

Berkeley City College Educational Plan Goals 1, 2, 7

Berkeley City College Marketing Objective (s) 2, 3, 5, 8, 11, 12, 13, 12017, 19, 22

PCCD Goals 1, 2

Department or Unit	Communication Studies AA-T
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.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.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.

Berkeley City College Marketing Objectives: Communication Studies AA-T

13. Continue to evaluate and put into place ways to expand student involvement in departmental marketing projects by June 30, 2017.
14. 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 Communication Studies AA-T Program must recruit and retain individuals who wish to transfer to four-year universities in a communications major. A seamless student support system connected to instruction also must continue.

Rationale

Faculty, staff and students in Berkeley City College's Communication Studies Program will engage in activities which meet the marketing plan objectives listed above. In doing so, those responsible for the Communication Studies AA-T major will aim to build a foundation for future program marketing and recruitment efforts. Meeting these objectives will help the program increase enrollment and broaden public awareness of educational and job options for the Communication Studies AA-T.

Target Audience

Communication Studies AA-T Program's target audiences include high school students; returning students.

Start Year

2016

Completed Year

2017

Berkeley City College Marketing Objectives: Communication Studies AA-T

Strategies/Action Plan

Steps	Responsible Unit or Person	Completed
1. Promote programs in Communication Studies classes.	L. Ruberto, Department Faculty	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 institutions. 	L. Ruberto, Department Faculty, student assistants.	Ongoing
2. Arrange for distribution of Art Program handouts to target populations; enlist Communication Studies AA-T students/ faculty/ clubs in getting out word about the program where they live and work.	L. Ruberto, Department Faculty, Students	Needed by Oct. 15, 2016; June 1, 2017.
3. Review publications, handouts, as necessary.	L. Ruberto, PIO	Summer and Fall 2016.
<ul style="list-style-type: none"> • Rewrite, edit, update and produce 250 handouts each semester. 	L. Ruberto, PIO	Summer 2016

Berkeley City College Marketing Objectives: Communication Studies AA-T

Steps	Responsible Unit or Person	Completed
4. Compose and distribute press releases and PSAs for fall and spring semesters.	PIO	October and June
5. Annually evaluate Mktg. Plan with Communication Studies AA-T Dept. Chair	L. Ruberto, PIO	January-February
6. Organize, schedule and conduct 2 focus group sessions in year of Communication Studies AA-T program review.	L. Ruberto, PIO	Year of Curriculum Committee program review.
7. Arrange production of programs which highlight Communication Studies AA-T programs in peralta.TV spots and public affairs segments immediately after program review takes place.	L. Ruberto, Department Faculty, PIO, peralta.TV producers	Year of Curriculum Committee program review.

Berkeley City College Marketing Objectives: Communication Studies AA-T

Steps	Responsible Unit or Person	Completed
8. Annually maintain and Upgrade Communication Studies AA-T Web page on Berkeley City College Web site.	Dept. Chair, faculty, College Web Master	August
9. Increase e-marketing/media channels for Communication Studies AA-T Program.	PIO, L. Ruberto, Students, Clubs, Faculty	Fall/Spring 2016-17

Human Resources

Faculty, administration and staff will integrate Action Plans with program and departmental planning and will work with college and District marketing to achieve program objectives. Approximately 135 hours needed annually with involvement of individuals named above.

Financial Resources

\$400 for publications and distribution.

Berkeley City College Marketing Objectives: Communication Studies AA-T

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 database and e-marketing social networks to include new target groups.</p> <p>Complete Action Plan and objectives listed above.</p> <p>Monitor enrollment increases in Communication Studies AA-T Program and its contribution to the college's enrollment management objectives.</p>
Mission Compatibility	Yes
BCC Ed. Plan Goals	1, 2, and 7
PCCD Strategic Goals	1 and 2