

## 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

Department or Unit	English/ESL
BCC Ed. Plan Goals	<ol style="list-style-type: none"><li>1. Increase visibility of BCC 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>
PCCD Goals	<ol style="list-style-type: none"><li>1. Advance Student Success</li><li>2. Engage Our Communities and Partners</li></ol>
BCC Mktg. Objective(s)	<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></ol>

## Berkeley City College Marketing Objectives: English/ESL

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 English/ESL Programs must continue to recruit and retain individuals who wish to transfer to four-year universities; or who wish to develop skills in the areas of creative writing and poetry. English majors, alumni, and faculty must play an active role in marketing and recruitment. A seamless student support system connected to instruction also must be strengthened.

**Rationale**

Faculty, staff and students in Berkeley City College’s English/ESL Department and classes will engage in activities which meet the marketing plan objectives listed above. In doing so, the department aims to build a foundation for future program marketing and recruitment efforts. Meeting these objectives will help the program increase enrollment and broaden public awareness and value of Berkeley City College’s English major.

**Target Audience**

The English/ESL Programs’ target audience includes prospective and returning English students; employees in business, government, and nonprofit agencies.

**Start Year**

2016

**Completed Year**

2017

## Berkeley City College Marketing Objectives: English/ESL

### Strategies/Action Plan

Steps	Responsible Unit or Person	Completed
<p>1, Include English/ESL in scheduled BCC presentations throughout the year in schools, to business groups, public agencies, events, in class.</p>	<p>J. Lowood, English/ESL faculty, Student Ambassadors, V. Flint, PIO</p>	<p>Presentation dates to be scheduled throughout Fall, Spring, Summer 2016-17</p>
<ul style="list-style-type: none"> <li>• Organize department events.</li> </ul>	<p>J. Lowood, G. Winer, English/ESL students, faculty</p>	<p>December 2016</p>
<p>2. Respond to prospective student phone queries and contact business require continuing professional education.</p>	<p>J. Lowood, English Faculty, Students</p>	<p>Ongoing</p>
<ul style="list-style-type: none"> <li>• Arrange for distribution of English/ESL Program information to target populations; enlist English/ESL students in getting out word about the program where they live and work.</li> </ul>	<p>PIO, J. Lowood, G. Winer</p>	<p>Needed by Oct. 15, June 1.</p>
<p>3. Review and revise flyers, Programs handouts, annually.</p>	<p>J. Lowood, G. Winer, PIO</p>	<p>Summer and Fall 2016.</p>
<ul style="list-style-type: none"> <li>• Rewrite, edit, update and produce program handouts each semester.</li> </ul>	<p>PIO</p>	<p>October 2016; June 2017</p>

**Berkeley City College Marketing Objectives: English/ESL**

<b>Steps</b>	<b>Responsible Unit or Person</b>	<b>Completed</b>
4. Compose and distribute English alumni success stories.	PIO	Summer and Late Fall
5. Annually evaluate Mktg. Plan with English Dept. Chair, Division Dean.	J. Lowood, G. Winer, PIO	January-February
6. Organize, schedule and conduct 2 focus group sessions in year of English program review.	J. Lowood, G. Winer, Div. Dean, PIO	Year of Curriculum Committee program review.
7. Produce programs which highlight English/ESL program in peralta.TV spots and public affairs segments, and on YouTube.	J. Lowood, , PIO, peralta.TV	Year of Curriculum Committee program review.
8. Multimedia Arts produce English/ESL Dept. segment for Web page, You-Tube, Affinity Blogs	H. Chauvet, Multimedia Arts, English students.	Spring 2017
9. Maintain, Update English/ ESL Web pages on Berkeley City College Web site.	J. Lowood, G. Winer, College Web Master	August 2016
10. Increase e-marketing/media channels for English program; place Prequel/Sequel/Mismatches on English/ESL Web pages.	J. Lowood, G. Winer, Students, Faculty	Fall/Spring 2016-17
11. Develop/Participate in Events, Participation in Cal Day, Other College Events	English/ESL Depts., Students	Fall/Spring 2016-17

## Berkeley City College Marketing Objectives: English/ESL

<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 132 hours needed annually with involvement of individuals named above.
<b>Financial Resources</b>	\$600
<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 the English/ESL Programs and their total contribution to the college's enrollment objective.</p>
<b>Mission Compatibility</b>	Yes
<b>BCC Ed. Plan Goals</b>	1, 2, and 7
<b>PCCD Strategic Goals</b>	1 and 2