



College Advancement ACTIVITY REPORT October 2008

Regular Monthly Advertising for the District

- Bus Shelters
Twelve locations throughout Fremont and Newark
(changed four times yearly, new artwork to go up [November 3](#))
- Newpark Mall [Lighted Sign Display](#)
Three locations in Newpark Mall
- Class Schedule Distribution
Seven grocery store locations. 700 class schedules distributed monthly.
4,025 distributed to various locations including libraries, senior and community centers in Fremont and Newark
- Naz 8 Cinemas (Indian Cinemas)
[Ohlone slide](#) running on all 7 Screens
- Online Lead Generation (*response to queries for information published online and in print publications—send out information requested, follow-up by Counseling*)
[Next Step Magazine](#); 100 leads per month

New This Month

- National Council for Marketing and Public Relations (NCMPR)
Award Winning Entries (3): **Gold:** Radio Ad, **Bronze (2):** [International Programs Brochure](#), Newpark Mall Signs
- [Citizen's Bond Oversight Annual Report](#)
- LEED Platinum [Bus Tail Ads](#)
10 Ads on backs of buses in Fremont/Newark/Hayward
- Student Photo shoot at Fremont & Newark Campuses
- Inside and outside cover design, Spring 2009 class schedule
- World Forum
[Poster](#)
Marquee, Calendar Listings, PR

Media Hits (*print and online publications carrying news stories about Ohlone*)

Athletics	11
Arts *	8
Newark Center	4
Argus Reporter's Blog	3

Election stories	5
Qigong Symposium	3
Dr. Browning	5
Accreditation	1
Budget Cuts	1
One-Stop Job Fair	1
Academic Programs: Health Sciences—3, Deaf Studies—2, Arabic—1	
* mostly calendar listings	

Marketing Services to Departments

Health and Wellness

- Qigong Symposium
Marquee, Calendar Listings, PR
[Press Conference 10/7 at Newark Center](#)
Front Page Local Section Argus Story & photos
- Ohlone Fit Grant
Marquee, Calendar Listings, PR
Ads Placed: 3

Smith Center

- Richard Glazier
Marquee, Calendar Listings, PR
Ads Placed: 11
[Postcard Mailing](#): 20,000 Patrons
- Halloween Trilogy
Marquee, Calendar Listings, PR
[Ads](#) Placed: 19
- Dark Designs Art Gallery Show
Marquee, Calendar Listings

Science, Technology and Engineering

- NASA Night
[Flyer](#)
Marquee, Calendar Listings, PR
Targeted Marketing to Astronomy and Physics professionals
- Brown Bag: The Math Behind the Movie
Marquee, Calendar Listings, PR
- Brown Bag: Forensic Anthropology
Marquee, Calendar Listings, PR

ASOC

- [Logo design](#)

Student Services

- Counseling
Counseling Brochure Updated
- Transfer Center
Regular Marquee Listings
- Athletics
Regular Marquee Listings
- Tri Cities One Stop Center
Holiday Job Fair
Marquee, Calendar Listings