

Marketing Planner

Program/Department PACE Pathways Date F/S/M 2016-17

Administrator/Department Chair _____ Dept. Chair _____

Project Fall/Spring/Summer 2016-17 PACE Pathways Mktg. Plan

| Objective | Tasks | 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 | 7. Organize, schedule and conduct 2 focus group sessions in year of PACE Pathways program review. | Dept. Chair, M. Clausen, PIO | 12 hrs. | Year of Curriculum Committee program review. |
| | 8. Produce programs which highlight PACE Pathways program in peralta.TV spots and public affairs segments. | Dept. Chair, PIO, peralta.TV | 12 hrs. | Year of Curriculum Committee program review. |
| | 9. Increase e-marketing/media channels for PACE Pathways programs. | Dept. Chair, PIO, Students, Faculty | 20 hrs. | Fall 2016/Spring 2017 |
| | 10. Annually update and revise PACE Pathways Web page on Berkeley City College Web site. | Dept. Chair, M. Clausen, College Web Master | 12 hrs. | August |

Berkeley City College (510) 981-2852

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| BCC 2016-17 Strategic Marketing Plan Objectives 2, 3, 5, 8, 11, 12, 13, 16, 19, 22 | 11. Develop and implement graduating student surveys and put into place processes for graduate exit interviews. | Dept. Chair, Outreach, PIO | 30 hours | May 2017 |
| | 12. Develop survey to gage student preferences for PACE Pathways publications, including a student handbook, then develop handbook. | Dept. Chair, M. Clausen | 30 hrs | May 2017 |
| | 13. Update e-mail and snail mail PACE Pathways alumni list. | M. Clausen | Ongoing | May 2017 |
| | 14. Update PACE Pathways PowerPoint presentation. | Dept. Chair, Staff Asst. | 12 hrs. | October 2016 |
| | 15. Identify new PACE Pathways target markets, distribution channels, and strategies to reach them; develop new success stories. | Dept. Chair, Outreach Students, Faculty | 12 hrs. | May 2017 |

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