## Marketing Planner

Program/DepartmentLiberal Arts Programs	5,
IGETC, CSU Transfer Curri	iculumDate: F/S/M 2016-17
Administrator/Department Chair [	Dept. Chair
ProjectFall/Spring/Summer 2016-17 L	Liberal Arts Mktg. Plan

Objectives	Action Plan	Person/Group Responsible	Cost/Time/ Supplies Needed	Completion Date
BCC 2016-17 Strategic Marketing Plan Objectives 2, 3, 5, 8, 11, 12, 13, 16, 19, 22	1. Schedule presentations to prospective students in fall and spring, integrate with outreach activities.	Dept. Chair, Counselors, Project Access, Outreach teams	20 hrs.	Dates to be scheduled throughout Fall, Spring, Summer 2016-17
	• Contact prospective inquiries and returning students.	OI, Dept. Chair, Outreach Teams, Student Workers	20-30 hrs.	Ongoing
	2. Arrange information to be mailed to target organizations.	Dept. Chair	\$300 for Paper, Distribution	June, November

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IGETC, CSU Transfer Curriculum	Date:F/S/M 2016-17
Administrator/Department Chair Dept. Chair	
ProjectFall/Spring/Summer _2016-17 Liberal Arts Mktg. Plan	

Objectives	Action Plan	Person/Group Responsible	Cost/Time/ Supplies Needed	Completion Date
BCC 2016-17 Strategic Marketing	3. Review handouts, as	Dept. Chair	3 hrs./semester	Summer/Fall 2016
Plan Objectives	necessary.			
2, 3, 5, 8, 11, 12, 13, 16, 19, 22	• Rewrite, edit, update and produce informational handouts each semster.	PIO	20 hrs.	Summer/Fall 2016
	4. Compose and distribute Liberal Arts-related press releases and PSAs for fall and spring semesters.	PIO	2 hrs.	Summer/Late Fall
	5. Annually evaluate Mktg. Plan with Department Chair.	Dept. Chair, PIO	2 hrs.	January-February

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IGETC, CSU Transfer Curriculum	Date:F/S/M 2016-17
Administrator/Department Chair Dean, Dept	. Chair
ProjectFall/Spring/Summer 2016-17 Liberal Arts	Plan

Objectives	Action Plan	Person/Group Responsible	Cost/Time/ Supplies Needed	Completion Date
BCC 2016-17 Strategic Marketing Plan Objectives 2, 3, 5, 8, 11, 12, 13, 16, 19, 22	6. Organize, schedule and conduct 2 focus group sessions in year of program review.	Dept. Chair, PIO	12 hours	Year of Curriculum Committee program review.
	7. Produce programs which highlight program in peralta.TV spots and public affairs segments.	Dept. Chair, PIO, peralta.TV	12 hrs.	Year of Curriculum Committee program review.
	8. Increase e-marketing/media channels for programs.	Dept. Chair, faculty, students, PIO	30 hrs.	Fall 2016/Spring 2017
	9. Annually maintain, update Program Web page on Berkeley City College Web site.	Dept. Chair, Faculty, college Web Master	12 hrs.	August

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