

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	Computer Information Systems
BCC Ed. Plan Goals	<ol style="list-style-type: none">1. Increase visibility 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.3. <i>CIS/Business</i>: Improve the effectiveness of advisory committees and other community input.4. <i>CIS/Business</i>: Revise programs 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.

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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.
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 Computer Information Systems (CIS) and Business Programs must recruit and retain individuals whose goals are either to work in the field of computer technology or transfer to a four-year university. CIS 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 goals. Student support services also must be strengthened and better integrated with the Office of Instruction.

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Rationale	Faculty, staff, students and alumni in Berkeley City College's CIS/Business Programs will engage in activities which meet the marketing plan objectives listed above. In doing so, the programs aim to build a stronger foundation for future program marketing and recruitment efforts. Meeting these marketing objectives will help increase enrollments and will broaden public awareness of the CIS/Business Programs as a major avenue to better jobs as well as transfer to four-year universities.
Target Audience	The CIS/Business Programs' target audience includes prospective and returning computer information systems students; line and supervisory employees in large, medium and small businesses, governmental, education and nonprofit institutions, administrative assistants in all sectors, aspiring programmers and network technicians, and prospective university transferees.
Start Year	2016
Completed Year	2017

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Strategies/Action Plan

Steps	Responsible Unit or Person	Completed
<p>1. Schedule CIS/Business presentations to integrate with outreach efforts throughout the year in Berkeley City College business classes, business groups, high schools, and community groups.</p>	<p>P. Thananjeyan, faculty, Outreach Staff, PIO</p>	<p>Presentation dates to be scheduled throughout Fall, Spring, Summer 2016-17</p>
<p>2. Respond to prospective student phone queries and contact business require continuing professional education.</p>	<p>CIS/Business Departments, Outreach staff.</p>	<p>Ongoing</p>
<p>3. Review CIS/Business brochures, handouts, as necessary.</p> <ul style="list-style-type: none"> • Rewrite, edit, update and produce program handouts each semester. 	<p>P. Thananjeyan</p> <p>P. Thananjeyan</p>	<p>Summer and Fall 2016.</p> <p>Summer and Fall 2016.</p>

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Steps	Responsible Unit or Person	Completed
4. Update CIS/Business brochures and Web site once each year.	P. Thananjeyan, Office of Instruction; Web Master, PIO	October 2016; June 2017.
5. Compose and distribute CIS/Business press releases and PSAs, brochures, for fall and spring semesters.	PIO	Summer and Late Fall 2016
6. Annually evaluate Mktg. plan with CIS/Business Department Chair.	PIO, P. Thananjeyan	January-February
7. Organize, schedule and conduct 2 focus group sessions in year of CIS/Business program review.	P. Thananjeyan, PIO	Year of Curriculum Committee program review.
8. Produce programs which highlight CIS/Business program in peralta.TV spots and public affairs segments immediately after program review takes place.	P. Thananjeyan, PIO Office, peralta.TV	Year of Curriculum Committee program review.

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Steps	Responsible Unit or Person	Completed
9. Annually update and revise CIS/Business Web page on Berkeley City College Web site.	P. Thananjeyan, College Web Technician	August
10. Increase e-marketing/media channels for CIS/Business programs.	PIO, P. Thananjeyan, Students, Faculty	Fall/Spring 2016-17
11. Meet with counselors to present new CIS/Business programs.	P. Thananjeyan	Early Fall 2016

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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 137 hours needed annually with involvement of individuals named above.
Financial Resources	\$800
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 database to include new target groups.</p> <p>Complete Action Plan and objectives listed above.</p> <p>Monitor enrollment increases in the college's Computer Information Systems/Business Programs and measure their total contributions to collegewide enrollment management objectives.</p>
Mission Compatibility	Yes
BCC Ed. Plan Goals	1, 2, 3, 4 and 7
PCCD Strategic Goals	1 and 2