



College Advancement ACTIVITY REPORT October 2009

New This Month

General College Marketing

- [Class schedule cover designed](#)
- Spring 2010 postcard
Design in progress

Awards from MarCom***

- [Portraits of Success \(CaWORKs Magazine\)](#)
Platinum Award
- [Smith Center Season Brochure 2009-2010](#)
Gold Award
- [La Kalle Radio Summer/Fall ads](#)
Honorable Mention

***MarCom judges are industry professionals who look for companies and individuals whose talents exceed a high standard of excellence and whose work serves as a benchmark for the industry. Over 5,000 entries throughout the United States and several foreign countries were submitted for judging.

Regular Monthly Advertising for the District

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

Social Networking Sites *(as of 10/28/09)*

- Facebook
546 fans
- Twitter
100 followers
- Myspace
35 friends

Highlighted Articles

[LEED performance data mandates](#)

October 2 - Mother Nature Network

[1118 Tour the first campus rated at LEED platinum Ohlone College](#)

October 14 - San Francisco Dept. of Environment

[Seniors learning about new-age communication methods](#)

October 16 - Oakland Tribune

[Teen is a big fan of Fremont](#)

October 18 - Oakland Tribune, Contra Costa Times

[California School for the Deaf celebrates 150 years](#)

October 23 - Oakland Tribune

Media Hits

Athletics	14
Blogs***	9
Misc.*	8
Arts**	5
Rain Man	3
Transfer Day	1
Tri Cities One-Stop Job Fair	1
Hand Gliding Science Seminar	1

*Most articles mentioning Ohlone alumni, and brief mentions of Ohlone College

**Calendar listings for Smith Center events

***Blogs regarding athletics and student events

Marketing Services to Departments

Athletics

- Athletic Training Brochure
Photos taken
Brochure design in progress

Community Education

- Department branding discussed
Preliminary designs created and are in discussion
- Electronic letterhead created

Citizen's Bond Oversight Committee

- Annual report
Design in progress

CurricuNET

- Follow up Constant Contact email created

Deaf Studies

- Photos taken of administration, faculty and staff for website

Fine Arts, Business, and Communication Division

- Smith Center website
Discussion of overall user friendly layout/design
- Rabbit Hole
Calendar listing
[Press release](#)
Marquee
Publicity photos taken
[Revised poster created](#)
[Ads designed and placed in five newspapers](#)
[Program cover designed](#)
- Symphony & Wind Orchestra
[Ad designed and placed in one newspaper](#)
- Ohlone Community Band
Calendar listing
[Press release](#)

Foundation

- [Press release](#)

Psychology Department

- Kim Peek “The Real Rain Man”
[Press release](#)
Marquee
Targeted student email sent out
[Poster designed](#)
[Flyer designed](#)
[Ad designed and placed in two newspapers](#)
Brochure printed

Science, Engineering, and Technology

- Science Seminar: Hang Gliding
Calendar listing
- NASA Night
Calendar listing
Press release in progress
[Flyer and poster designed](#)

Student Services

- Nishati (previously know as Umoja)
Promotional photos taken
[Flyer designed](#)
- Transfer Day
Photos taken
[Banner designed](#)

Tri Cities One-Stop

- Fall Job Fair
Calendar listing