



College Advancement

ACTIVITY REPORT

November 2009

New This Month

General College Marketing

[Spring 2010 postcard designed](#)

Holiday Card

Design in progress

[Bus signs designed](#)

[Bus shelter artwork designed](#)

[Post-it note designed for Argus](#)

[Irvington Business ad designed for Argus](#)

[Midnight Magazine ad designed](#)

[Monitor rack posters designed](#)

[Newpark mall sign designed](#)

Ads placed in [3 papers](#), and [1 magazine](#)

Attendance at CCPRO's Social Networking Workshop

Regular Monthly Advertising for the District

- Newpark mall lighted sign display
[Four locations in Newpark Mall](#)
- Naz 8 Cinemas (Indian Cinemas)
[Updated Spring 2010 design running on all 7 Screens](#)

Social Networking Sites (as of 11/30/09)

- Facebook
601 fans (+55 fans from October)
- Twitter
105 followers (+5 followers from October)
- Myspace
35 friends (unchanged since October)

Highlighted Articles

[Setting an example](#)

November/December 2009 – Spotlight Magazine

[Emotional dive into Rabbit Hole](#)

November 11 – Tri City Voice

[Student Health Center celebrates growth and success](#)

November 11 – Tri City Voice

[A huddle to help NUMMI workers find new jobs](#)

November 14 – San Francisco Chronicle

Similar stories run on this topic:

November 13 – CBS 5

November 14 – San Jose Mercury News

November 16 – Contra Costa Times

November 26 – abc7news.com

[Layoffs possible at Ohlone College](#)

November 14 – Oakland Tribune

November 18 – Brain Top Off

[Enrollment up at Chabot, Ohlone community colleges](#)

November 29 – The Argus

November 29 – Oakland Tribune

Media Hits

Athletics	38
Arts**	13
Misc.*	12
Blogs***	8
Layoffs	4
Solar Power	3
Flea Market	1
Edu. Master Plan	1
Kid Tips	1
iTunes University	1
Garrett Yee	2

*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
Additional photos taken
[Brochure designed](#)
- Water polo Tournament
[Program designed](#)

Campus Police

- Department photo taken

Community Education

- Department branding discussed
Preliminary designs created and are in discussion

Citizen's Bond Oversight Committee

- [Annual report designed](#)

Fine Arts, Business, and Communication Division

- Rabbit Hole
Calendar listing
Marquee
Promoted ASL date to deaf-media outlets
Mass student email sent out
[Three ads placed](#)
- Save Summerfest
Photos pulled for PowerPoint presentation
- Winter Dance Showcase
Calendar listing
[Ad designed](#) (Including Community Chorale)
- Ohlone Community Band/Wind Orchestra/Tuba Ensemble
Calendar listing
[Ad designed](#) (Including Jazz/Rock and Chamber Singers)
Press release
In progress
- Chamber Singers
Calendar listing
[Press release](#)
- Jazz/Rock Combos
Calendar listing
- Ohlone Community Chorale
Calendar listing

Science, Engineering, and Technology

- NASA Night
 - Calendar listing
 - Marquee
 - Press release

Student Services

- Nishati (previously known as Umoja)
 - Photos taken at mixer