



College Advancement ACTIVITY REPORT August 2009

New This Month

General College Marketing

- Fremont Festival of the Arts
[Staffed booth at festival](#)
- Newark Days
Giveaways ordered
[Ad designed and placed in one newspaper](#)
- Creation of general design guidelines
Content in review
- Newark campus awards
Photos taken

Regular Monthly Advertising for the District

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

Highlighted Articles

[Newark campus showcased for green building technologies](#)

August 6 - Greentech Media

[New student services center, Ron Travenick quoted](#)

August 29 - Argus

[Community colleges face cramming woes, Ron Travenick quoted](#)

August 31 – *Silicon Valley/San Jose Business Journal*

Media Hits

Misc.*	11
Athletics	5
Ohlone for Kids	3
Trustees	1
Golf Tournament	1

Media Hits (continued)
Arts** 4

*Most articles mentioning Ohlone alumni, and brief mentions of Ohlone College
**Calendar listings for Smith Center events

Marketing Services to Departments

Campus Activities

- Welcome Day
Marquee
Photography at event
- [Logo designed](#)
ASOC logo
Design in progress

Citizen's Bond Oversight Committee

- Annual report
Content in progress

CurricUNET

- CurricUNET Meeting
Constant contact email
Design in progress

Deaf Studies Division

- Marketing materials
Finalized and printed

Early Childhood Studies

- [Logo designed](#)

Fine Arts, Business, and Communication Division

- Smith Center events
Website
[Updated w/ audio and video clips](#)
[General season ad placed](#)
[Program designed](#)
[Cinema slide designed](#)
[Flyer designed and distributed at the Festival of India and the Fremont Festival of the Arts](#)
Banners
Design in progress
- Comedy Sportz
Marquee
[Ads designed and placed in three newspapers](#)
Artsopolis email blast
Calendar listings
[Press release](#)

- Rhythm of Rajasthan
 - Marquee
 - [Ads designed and placed in two newspapers](#)
 - Calendar listings
 - [Press release](#)

Fine Arts, Business, and Communication Division (continued)

- Bliss Dance Company
 - Marquee
 - Calendar listings
 - Press release
 - In progress

Foundation

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

Gallaudet University

- [Business card designed](#)