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

- Utilize communication tools 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

- Increase awareness to support systems and programs at the college
- Continue campaigns focused around enrollment, persistence, and retention
- Maintain and develop external and internal communications about Bakersfield College achievements, events, and activities
- Continue building a shared understanding of BC’s commitment to equity and diversity while integrating equity into all existing and ongoing efforts

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 partnering with all stakeholders to deliver clear communications

Strategic Direction #4: Leadership and Engagement
Commitment to build leadership within the College and engagement with the community

- Develop the BC presence in our neighboring communities
- Increased communications which share the BC story
- Support various committees and groups requiring communications or marketing assistance
- Support campus wide events such as statewide conferences, faculty and staff celebrations, and other special events