



College Advancement ACTIVITY REPORT May 2009

New This Month

General College Marketing

- [Catalog cover designed](#)
- Fall class schedule
Design in progress
- [Summer/Fall ads designed](#)
Placed: 16
- [Radio spots written for La Kalle](#)
- Registration banner
Design in progress

Regular Monthly Advertising for the District

- Newpark mall lighted sign display
Four locations in Newpark Mall
[One added location](#)
- 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	38
Misc.	16
Citizen of the Year	7
Budget Situation	5
Blogs	4
Baseball Camps	4
Flea Market	4
Registration	3
Sustainability	2
Ohlone for Kids	1
Arts	1

Marketing Services to Departments

President's Office

- Human Resources AVP brochure
Design in progress
- Support of Proposition 1A and 1F
[Press release](#)

Office of College Advancement

- General publicity shots: Fremont and Newark campuses
- Survey of media habits administered
- Graduation
Event photography
[Press release](#)
- Acterra Award
Assisted video crew with promotional video

EOPS

- EOPS Awards Ceremony
Calendar listing
Event photography
[Press release](#)
[Posters designed](#)
[Flyer designed](#)

Student Services

- Photo shoot of all departments moving into new student services building.
- Raza Day follow up
[Press release](#)

Athletics

- Baseball Super Regional Tournament
[Program designed and printed](#)
Event photography
[Press release](#)

Speech Department

- Pinning Ceremony
Event photography

DSPS

- Department brochure
Design and update in progress

Foundation

- Citizen of the Year
Calendar listings
Marquee
- Newark Center self guided
[Brochure designed and printed](#)

Ohlone for Kids

- Ohlone for Kids publicity
Marquee
Calendar listings
[Banner designed](#)
[Ad designed](#)
[Mall kiosk display designed](#)

Health Sciences

- Department brochure
Update in progress

Fine Arts, Business, and Communication Division

- Chops Band, Community Chorale, Jazz/Rock Combos,
Chamber Singers, Wind Orchestra
Marquee
Calendar listings
- Chamber Singers China Tour Program
Design in progress
- Begin discussion of Season of the Arts 2009-2010 brochure
- Multimedia Festival
Marquee
Calendar listings
Student email