

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

Department or Unit	Spanish Programs
BCC Ed. Plan Goals	<ol style="list-style-type: none">1. Increase visibility of BCC programs through exhibitions, lectures, greater community involvement via workshops and collaborative projects.2. Using market research, develop new majors and/or programs.7. Relevant BCC Ed. Plan Student Services goals pertaining to outreach, A&R, EOPS, Transfer / Career Information.
PCCD Goals	<ol style="list-style-type: none">1. Advance Student Success2. Engage Our Communities and Partners
BCC Mktg. Objective(s)	<ol style="list-style-type: none">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 2017.3. Integrate college planning processes in all areas with new PCCD and college strategic planning processes.5. Evaluate and, if necessary, restructure, selected program and unit-specific marketing strategies by June 2017, and update biannually.

Berkeley City College Marketing Objectives: Spanish Programs

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.
11. Continue to reassess and restructure service processes to better serve students by March 31, 2017; evaluate and update biannually.
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 Spanish Programs must recruit and retain individuals who wish to learn the language. Spanish majors, community health workers, alumni and faculty must play a more active role in marketing and recruitment processes. Student support services also must be strengthened and integrated as a seamless whole with instruction.

Rationale

Faculty, staff and students in Berkeley City College Modern Languages / Spanish Departments will engage in activities which meet the marketing plan objectives listed above. In doing so, the department aims to build a foundation for future program marketing and recruitment efforts. Meeting these objectives will help the program increase enrollment and broaden public awareness and value of Berkeley City College Spanish majors.

Berkeley City College Marketing Objectives: Spanish Programs

Target Audience Spanish Programs’ target audiences include prospective and returning Spanish Students; employees in government agencies, nonprofit organizations, schools, health care and health services facilities, libraries, attorneys’ offices and various businesses who must learn Spanish on their jobs, or who wish to transfer to a four-year university and enter a Spanish major.

Start Year 2016

Completed Year 2017

Strategies/Action Plan

Steps	Responsible Unit or Person	Completed
1. Promote programs in Spanish, business, and Public & Human Services Program classes.	Dept. Chair, Spanish faculty	Presentation dates to be scheduled throughout Fall, Spring, Summer 2016-17
<ul style="list-style-type: none"> • Respond to prospective student phone queries and contact businesses which require their employees to communicate in Spanish. 	Dept. Chair	Ongoing
2. Arrange for direct mailing and distribution of Spanish program handouts to target populations listed in objective 2; enlist Spanish students in getting out word about the program where they live and work.	Dept. Chair, Spanish Faculty, Students	October, June
3. Review handouts, as necessary.	Dept. Chair, PIO	Summer, Fall 2016

Berkeley City College Marketing Objectives: Spanish Programs

Steps	Responsible Unit or Person	Completed
<ul style="list-style-type: none"> • Rewrite, edit, update and produce 500 program handouts each semester. 	Dept. Chair, PIO	June, October
4. Compose and distribute Spanish Programs press releases and PSAs for fall and spring semesters.	PIO	October, June
5. Annually evaluate Mktg. plan with Spanish Dept. Chair.	Dept. Chair, PIO	January-February
6. Organize, schedule and conduct 2 focus group sessions in year of Spanish Programs review.	Dept. Chair, Div. Dean, PIO	Year of Curriculum Committee program review.
7. Produce programs which highlight Spanish Programs in peralta.TV spots and public affairs segments.	Dept. Chair, PIO, peralta.TV	Year of Curriculum Committee program review.

Berkeley City College Marketing Objectives: Spanish Programs

Steps	Responsible Unit or Person	Completed
8. Update and maintain Spanish Web page on Berkeley City College Web site.	Dept. Chair, College Web Master	August
9. Increase e-marketing/media channels for Spanish programs.	Dept. Chair, Students, Faculty	Fall/Spring 2016-17

Berkeley City College Marketing Objectives: Spanish Programs

Human Resources	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 145 hours needed annually with involvement of individuals named above.
Financial Resources	\$500
Performance Evaluation Measures	<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 Spanish/Spanish Medical Interpreter Programs and their total contribution to the college's enrollment management objectives.</p>
Mission Compatibility	Yes
BCC Ed. Plan Goals	1, 2, and 7
PCCD Strategic Goals	1 and 2