

Digital Marketing Subcommittee

Co-Chairs:

1 faculty

1 PIO/Student Services

Membership:*

PIO

- Disability Services Representative
- Counselor, Representative
- Faculty, Distance Education Reviewer on Curriculum Committee**
- Faculty, Liberal Arts**
- Faculty, Business, Science, & Applied Technology**
- Faculty, at large
- Faculty, at large
- IT Representative or AV Representative
- Web Content Representative
- TLC Coordinator
- Student Services
- Student Representative

*A member may represent multiple constituency groups.

Length of Term:

Co-Chairs Two Years

Members: Indeterminate

How Selected:

Members are appointed by respective shared-governance bodies.

DE Coordinator is a position with faculty re-assign time. Refer to DE Job Description.

Committee Charge:

The Berkeley City College Digital Marketing "BCCDM" is a Subcommittee of the Berkeley City College ("BCC") Academic Senate. Its mission is to recommend policies, practices, and procedures towards Assessing, coalescing data, and articulating online communication pathways to support student success within areas of: enrollment, retention, accessibility, online collaborative communities, advancement to career/4-year institutions, and alumni life.

the Aim is to:

1. pre-student: grow awareness and improve BCC brand image, boost enrollment
2. current student: Improve course success rates, Strengthen collaborative teacher-student partnerships, improve employment rate in the study field through the use of contemporary technology and participation in digital marketing campaigns and events

3. post-student: improve BCC brand image through advocacy, volunteering to support current/pre-students through digital marketing campaigns and events

4.

the BCCDM serves as a recommending body to the BCC Academic Senate and IPC on issues related to digital Marketing to support enrollment and student engagement in the college

Committee Functions:

- Inform the college community on issues, opportunities, achievements and costs related to digital marketing communication.
- Provide recommendations to the Academic Senate regarding issues related to digital marketing communication.
- Provide input and advice on digital marketing communication tools, techniques and best practices in order to improve marketing communication throughout a student's life cycle (recruit, current, alumni), strengthen teacher-student collaborations in digital media, and contribute to strategic goals (Educational Master Plan)
- Plan, implement and analyze student audiences research to identify the preferred communication channels, goals and motivations of student communities in digital media.
- Recommend the allocation of resources dedicated to digital marketing communication and effectiveness of digital marketing communication methods and technologies through digital marketing program review.
- Collaborate and coordinate with other Academic Senate subcommittees and college stakeholders on issues related to digital marketing communication.
- Work with faculty in identifying and promoting digital marketing communication opportunities and teacher-student collaborations in order to promote the development and ongoing maintenance of digital media communication and events that are consistent with the strategic goals

Recommends to:

College Integrated Planning Committee
Academic Senate.

Frequency of Meetings:

Twice monthly during the academic year.