff, Students, Faculty	Fall/Spring 2016-17

Berkeley City College Marketing Objectives: Biotechnology

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 140 hours needed annually with involvement of individuals named above.
Financial Resources	\$650
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 three governmental, nonprofit, educational and business organizations during 2016-17.</p> <p>Expand data base to include new target groups.</p> <p>Complete Action Plan and objectives listed above.</p> <p>Monitor enrollment increases in the college's Biotechnology Program and measure its total contributions to collegewide enrollment objectives.</p>
Mission Compatibility	Yes
BCC Ed. Plan Goals	1, 2, 5 and 7
PCCD Strategic Goals	1 and 2