

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	Economics
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>Economics</i>: Improve the effectiveness of advisory committees and other community input.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: Economics/ECONOMICS

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 Economics Program and majors must continue to recruit and retain individuals whose goals are either to earn degrees or transfer to a four-year university. Economics 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: Economics/ECONOMICS

Rationale Faculty, staff, students and alumni in Berkeley City College’s Economics programs will engage in activities which meet the marketing plan objectives listed above. In doing so, the Economics 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 Economics Program as a major avenue to better jobs as well as transfer to four-year universities.

Target Audience The Economics Program’s target audience includes prospective and returning Economics students; line and supervisory employees in large, medium and small businesses.

Start Year 2016

Completed Year 2017

Strategies/Action Plan

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

Berkeley City College Marketing Objectives: Economics/ECONOMICS

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 Economics major.	P. Thananjeyan, PIO	Summer 2016
4. Compose and distribute Economics-related press releases and PSAs for fall and spring semesters.	College PI Office	October 2016; June 2017
5. Annually evaluate Mktg. plan with Economics 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 Economics program review.	Economics Dept. Chair, Div. Dean, PIO	Year of Curriculum Committee program review.
7. Produce program which highlights Economics program in peralta.TV spots and public affairs segments.	Economics Dept. Chair, PIO, peralta.TV	Year of Curriculum Committee program review.
8. Annually revise and update Economics Program Web page on Berkeley City College Web site.	P. Thananjeyan, College Web Master	August
9. Increase e-marketing/media channels for Economics Program.	P. Thananjeyan, Outreach Staff, PIO	Fall/Spring 2016-17

Berkeley City College Marketing Objectives: Economics/ECONOMICS

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 Economics 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 Economics 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