

Berkeley City College Educational Plan Goals 1, 2, 3, 4, 7

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

PCCD Goals 1, 2

Department or Unit	Business
BCC Ed. Plan Goals	<ol style="list-style-type: none">1. Increase visibility of Berkeley City programs through exhibitions, lectures, greater community involvement via workshops and collaborative projects.2. Using market research, develop new majors and/or programs.3. <i>Business & CIS:</i> Improve the effectiveness of advisory committees and other community input.4. <i>Business & CIS:</i> Revise CIS and advertise new relevance; develop courses/certificates in GIS systems, Web programming, use of open source software.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">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.

Berkeley City College Marketing Objectives: Business/CIS

11. Continue to reassess and restructure service processes to better serve students by March 31, 2017; evaluate and update biannually.
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 three 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 Business Program and majors must continue to recruit and retain individuals whose goals are either to earn degrees or transfer to a four-year university. Business 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 overall enrollment management objectives. Student support services also must be strengthened and better integrated with the Office of Instruction.

Berkeley City College Marketing Objectives: Business/CIS

Rationale Faculty, staff, students and alumni in Berkeley City College’s Business programs will engage in activities which meet the marketing plan objectives listed above. In doing so, the Business Program aims to build a stronger foundation for future program marketing and recruitment efforts. Meeting these marketing objectives will help increase enrollments in each of the program’s primary areas of emphasis, and will broaden public awareness of the Business Program as a major avenue to better jobs as well as transfer to four-year universities.

Target Audience The Business Program’s target audience includes prospective and returning business students; line and supervisory employees in large, medium and small businesses; and may include clients of the East Bay Center for International Trade.

Start Year 2016

Completed Year 2017

Strategies/Action Plan

Steps	Responsible Unit or Person	Completed
1. Integrate Business / CIS Program presentations throughout the year with outreach activities in Berkeley City College business classes, business groups, high schools, international students.	P. Thananjeyan, Outreach Staff, Business Faculty, PIO	Presentation dates to be scheduled throughout Fall, Spring, Summer 2016-17.
<ul style="list-style-type: none"> • Respond to prospective student phone queries and contact business require continuing professional education. 	" " " "	Ongoing
2. Arrange for distribution of business / CIS handouts to target populations.	P. Thananjeyan, PIO	June and October

Berkeley City College Marketing Objectives: Business/CIS

Steps	Responsible Unit or Person	Completed
3. Review brochure, handouts, as necessary.	P. Thananjeyan, PIO	Summer and Fall 2016
• Rewrite, edit, update and produce program handouts for each Business/CIS major.	P. Thananjeyan, PIO	Summer 2016
4. Compose and distribute Business/CIS press releases and PSAs for fall and spring semesters.	College PI Office	October 2016; June 2017
5. Annually evaluate Mktg. plan with Business/CIS Department Chair, Division Dean, Instructional VP	PIO	Summer, Late Fall (dates to be scheduled)
6. Organize, schedule and conduct 2 focus group sessions in year of Business program review.	Bus./CIS Dept. Chair, Div. Dean, PIO	Year of Curriculum Committee program review.
7. Produce program which highlights business program in peralta.TV spots and public affairs segments.	Bus./CIS Dept. Chair, PIO, peralta.TV	Year of Curriculum Committee program review.
8. Annually revise and update Business/CIS Web page on Berkeley City College Web site.	P. Thananjeyan, College Web Master	August
9. Increase e-marketing/media channels for Business/CIS programs.	P. Thananjeyan, Outreach Staff, PIO	Fall/Spring 2016-17

Berkeley City College Marketing Objectives: Business/CIS

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 130 hours needed annually with involvement of individuals named above.
Financial Resources	\$800 to sustain current publications production, distribution.
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 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 Business Program and its areas of emphasis and their total contribution to the college's enrollment objective.</p>
Mission Compatibility	Yes
BCC Ed. Plan Goals	1, 2, 3, 4 and 7
PCCD Strategic Goals	1 and 2