

## Berkeley City College Educational Plan Goals 1, 2, 7

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

#### PCCD Goals 1, 2

<b>Department or Unit</b>	<b>Elementary Teacher Education-AA-T/Education Programs</b>
<b>BCC Ed. Plan Goals</b>	<ol style="list-style-type: none"><li>1. Increase visibility of Berkeley City College programs, through exhibitions, lectures, greater community involvement via workshops and collaborative projects.</li><li>2. Using market research, develop new majors and/or programs.</li><li>7. Relevant BCC Ed. Plan Student Services goals pertaining to outreach, A&amp;R, EOPS, Transfer/Career Information.</li></ol>
<b>PCCD Goals</b>	<ol style="list-style-type: none"><li>1. Advance Student Success</li><li>2. Engage Our Communities and Partners</li></ol>
<b>BCC Mktg. Objective(s)</b>	<ol style="list-style-type: none"><li>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.</li><li>3. Integrate college planning processes in all areas with PCCD and college strategic planning processes.</li><li>5. Evaluate and, if necessary, restructure, selected program and unit-specific marketing strategies by June 2017, and update biannually.</li><li>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.</li><li>11. Continue to reassess and restructure service processes to better serve students by March 31, 2017; evaluate and update biannually.</li><li>12. Continue to expand opportunities for marketing partnerships; evaluate by June 30, 2017.</li></ol>

**Berkeley City College Marketing Objectives: Elementary Teacher Education/Education Programs**

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 Education Programs must recruit, train or retain individuals who wish to enter the field of Elementary Education; or who wish to change careers. Students and faculty must play an active role in marketing and recruitment processes. A seamless student support system connected to the program also must be developed.

**Rationale**

Faculty, staff and students in Berkeley City College’s Elementary Teacher Education Program will engage in activities which meet the marketing plan objectives listed above. In doing so, Education faculty and staff will build a foundation for future marketing and recruitment efforts. Meeting these objectives will help the program increase enrollment and broaden public awareness of educational and job options for Education majors.

**Target Audience**

Education majors’ target audiences include high school students; returning students; employees in business, government, and nonprofit agencies who wish to earn a college degree, who wish to complete lower division transfer requirements or who wish to transfer to four-year universities immediately after graduation.

**Start Year**

2016

**Completed Year**

2017

**Strategies/Action Plan**

**Berkeley City College Marketing Objectives: Elementary Teacher Education/Education Programs**

<b>Steps</b>	<b>Responsible Unit or Person</b>	<b>Completed</b>
<p>1. Schedule Information Sessions for Prospective New and Returning Education students.</p> <ul style="list-style-type: none"> <li>• Contact prospective inquiries, EOPS and CalWORKs students.</li> </ul> <p>2. Arrange information about Education Programs to be distributed to targeted community organizations.</p>	<p>Dept. Chair, Student Ambassadors</p> <p>“ “ “</p> <p>“ “ “ “</p>	<p>Dates to be scheduled throughout Fall, Spring, Summer 2016-17</p> <p>“ “ “</p> <p>Ongoing</p>
<p>3. Annually prepare and review brochures, handouts.</p> <p>4. Annually evaluate Mktg. Plan with Dept. Chair.</p> <p>5. Organize, schedule and conduct 2 focus group sessions in year of Education Programs review.</p> <p>6. Produce programs which highlight Education Programs in peralta.tv spots and public affairs segments.</p>	<p>PIO</p> <p>Dept. Chair, PIO</p> <p>Dept. Chair, PIO, students, faculty.</p> <p>Dept. Chair, PIO, peralta.TV</p>	<p>Summer and Fall 2016</p> <p>January-February</p> <p>Year of Curriculum Committee program review.</p> <p>Year of Curriculum Committee program review.</p>
<p>7. Maintain, Update Education Programs Web page on Berkeley City College Web site.</p> <p>8. Increase e-marketing / media channels for Elementary Education Program.</p>	<p>Dept. Chair, Faculty, College Web Master</p> <p>Dept. Chair, PI Office, Students, Faculty</p>	<p>August</p> <p>Fall / Spring 2016-17</p>

**Berkeley City College Marketing Objectives: Elementary Teacher Education/Education Programs**

<b>Human Resources</b>	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 75 hours needed annually with involvement of individuals named above.
<b>Financial Resources</b>	\$800
<b>Performance Evaluation Measures</b>	<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 Elementary Education Program and their total contribution to the college's enrollment management objectives.</p>
<b>Mission Compatibility</b>	Yes
<b>BCC Ed. Plan Goals</b>	1, 2, and 7
<b>PCCD Strategic Goals</b>	1 and 2