

Marketing Planner

Program/Department Extended Opportunity Program Services Date F/S/M 2016-17
 Administrator/Department Chair Student Services VP, EOPS Coordinator
 Project EOPS Fall-Spring 2016-17

Objectives	Action Plan	Person/Group Responsible	Cost/Time/Supplies Needed	Completion Date
BCC 2016-17 Strategic Marketing Plan Objectives 2, 3, 5, 8, 12, 13, 16, 19, 21, 22	1. Serve 300 students in EOPS and 50 CARE students.	Stu. Services VP, EOPS/CalW Ks Coord.	12 Hrs/wk	Ongoing during fall, spring summer
	2. Schedule EOPS presentations at feeder High Schools. Community Centers & organizations.	Student Ambassadors, Outreach Staff	30 Hours	Fall/Summer/Spring
	3. Revise and distribute EOPS handout and other EOPS publications, at college info. Desk; include multilingual translations as needed.	Stu. Services VP, EOPS/CalW Ks Coord., PIO	12 Hours: \$500	August, December, May, July
	4. Mail recruitment handouts to continuing Berkeley City College students.	EOPS/CalW Ks Coord., EOPS Staff	15 Hours: \$300	October 2016, May 2017
	5. Participate in college wide outreach and recruitment presentations.	Stu. Services VP, Ambassadors, EOPS Students	30 Hours	Ongoing: Fall, Spring, Summer
	6. Make presentations in basic English and Math classes.	Ambassadors Stu. Services VP, EOPS staff	15 Hours	Ongoing: October 2016; and May 2017.

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Program/Department Extended Opportunity Program Services Date F/S/M 2016-17
 Administrator/Department Chair Division Dean, Student Services
 Project EOPS Fall-Spring 2016-17 Plan

Objectives	Action Plan	Person/Group Responsible	Cost/Time/Supplies Needed	Completion Date
BCC 2016-17 Strategic Marketing Plan Objectives 2, 3, 5, 8, 12, 13, 16, 19, 21, 22	8. Annually review, revise, as necessary, EOPS marketing plan.	Student Services VP, Ambassadors, PIO, EOPS staff.	12 Hours	January-February

Berkeley City College (510) 981-2852