



College Advancement ACTIVITY REPORT July 2009

New This Month

General College Marketing

- [Monitor rack ad designed](#)
- Fremont Festival of the Arts
Giveaways
Artwork designed
Giveaways ordered
Event planning
[Ad designed](#)
- Creation of general design guidelines
Content in progress
- [Special education section ad designed](#)
- Newark marketing brochure
Additional brochure updates in progress

Regular Monthly Advertising for the District

- Newpark mall lighted sign display
[Four locations in Newpark Mall](#)
- Naz 8 Cinemas (Indian Cinemas)
[Updated Ohlone slide](#) running on all 7 Screens

Press Releases

[Ohlone College Accreditation Warning Lifted](#)

Media Hits

Misc.	13
Athletics	6
Arts	4
Accreditation	4
Sweet Charity	3
Green/Sustainability	3
Ohlone for Kids	1
Trustees	1
Environmental Studies	1
Flea Market	1

Media Hits (continued)
Registration Fees Going Up 1

Marketing Services to Departments

Campus Activities

- ASOC & Campus Activities branding
Preliminary meeting regarding design and branding

Foundation

- Newark self guided tour brochure
Additional brochure updates in progress
- Golf Tournament
Press release
In progress
Calendar listing
In progress

Fine Arts, Business, and Communication Division

- Season of the Arts 2009-2010
[Brochure designed](#)
[Flyer designed](#)
Website
Begin gathering elements
- Sweet Charity
Ads placed: 12
Calendar listings

Ohlone for Kids

- Photo shoot