



College Advancement ACTIVITY REPORT March 2009

New This Month

General College Marketing

- [Summer/Fall postcard design](#)
- [High School ads designed](#)
Placed: 3
- [California School for the Deaf ad design](#)
- [Rotary ad designed](#)
- [Bus stop display three ads designed](#)
- [BART display ads designed](#)
- [Mall Kiosk artwork designed](#)
- Bookstore bag design in progress

Regular Monthly Advertising for the District

- Newpark mall lighted sign display
Three locations in Newpark Mall
[Three updated 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	46
Arts	19
Misc.	9
Trustees	4
Blogs	3
Golf Camp	3
Michael Shermer	5
Ohlone for Kids	2

Feature Articles

[Advanced Transportation, Technology and Energy Article](#)

Marketing Services to Departments

President's Office

- World Forum
Marquee
Calendar listings
- New photo taken of Dr. Browning
- [Newark dedication plaque](#)

Campus Police

Emergency Preparedness Fair

- Calendar listings
- Flyer printing and posting around campus

CalWORKs Program

Portraits of Success Brochure

- [Printing completed](#)

Portraits of Success Awards Ceremony

- Evite sent out
- [Poster design and printing](#)
- Display piece creation
- Catering planning

Science, Technology and Engineering

- Biotech Department brochure
Update and expansion, and printing

Psychology

Michael Shermer Event

- Marquee
- Calendar listings
- Program

Transfer and Career Center

- University reps on campus
Marquee listings

Student Services

- Photo taken of Ron Travenick
- Photos taken Black of History Panel
- Umoja preliminary discussions brochure and flyer

Fine Arts, Business, and Communication Division

- Kres Mersky
 - Marquee
 - Banner
 - Calendar listings
 - [Press release](#)
 - [Postcard mailing](#)
 - [Ads placed: 2](#)
- Jay Soto
 - Calendar listings
 - Postcard mailing
- Chamber Orchestra, Wind Orchestra, Chamber Singers, Community Band
 - Marquee
 - Calendar listings
- Sweet Charity
 - Calendar listings
 - Student Email
 - Casting listings placed: 2
- Educated Eye: Photographs by Bay Area Educators
 - Marquee
 - Calendar listings

Flea Market

- New banner printing

Athletics

- Basketball
 - [Press release](#)
- [March Madness program design](#)

Tri Cities One-Stop Center

- Career and Internship Fair
 - Poster design in progress
 - Flyer design in progress
 - Banner design in progress