

Marketing Planner

Program/Department Analytic Chemistry Date F/S/M 2016-17

Administrator/Department Chair Dr. Barbara Des Rochers, Dr. Siraj Omar

Project Fall/Spring 2016-17 Analytic Chemistry Plan

Objectives	Action Plan	Person/Group Responsible	Cost/Time/Supplies Needed	Completion Date
BCC 2016-17 Strategic Marketing Plan Objectives 2, 3, 5, 8, 11, 12, 13, 16, 19, 22	1. Integrate chemistry, science program & activities with outreach presentations throughout the year in Berkeley City College science classes, science groups, high schools, international students.	B. Des Rochers, S. Omar, Outreach Staff, students, faculty.	1.30 hours.	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 science lab employees who require continuing professional education. 	" " " "	20-30 hrs.	Ongoing
	2. Arrange for distribution of target populations each semester.	B. Des Rochers, S. Omar, PIO	\$350 for Paper (FY 2016-2017) \$450 annual postage.	June 1, Oct. 15

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BCC 2016-17 Strategic Marketing Plan Objectives 2, 3, 5, 8, 11, 12, 13, 16, 19, 22	3. Review brochure, handouts, as necessary.	B. Des Rochers, S. Omar, PIO	3 hrs./semester	Summer and Fall 2016.
	<ul style="list-style-type: none"> • Rewrite, edit, update and produce brochures and program handouts for Analytic Chemistry. 	Biotech Dept., College PI Office		Summer and Fall 2016; Spring 2017
	4. Compose and distribute Biotechnology press releases and PSAs for fall and spring semesters.	B. Des Rochers, PIO	1 hr./mo.	April
	5. Annually evaluate Mktg. Plan with Biotechnology Department Chair	“ “ “	2 hrs.	January-February

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Program/Department Biotechnology Date F/S/M 2016-17

Administrator/Department Chair Dr. Barbara DesRochers, Dr. Siraj Omar

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BCC 2016-17 Strategic Marketing Plan Objectives 2, 3, 5, 8, 11, 12, 13, 16, 19, 22	6. Organize, schedule and conduct 2 focus group sessions in year of Analytic Chemistry program review.	B. Des Rochers, S. Omar, faculty, students, PIO	12 hrs.	Year of Curriculum Committee program review.
	7. Produce programs which highlight Analytic Chemistry program in peralta.TV spots and public affairs segments immediately after program review takes place.	B. Des Rochers, S. Omar, PIO, peralta.TV	15 hrs.	Year of Curriculum Committee program review.
	8. Increase e-marketing/media channels for Analytic Chemistry program.	B. Des Rochers, S. Omar, Web Master, PIO	20 hrs.	Fall/Spring 2016-17
	9. Annually revise and update Analytic Chemistry/Science Web page on Berkeley City College Web site.	Dept. Chair, Faculty, College Web Technician	12 hrs.	Fall/Spring 2016-17

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