2018-2019 Goals

Strategic Direction #1: Student Learning-A commitment to provide a holistic education that develops curiosity, inquiry, and empowered learners.

- Leverage Communication efforts to provide timely information to students utilizing all marketing and social media platforms available to the college.
- Establish key partnerships and identify gaps and opportunities for college initiatives and student success.
- Provide leadership and community outreach to support college initiatives and student enrollment/completion efforts.

Strategic Direction #2: Student Progression and Completion-A commitment to eliminate barriers that cause students difficulties in completing their educational goals.

- Identify opportunities to expand internal and external communications about Bakersfield College and its achievements
- Evaluate media platforms to ensure mechanisms in place are the most effective to engage students, faculty, staff and the community.
- Identify communication strategies that are most effective for the community being served with a focus on rural initiatives.

Strategic Direction #3: Facilities and Technology-A commitment to improve the maintenance of all facilities, technology, and infrastructure and implement Measure J funding to build a better BC.

- Provide guidance and feedback on campus communication and planning for campus construction.
- Identify and develop best practices for campus Communication and Community Relations.
- Amplify Bakersfield College presence in community events by establishing key partnerships.
- Increase Community Engagement to elevate and provide information/updates on Measure J progress.
Strategic Direction #4:

Leadership and Engagement - A commitment to build leadership within the College and engagement with the community.

- Establish Branding Guidelines for Campus
- Establish a Communications Strategy for the College
- Increase Public/Private Partnerships to assist in meeting College and students’ goals
- Serve on President's Cabinet/Administrative Council to ensure campus internal and external communications are aligned.
- Provide support and increased communication through media outreach and partnerships.
- Establish baseline data to report on media, marketing and communications and its impact on community relations.