Marketing Planner

Program/DepartmentPACE Pathways DateF/S/M 2016-17 Administrator/Department Chair Dept. Chair ProjectFall/Spring/Summer 2016-17 PACE Pathways Plan				
Objective	Tasks	Person/Group Responsible	Cost/Time Supplies Needed	e/ Completion Date
BCC 2016-17 Strategic Marketing Plan Objectives 2, 3, 5, 8, 11, 12, 13, 16, 19, 22	Schedule Open House and Information Sessions for Prospective New and Returning PACE Pathways students. Contact prospective inquiries and returning PACE Pathways students.	Dept. Chair, M. Clausen	25 hrs. 20-30 hrs.	Dates to be scheduled throughout Fall, Spring, Summer 2016-17 Ongoing
	2. Arrange PACE Pathways information to be distributed to business, government and community organizations.	Dept. Chair, M. Clausen	\$450 for Paper (FY 2016-17)	June, November

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BCC 2016-17 Strategic Marketing Plan Objectives	3. Review brochure, handouts,	Dept. Chair, PIO	3 hrs./semester	Summer/Fall 2016
2, 3, 5, 8, 11, 12, 13, 16, 19, 22	as necessary.Rewrite, edit, update, produce, and distribute brochures, and success story handouts.	PIO	1.5 hrs.	Summer/Fall 2016
	4. Send letter to prospective and returning PACE Pathways students/employers; make follow-up phone calls to interested students.	M. Clausen, Dept. Chair	2 hrs.	May, October
	5. Compose and distribute PACE Pathways press releases and PSAs for fall and spring semesters.	M. Clausen, PIO, Outreach	2 hrs.	June, October
	6. Annually evaluate Mktg. plan with PACE Pathways Dept. Chair	Dept. Chair, Outreach Team, PIO	2 hrs.	January-February

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Program/DepartmentPACE Pathways		Date	F/S/M 20	016-17
Administrator/Department Chair	Dept. Chair			
ProjectFall/Spring/Summe	<u>-</u>	ktg. Plan		
		Person/Group	Cost/Time/	
Objective	Tasks	Responsible	Supplies	Completion Date
•		·	Needed	·
BCC 2016-17 Strategic Marketing	7. Organize, schedule and	Dept. Chair, M.	12 hrs.	Year of Curriculum
Plan Objectives	conduct 2 focus group sessions	Clausen, PIO		Committee program
2, 3, 5, 8, 11, 12, 13, 16, 19, 22	in year of PACE Pathways			review.
	program review.			
		- G		
	8. Produce programs which	Dept. Chair,	12 hrs.	Year of Curriculum
	highlight PACE Pathways	PIO, peralta.TV		Committee program
	program in peralta.TV spots and public affairs segments.			review.
	and public arraits segments.			
	9. Increase e-marketing/media	Dept. Chair,	20 hrs.	Fall 2016/Spring
	channels for PACE Pathways	PIO, Students,	20 ms.	2017
	programs.	Faculty		2017
	10. Annually update and revise	Dept. Chair, M.	12 hrs.	August
	PACE Pathways Web page on	Clausen, College		
	Berkeley City College Web	Web Master		
	site.			

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Program/DepartmentPACE Pathways	_ Date	_F/S/M 2016-17
Administrator/Department Chair Dept. Chair		
ProjectFall/Spring/Summer 2016-17 PACE Pathways Mktg. Plar	l	
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		Person/Group	Cost/Time/	
Objective	Tasks	Responsible	Supplies	Completion Date
BCC 2016-17 Strategic Marketing	11. Develop and implement	Dept. Chair,	30 hours	May 2017
Plan Objectives	graduating student surveys and	Outreach, PIO		
2, 3, 5, 8, 11, 12, 13, 16, 19, 22	put into place processes for			
	graduate exit interviews.			
	12. Develop survey to gage	Dept. Chair, M.	30 hrs	May 2017
	student preferences for PACE	Clausen		
	Pathways publications,			
	including a student handbook,			
	then develop handbook.			
	13. Update e-mail and snail mail	M. Clausen	Ongoing	May 2017
	PACE Pathways alumni list.	IVI. Clausell	Oligonig	Way 2017
	171CE I autways arumin fist.			
	14. Update PACE Pathways	Dept. Chair,	12 hrs.	October 2016
	PowerPoint presentation.	Staff Asst.		
	•			
	15. Identify new PACE	Dept. Chair,	12 hrs.	May 2017
	Pathways target markets,	Outreach		•
	distribution channels, and	Students, Faculty		
	strategies to reach them;			
	develop new success stories.			