



College Advancement ACTIVITY REPORT February 2009

New This Month

General College Marketing

- [Portraits of Success design](#)
- [Summer/Fall schedule design](#)
- Catalog design in progress

Regular Monthly Advertising for the District

- Newpark mall lighted sign display
Three locations in Newpark Mall
[Three designs](#)
- 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	31
Misc.	10
Blog	9
Arts	5
Flea Market	4
Music Dept	1
Golf Program	1

Marketing Services to Departments

President's Office

- World Forum
 - Marquee
 - Calendar listings
 - [Press release](#)
 - [Poster design](#)
 - [Banner design](#)
 - Ads placed: 2
 - Ohlone TV slide/Newark PowerPoint Slide
- Dean of Human Resources [brochure](#)
- New stationary design in progress
- Press Releases
 - [WASC Commission](#)
 - [Ohlone College Trustee Garrett Yee Promoted to Colonel](#)

Athletics

- March Madness softball program in progress

Psychology

- Michael Shermer Event
 - Marquee
 - [Press release](#)
 - Calendar listing
 - Program design
 - [Poster design](#)
 - Flyer design
 - Ohlone TV slide/Newark PowerPoint slide
 - Myspace and Facebook postings
 - Student Email to PSY and ANTH students

International Program

- English Language Institute [flyer design](#)

Student Services

- Photos taken at Club Day
- Photos taken at Black History Speech

Ohlone for Kids

- [Cover design](#)

Transfer and Career Center

- University Reps on campus
Marquee listings

Science, Technology and Engineering

- Biotech Lab brochure update
- Biotech Department brochure
Update and expansion in progress
- Brown Bag: The Golden Ratio
Marquee
Calendar listings

Smith Center

- “People” Louie-Meager art gallery listing
- Chamber Orchestra, Wind Orchestra, Chamber Singers
Marquee
Calendar listings
- Sweet Charity
Audition listing and self postings
Myspace and Facebook postings
Ads placed: 1
- Voices of London
[Press release](#)
[Postcard mailing](#)
Ads placed: 12