



College Advancement ACTIVITY REPORT April 2009

New This Month

General College Marketing

- Catalog design in progress
- Fall schedule design in progress
- [Bookstore bag designed](#)
- [Summer/Fall ads designed](#)

Placed: 13

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	12
Misc.	10
Arts	9
Blogs	7
Sustainability Award	3
Flea Market	2
Trustees	1
Theater Festival	1
Freshmen Connection	1
Career Fair	1

Marketing Services to Departments

President's Office

- Ohlone Receives Sustainable Built Award
[Press Release](#)

CalWORKs Program

- Portraits of Success Awards Ceremony
Event photography
Event set up and support

EOPS

- EOPS Awards Ceremony
Calendar listing in progress
Press release in progress
Poster design in progress
- Irvington High School CEO Program
Pictures taken for future use in EOPS Magazine

Foundation

- Citizen of the Year
Calendar listings
[Press Release](#)
- Greenest College in the World Brochure
[Design and printing](#)

Counseling

- Raza Day
Event photography
[Press Release](#)

Ohlone for Kids

- Ohlone for Kids publicity
Marquee
Calendar listings
[Press Release](#)
[Post-it design](#)

Student Services

- Student Services Center Brochure
[Design and printing](#)
- Freshman Connection Day
Marquee
Calendar listings
[Cover design](#)
- Umoja
[Flyer design and printing](#)
[Brochure design and printing](#)

Financial Aid

- Cash for College
Event photography

Transfer and Career Center

- University reps visits
Marquee

Health Sciences

- Department brochure
Update in progress

Fine Arts, Business, and Communication Division

Smith Center Events

- Kres Mersky
Marquee
Banner
Calendar listings
[Ads placed: 2](#)
- Jay Soto
Calendar listings
[Ads placed: 8](#)
- Chops, Community Chorale, Jazz/Rock Combos,
Chamber Singers, Wind Orchestra
Calendar listings
- Sweet Charity
Marquee
Calendar listings
- Annual Student Awards Show Exhibit
Marquee
Calendar listings
- High School Theatre Festival
[Press Release](#)

Fine Arts, Business, and Communication Division (continued)

Multimedia Department

- Game Development Festival
 - Marquee
 - Calendar listings
 - Student email in progress

Flea Market

- New banner printed

Athletics

- Regional softball program
 - [Designed and printed](#)

Tri Cities One-Stop Center

- Career and Internship Fair
 - Marquee
 - Calendar listings
 - Student email
 - [Banner designed and printed](#)
 - [Poster and flyer designed](#)

DSPS

- DSPS department brochure
 - Begin discussion of brochure and publicity materials

Business Services

- Nelnet Bookmark