

Berkeley City College Educational Plan Goals 2, 7

Berkeley City College Marketing Objective (s) 2, 3, 5, 8, 12, 13, 16, 19, 21, 22

PCCD Goals 1, 2

Department or Unit	Student Services: Extended Opportunity Programs and Services (EOPS)
BCC Ed. Plan Goals	<ol style="list-style-type: none">2. Using market research, develop new majors and/or programs.7. Relevant BCC Ed. Plan Student Services goals pertaining to A&R outreach, counseling, EOPS, Psychological Services, Transfer/Career Information Center.
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: Student Services—EOPS

6. Convene Outreach group monthly during the fall and spring semesters.
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.
12. Continue to reassess and restructure service processes to better serve students by March 31, 2017; evaluate and update biannually. 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 two 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.
21. Work with college administration to develop surveys and focus groups for Objectives 5, 8,12, 16.
22. Work with college community to develop multilingual publications.

Description

Berkeley City College’s Student Services Program will convey an image to the public at large as a program which fosters student success in all endeavors pertaining to achieving educational goals, career/life planning and occupational preparation.

Berkeley City College Marketing Objectives: Student Services—EOPS

Rationale	The EOPS Unit of Berkeley City College’s Student Services Department shall work with students, faculty, staff, and administration and engage in activities which meet the objectives listed above. In doing so, the unit will provide services which allow financially and educationally disadvantaged students to obtain the support they need to reach their educational goals.
Target Audience	The EOPS unit’s target audience consists of financially and educationally disadvantaged students.
Start Year	2016
Completed Year	2017

Berkeley City College Marketing Objectives: Student Services—EOPS

Strategies/Action Plan

Steps	Responsible Unit or Person	Completed
1. Serve 200 students in EOPS and 50 CARE students Schedule EOPS presentations at feeder High Schools, Community Centers & organizations.	S.Services VP, F. Shah Student Ambassadors	Ongoing during fall, spring summer, 2016-17
a. Annually review / revise EOPS publications.	S. Services VP, Staff, PIO	Fall 2016
3. Mail recruitment handouts to continuing Berkeley City College students.	S. Services VP, EOPS/CalWKS Coord., PIO	October 2016, May 2017
4. Participate in college wide outreach and recruitment presentations	S.Services VP, EOPS/CalWKS Coord., Stu. Ambassadors	Ongoing: Fall, spring, summer 2016-17
5. Make presentations in basic English and Math classes.	EOPS Students, Student Ambassadors	Ongoing: October 2016; and May 2017
6. Annually review and revise EOPS marketing plan, as needed.	S. Services VP, F. Shah, PIO, S. Services Staff	January-February

Berkeley City College Marketing Objectives: Student Services—EOPS

Human Resources	EOPS staff will integrate Action Plan with appropriate college units, and will work with college and District marketing to achieve program objectives. Approximately 320 hours needed annually with involvement of individuals named above.
Financial Resources	\$800
Performance Evaluation Measures	<p>Integrate outreach, marketing and recruitment efforts with appropriate college units.</p> <p>Evaluate and restructure marketing, outreach and recruitment strategies annually, as necessary. Evaluate biannually.</p> <p>Expand collegewide database to include a variety of target audiences.</p> <p>Form partnership with at least six governmental, nonprofit, educational and business organizations during 2016-17.</p> <p>Involve students in at least six outreach activities each semester.</p> <p>Complete Action Plan and objectives listed above.</p>
Mission Compatibility	Yes
BCC Ed. Plan Goals	2 and 7
PCCD Strategic Goals	1 and 2