

## 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>	Liberal Arts-Related Associate Degree Programs; Certificates of Achievement in UC's IGETC and CSU General Education Curriculum
<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></ol>

## **Berkeley City College Marketing Objectives: Liberal Arts Programs**

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 Liberal Arts Programs must continue to recruit and retain individuals who wish to transfer to four-year universities; or who wish to complete a general education core curriculum. Liberal Arts majors, alumni and faculty must play a more active role in marketing and recruitment processes. A seamless student support system connected to instruction also must be further developed.

## Berkeley City College Marketing Objectives: Liberal Arts Programs

**Rationale** Faculty, staff and students in Berkeley City College’s Liberal Arts Programs will engage in activities which meet the marketing plan objectives listed above. In doing so, the Liberal Arts and Social Sciences departments 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 Liberal Arts majors.

**Target Audience** The Liberal Arts and Social Science Department’s target audience includes high school students; returning students; employees in business, government, and nonprofit agencies who wish to earn a college degree, 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

Steps	Responsible Unit or Person	Completed
1. Schedule presentations to prospective Liberal Arts students in fall and spring.  • Contact prospective inquiries and returning students.	Department Chair Counselors, Student Ambassadors  OI, Department Chair Outreach Teams, Student Workers	Dates to be scheduled throughout Fall, Spring, Summer 2016-17  Ongoing
2. Arrange information to be distributed to target organizations.	Department Chairs	November, June
3. Review program handouts, as necessary.	Department Chairs	Summer and Fall 2016
• Rewrite, edit, update and produce informational handouts each semester.	PIO	Summer and Fall 2016

## Berkeley City College Marketing Objectives: Liberal Arts Programs

Steps	Responsible Unit or Person	Completed
4. Compose and distribute Liberal Arts press releases and PSAs for fall and spring semesters.	PIO	Summer, Fall (dates to be determined)
5. Annually evaluate Mktg. plan with Department Chair, Division Dean.	PIO	January-February
6. Organize, schedule and conduct 2 focus group sessions in year of program review.	Department Chairs, PIO	Year of Curriculum Committee program review.
7. Produce programs which highlight program in peralta.TV spots and public affairs segments.	Department Chairs, PIO, peralta.tv	Year of Curriculum Committee program review.
8. Annually maintain, update Liberal Arts Web page on Berkeley City College Web site.	Department. Chairs, Faculty, College Web Master	August
9. Increase e-marketing/media channels for Liberal Arts Program.	PIO, Department Chairs, Students, Faculty	Fall/Spring 2016-17

## Berkeley City College Marketing Objectives: Liberal Arts 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 150 hours needed annually with involvement of individuals named above.
<b>Financial Resources</b>	\$400 to cover basic, current publishing costs.
<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 Liberal Arts with Social and Behavioral Sciences Emphasis and their total contribution to the college's enrollment management growth 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