Bakersfield College Work Plan 2019-2020
Monika Scott, Communications and Marketing

2019-2020 Goals:

**Strategic Direction #1: Student Learning**
Commitment to provide holistic education

- Utilize communication efforts, such as social media, to provide timely information to all students.
- Provide marketing and outreach leadership to support college initiatives and student enrollment/persistence efforts.

**Strategic Direction #2: Student Progression and Completion**
Commitment to eliminate barriers that cause students difficulties

- Continue to increase awareness and contribute to developments which “bring college closer to home” through expansions, rural community engagement, and developments/improvements at the college campuses.
- Maintain both external and internal communications about Bakersfield College achievements, events, and activities.

**Strategic Direction #3: Facilities and Technology**
Commitment to improve the maintenance and secure funding for college facilities, tech, and infrastructure for the next 30 years

- Participate in planning, and implementation of all facilities and project timelines, including communication efforts for progress and transparency.
- Work to develop clear, understandable campus construction communication amplification for awareness and safety.

**Strategic Direction #4: Leadership and Engagement**
Commitment to improve the maintenance and secure funding for college facilities, tech, and infrastructure for the next 30 years

- Develop the BC presence to our neighboring communities
- Increased communications through contributions to the media, the President’s blog, and social media, the Renegade Roundup, and Student centered communications.
- Member of Administrative Council and support to various committees or programs requiring communications or marketing assistance.
- Support campus-wide events such as data conferences, opening and closing day celebrations, and other special events.