

## Marketing Planner

Program/Department Student Services Date F/S/M 2016-17  
 Administrator/Department Chair VP, Student Services  
 Project Fall/Spring 2016-17 Student Services at Large

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. Revise Student Handbook	VP Student Services, Student Service Staff	40-60 Hours \$6,000	February 2017
	2. Strengthen/Integrate Marketing and Community Relations/Outreach Program	VP, Student Services, Student Ambassadors	110 Hours	Ongoing
	3. Complete, Plan Marketing/Outreach Integration Objectives.	President; VP, Instr., VP, S. Serv. Staff, Faculty. PIO	250 Hours	Ongoing

Berkeley City College (510) 981-2852

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Objectives	Action Plan	Person/Group Responsible	Supplies Needed	Completion Date
BCC 2016-17 Strategic Marketing Plan Objectives 2, 3, 5, 8, 12, 13, 16, 19, 21, 22	4. Update Student Services college web site.	Student Services staff, College Web Master	Ongoing	Ongoing
	5. Review and revise Student Services Unit Marketing Plan annually.	VP, Student Services, Student Services Unit Supervisors, Staff, PIO	11 Hrs.	January-February
	6. Develop/implement Student Services publications review/editing process.	VP, S.Serv., Unit Supervisors, PIO	40 Hrs.	Fall 2016

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