Bakersfield College Work Plan 2019-2020
Marketing and Public Relations
Norma Rojas-Mora-Director, Communication and Community Relations

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 and community.
- Establish key partnerships and identify gaps and opportunities for college initiatives and student success on a local and statewide level.
- Provide leadership and community outreach to support college initiatives and student enrollment/completion efforts.
- Provide ongoing support for enrollment through coordinated and direct media campaigns.

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

- 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 targeted communities.

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.
- Amplify Bakersfield College presence in community events by establishing key partnerships.
- Increase Community Engagement to elevate and provide information/updates on Measure J progress.
- Ensure the public and campus community are involved in Measure J activities including groundbreaking and ribbon cutting events.
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Strategic Direction #4: Leadership and Engagement-A commitment to build leadership within the College and engagement with the community.

Regional Health Equity and Wellness
- HEAL Collaborative-Engage in Regional partnerships to increase access to Early College, Workforce and Economic Development.
- Centric Health Bakersfield College Dual Enrollment Wellness and Behavior Change (CHBC-DEWBC) Project

Entrepreneurship
- Engage with KITE
- Engage with the local chambers of commerce to provide input on economic recovery strategies.

Workforce for the Future
- Establish a collaborative partnership to address the workforce needs of Kern County.

Equity and Diversity
- Bakersfield College and Latina Leaders webinar series.
- Identify opportunities for Latinx students to engage in HOPE and other regional leadership organizations.
- Engage in the Bakersfield Unity Coalition.