New This Month

General College Marketing
- Promotional photos taken at Fremont and Newark campuses
- Modified Website Header to match current ad campaign
- White pages listing updated for phone directory
- Email logo signature sample created for employee use
- Fremont Chamber of Commerce ad designed
- Summer/Fall class schedule design in progress
- Bus shelter design in progress

Current Monthly Advertising for the District
- NewPark Mall lighted signs
- Bus shelters (12 locations)

Social Networking Sites (as of 1/31/11)
- Facebook
  - 1,253 fans (+70 fans from December)
- Twitter
  - 255 followers (+6 followers from December)
- Myspace
  - 29 friends (unchanged from December)

Highlighted Articles

School scenes or honors, Ohlone gets NEA grant for Asian folk offerings
January 3 - mercurynews.com

Ohlone College women's basketball impacted by Dublin grads
January 10 - insidebayarea.com
Similar articles published:
January 10 - Oakland Tribune
January 10 - Contra Costa Times
Highlighted Articles (continued)

His spirit, giant: Sundanese player embraced at Ohlone College
January 12 – insidebayarea.com
Similar articles published:
January 13 - Argus
January 13 - Contra Costa Times
January 13 - Oakland Tribune

Media Hits
Misc.* 33
Sports 19
Arts** 17
Flea Market 9
Blog*** 5
Jobs 2
Ohlone for Kids 1
Total Media Hits 86

*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
Adult Learner Website 14
Next Step Magazine 1
Argus 1
Total Responses/Leads/Inquiries 16

Marketing Services to Departments
Bookstore
  • Banner design in progress

Community Education
  • Ohlone for Kids
    Calendar listing in progress
    Program brochure cover design in progress
    Bay Area Parent ad designed
    Parent’s Press ad designed
    Fremont Bulletin ad designed
    Argus post-it note design in progress
**Marketing Services to Departments (continued)**

**Counseling**
- Freshmen Connection Day
  - Flyer design in progress
  - Poster design in progress
- RAZA DAY
  - Preliminary discussion of project

**Exercise Science & Athletics**
- Baseball Media Guide
  - **Cover designed**
  - Inside page design in progress

**Fine Arts, Business, and Communication Division**
- Encore Performance: The Time Machine
  - Calendar listing written and sent out
  - Press release in progress
  - **Web banner designed**
  - **TV slide designed**
  - **Monitor & Tri City Voice ad designed**
  - Marquee message run
- Scottish Fiddlers
  - Calendar listing in progress
  - Press release in progress
  - **Marquee banner designed**
  - **TV slide designed**
  - **Postcard designed (Includes Jerry Nagano)**
  - Calendar listing in progress
  - Press release in progress
  - **Marquee Banner designed**

**President’s Office**
- Flex day PowerPoint completed