



## College Advancement ACTIVITY REPORT November 2008

### New This Month

#### **General College Marketing**

- Spring semester [Postcard design](#)
- Spring semester postcard distribution to over 100,000 residents of Fremont, Newark and Union City
- [Ads Placed: 2](#)
- Design ads to promote spring semester to run Dec. & Jan.

#### **City of Fremont**

- Arrange for Environmental Outreach Diorama to be displayed both at the Fremont Campus (month of November) and the Newark Campus (month of January)

### Regular Monthly Advertising for the District

- [Bus Shelters](#)  
Twelve locations through out Fremont and Newark
- Newpark Mall [Lighted Sign Display](#)  
Three locations in Newpark Mall  
-Updated Design to reflect Spring semester registration
- 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

### Media Hits

Athletics	30
Arts	19
Academic Programs	8
Sustainability	4
Misc.	4

Election	3
Power Outage	2
Alice in Wonderland	2
Blog	1
Nasa Night	1
Budget Cuts	1
Foundation	1
Enrollment Growth	1

## Marketing Services to Departments

### **Speech & Communications Department**

- [Speech Lab Brochure](#)
- Photo Shoot

### **President's Office**

- [Holiday Card Design](#)

### **Smith Center**

- Wind Orchestra, Community Band, Chops Band, Chamber Orchestra  
Marquee, Calendar Listings
- Sweet Charity  
Research of ad rates for various media
- Winter Dance Showcase  
Marquee, Calendar Listings
- The Plumed Serpent Gallery Show  
Marquee, Calendar Listings, [Press Release](#)

### **Science, Technology and Engineering**

- NASA Night  
Targeted Marketing to Astronomy and Physics professionals  
Marquee, Calendar Listings, [Press Release](#)
- NTSA (Network Technology and Systems Administration)  
Press Packet assembly for Grant press conference  
Begin Draft of NTSA Brochure

### **Athletics**

- Jonathan Wallace Men's Basketball Tournament  
Marquee, Calendar Listings, [Press Release](#)

### **Ohlone College Foundation**

- Pennant design and production
- Lapel pin design

### **College Annual Report**

- Currently in progress