



College Advancement

## ACTIVITY REPORT

### January 2010

2009 Marketing Awards

CCPRO

[GOLD Award: Photography](#)

MarCom

[PLATINUM Award: Portraits of Success \(CalWORKs Magazine\)](#)

[GOLD Award: Smith Center Season Brochure 2009-2010](#)

[GOLD Award: World Forum Poster: Navigating Uncharted Waters](#)

Communicator

[GOLD Award: Portraits of Success \(CalWORKs Magazine\)](#)

[Link to complete list of 2009 awards](#)

New This Month

#### **General College Marketing**

[Newpark mall kiosk](#)

[Argus post-it run on front of paper](#)

[Ads placed in 4 newspapers](#)

World Journal

Tri City Voice

India Post

El Observador

[Next Step Magazine ad designed](#)

[Naz 8 Cinema slides designed](#)

CCPRO award entries sent in

Regular Monthly Advertising for the District

- Newpark mall lighted sign display  
[Four locations in Newpark Mall](#)
- [Bus shelter artwork up in 12 Locations in Fremont and Newark](#)

## Social Networking Sites (as of 1/31/10)

- Facebook  
672 fans (+39 fans from December)
- Twitter  
126 followers (+21 fans from December)
- Myspace  
33 friends (-2 friends from December)

## Highlighted Articles

### [Ohlone's Gray Matters](#)

January 1 - Contra Costa Times

### [UC Campuses Expand Assistance to Former Foster Kids \(Mzao Waters quoted\)](#)

January 6 - LA Progressive

Similar article published:

January 10 – Media-Newswire.com

### [Ohlone College Downs Foothill in Men's Basketball Coast Conference Opener](#)

January 7 - Contra Costa Times

## Media Hits

Athletics	18
Misc.*	9
Alumni	6
Arts**	4
Blog***	3
Flea Market	2
Trustees	2
Kid Tips	1
Study Abroad	1
Respiratory Therapy	1
Total Media Hits	47

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

\*\*Calendar listings for Smith Center events

\*\*\*Blogs regarding athletics and student events

## Advertising Responses/Leads/Inquiries

Next Step Magazine	371
College Bound website	100
Spring postcard responses	40
Misc. responses via phone *	34
Adult learner website	23
Adult learner postcard (OLD)	11
Tri City Voice	4
Argus post-it	3
Total Responses/Leads/Inquires	586

\*Caller did not identify where they received the lead

## Marketing Services to Departments

### **Athletics**

- March Madness poster  
Design in progress
- March Madness program  
Design in progress

### **Community Education**

- Department branding  
Preliminary designs created and are in discussion
- Ohlone for Kids  
[Schedule cover designed](#)  
[Individual covers designed to give as prize to winners](#)  
[Ad designed for Bay Area Parent](#)

### **Deaf Studies**

- Researched Deaf media outlets

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

- Ohlone Symphony Orchestra  
Calendar listing in progress
- Ohlone Wind Orchestra  
Calendar listing in progress
- Tao Lin  
Calendar listing in progress  
Press release in progress  
Ad design in progress  
Postcard artwork in progress

### **Foundation**

- [HOSTS brochure designed](#)

## Marketing Services to Departments (continued)

### **President's Office**

- New Employees-Flex Day PowerPoint  
Employee photos taken  
PowerPoint created

### **Student Services**

- Student Recruitment brochure re-design  
Content re-writing in progress
- Freshman Connection Day  
Marketing materials discussed  
Poster design in progress  
Flyer design in progress  
Postcard design in progress

### **Tri Cities One-Stop**

- Indoor poster placement consultation