



College Advancement

## ACTIVITY REPORT

December 2009

New This Month

### **General College Marketing**

[Holiday card designed](#)

[Ads placed in 5 newspapers](#)

[High School sports pocket and poster ads designed](#)

[Bus tail advertising up](#)

[Bush shelter artwork up](#)

La Kalle radio spots created

[Spot 1](#)

[Spot 2](#)

Regular Monthly Advertising for the District

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

Social Networking Sites (as of 12/30/09)

- Facebook  
633 fans (+32 fans from November)
- Twitter  
105 followers (unchanged since November)
- Myspace  
35 friends (unchanged since November)

## Highlighted Articles

[Case Study: Ohlone College Newark Center](#)

Winter 2009 - High Performing Buildings Magazine

[Ohlone Symphony Creates Classical Bliss](#)

December 9 - Tri City Voice

[Ohlone Renegade Coach may be JC's Renaissance Woman](#)

December 11 - Contra Costa Times

Similar stories run on this topic:

December 11 - Oakland Tribune

December 12 - tradingmarkets.com

[SunPower Solar Power System \(Ohlone mention\)](#)

December 9 - PR Newswire

Similar articles published in:

December 9 - Solarheadlines.com

December 9 - Pv-tech.org (UK)

[Ohlone Considers Asking Voters for New Bond](#)

December 9 - Oakland Tribune

Similar articles published in:

December 9 - lbabuzz.com

December 9 - allbusiness.com

[Ohlone to Retrain NUMMI Workers](#)

December 22 - abc7news.com

[2009 Top Ten in Green Buildings](#)

December 29 - Greentech Media

## Media Hits

Arts**	28
Misc.*	23
Athletics	22
Blogs***	8
Enrollment Up	6
Ohlone Transfer Guide	3
Flea Market	1
Kid Tips	1
Respiratory Therapy	1
Redevelopment	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**

- [Easton softball artwork entry designed](#)

### **Community Education**

- Department branding discussed  
Preliminary designs created and are in discussion

### **Foundation**

- HOSTS brochure  
Design in progress

### **Fine Arts, Business, and Communication Division**

- Winter Dance Showcase  
Marquee  
[Ad run in 1 newspaper](#) (Included Community Chorale)
- Ohlone Community Band/Wind Orchestra/Tuba Ensemble  
Calendar listing  
Marquee  
[Ad run in 1 newspaper](#) (Included Jazz/Rock and Chamber Singers)  
[Press release](#)
- Chamber Singers  
Calendar listing  
Marquee
- Jazz/Rock Combos  
Calendar listing  
Marquee
- Ohlone Community Chorale  
Calendar listing  
Marquee

### **International Programs & Services**

- Photographs taken of Egyptian students

### **Student Services**

- Student Recruitment brochure re-design  
Content re-writing in progress

### **Office of Instruction**

- [Cover design for Masterplan](#)