



College Advancement ACTIVITY REPORT December 2008

New This Month

General College Marketing

- On campus photo shoot for Naz 8 Cinemas
- [Ads Placed: 14](#)
- Created [BART artwork](#) to run in Fremont & Union City BART stations
4 Ads in each station
- Radio spots written for La Kalle radio station
- [Monitor rack inserts](#) created and posted at both campuses
10 in Fremont and 2 in Newark
- Created [Newpark Mall kiosk artwork](#)
To run January 1-31, 2009
- Created [slide to run on OhloneTV](#)

Regular Monthly Advertising for the District

- [Bus shelters](#)
Twelve locations throughout Fremont and Newark
 - 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

Media Hits

Misc.	20
Athletics	17
Blogs	12
Arts	10
Softball 700 th win	3
Art Gallery	3
Trustee	3

Sustainability	2
Smoke Free	1
Life Club	1
Nursing Program	1
Faculty/Staff	1

Marketing Services to Departments

Smith Center

- Jazz Rock/Combo, A Christmas Spectacular, Christmas at the Mission
Marquee, Calendar Listings
- The Plumed Serpent Gallery Show
Marquee, Calendar Listings
- Winter Dance Showcase
Marquee, Calendar Listings
- The Plumed Serpent Gallery Show
Marquee, Calendar Listings

Science, Technology and Engineering

- Biotechnology and Department Brochure
Begin process of modifying current versions of brochures

Athletics

- Ohlone Home Games
Marquee
- Softball
Donna Runyon 700th Milestone Award [Press Release](#)
Begin process of updating 2009 Softball poster
- Baseball
Winter High School All-Star Baseball Camp
Marquee, Calendar Listings
Winter Junior Renegades Youth Baseball Camp
Marquee, Calendar Listings

College Annual Report

- Currently in progress