



College Advancement ACTIVITY REPORT June 2009

New This Month

General College Marketing

- [Fall class schedule cover designed](#)
- [Fall postcard designed](#)
- [BART signs designed](#)
- [Bus Stop signs designed](#)
- [Summer/Fall ads designed](#)
Placed: 17
- [Registration banner designed](#)
- [Fremont Festival of the Arts ad designed](#)
- [Newpark Mall kiosk signs designed](#)

Regular Monthly Advertising for the District

- Newpark mall lighted sign display
Four locations in Newpark Mall
[Four updated Fall registration signs designed](#)
- 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

Feature Article

[LEED Platinum Newark Center. Energy Conservation by the Numbers](#)

Media Hits

Athletics	8
Misc.	8
Blogs	4
Arts	4
Green/Sustainability	3
Ohlone for Kids	3
Cesar Chavez Resolution	1
Flea Market	1

Registration

1

Marketing Services to Departments

President's Office

- Publicity photos of Dr. Browning
- [Human Resources AVP brochure designed](#)

Foundation

- [Newark Self Guided Tour brochure designed](#)

DSPS

- [Department brochure designed](#)

Health Sciences

- Department brochure
Update in progress

Fine Arts, Business, and Communication Division

- [Chamber Singers China Tour Program designed](#)
- Season of the Arts 2009-2010 brochure
Design in progress
- Sweet Charity
Marquee
Ads placed: 9
Calendar listings
[Press release](#)