

Marketing Planner

Program/Department PERSIST Date F/S/M 2016-17

Administrator/Department Chair A. Lebo-Planas

Project Fall/Spring/Summer 2016-17 PERSIST 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	1. Schedule Open House and Information Sessions for Prospective New and Returning PERSIST students in late October, November and December; in April, May and June, and in August.	A. Lebo-Planas, PERSIST Outreach, PIO	25 hrs.	Dates to be scheduled throughout Fall, Spring, Summer 2016-17
	• Contact prospective inquiries and returning PERSIST students.	" " " "	20-30 hrs.	Ongoing
	2. Arrange PERSIST information to be distributed to target community organizations.	A. Lebo-Planas, PERSIST Outreach	\$450 for Paper (FY 2016-17); \$300 for postage.	Ongoing

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BCC 2016-17 Strategic Marketing Plan Objectives 2, 3, 5, 8, 11, 12, 13, 16, 19, 22	3. Review brochure, handouts, as necessary.	A. Lebo-Planas, PIO	3 hrs./semester	Summer/Fall 2016
	<ul style="list-style-type: none"> • Rewrite, edit, update, produce, and distribute PERSIST brochures. 	PIO	1.5 hrs.	Summer/Fall 2016
	4. Compose and distribute PERSIST press releases and PSAs for fall and spring semesters.	A. Lebo-Planas, PIO, PERSIST Outreach	12 hrs.	Twice Annually
	5. Annually evaluate Mktg. plan with PERSIST Director	A. Lebo-Planas PIO	2 hrs.	January-February

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BCC 2016-17 Strategic Marketing Plan Objectives 2, 3, 5, 8, 11, 12, 13, 16, 19, 22	6. Organize, schedule and conduct focus group sessions in year of PERSIST program review.	A. Lebo-Planas, , PIO	12 hrs.	Year of Curriculum Committee program review.
	7. Produce programs which highlight PERSIST program in peralta.TV spots and public affairs segments immediately after program review takes place.	A. Lebo-Planas, PIO, peralta.TV	12 hrs.	Year of program review.
	8. Increase e-marketing/media channels for PERSIST programs.	A. Lebo-Planas, PIO, Students, Faculty	20 hrs.	Ongoing
	9. Annually update and revise PERSIST Web page on Berkeley City College Web site.	A. Lebo-Planas, College Web Master	12 hrs.	August

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BCC 2016-17 Strategic Marketing Plan Objectives 2, 3, 5, 8, 11, 12, 13, 16, 19, 22	10. Develop and implement graduating student surveys and put into place processes for graduate exit interviews.	A. Lebo-Planas, PERSIST outreach staff.	30 hours	May 2017
	11. Update PERSIST PowerPoint presentation.	A. Lebo-Planas, students	30 hrs	May 2017
	12. Identify new PERSIST target markets, distribution channels, and strategies to reach them; develop new success stories.	A. Lebo-Planas, PIO	Ongoing	June 2017

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