New This Month
General College Marketing

- Bus shelter artwork designed
- NewPark mall lighted sign design updated
- Fremont Chamber of Commerce display ad designed

Current Monthly Advertising for the District

- NewPark Mall lighted signs
- Bus shelters (12 locations)

Social Networking Sites (as of 2/28/11)

- Facebook
  1,317 fans (+64 fans from January)
- Twitter
  259 followers (+4 followers from January)
- Myspace
  29 friends (unchanged from January)

Highlighted Articles

Ohlone College play picked for Humboldt festival
February 1 – insidebayarea.com
Similar article published:
February 7 – Arcata.localspur.com

Adviser goes to bat for Bay Area’s trade exports (Teresa Cox)
February 15 – sfgate.com
Highlighted Articles (continued)

Five Fremont organizations receive $324,000 in grants from Toyota
February 16 – globalbusinesswire.com
Similar articles published:
February 16 - autoevolution.com
February 16 - online.barrons.com
February 17 – toyota.com

Ohlone begins $349M upgrade
February 18 - Silicon Valley/San Jose Business Journal

Media Hits
Sports 29
Misc.* 21
Arts** 13
Blog*** 1
Total Media Hits 64

*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 2
Phone 1
Next Step Magazine 19
Total Responses/Leads/Inquires 22

Marketing Services to Departments
Bookstore
  • Banner designed

Campus Activities
  • Photos taken at Chinese New Year Event
  • Photos taken at Club Days
  • Photos taken at Black History Month Event

Community Education
  • Ohlone for Kids
    Macaroni Kid directory text written and submitted
    Tri City Voice ad designed
Marketing Services to Departments (continued)

Counseling
- Freshmen Connection Day
  Flyers designed and printed
  Poster designed and printed
  Website header artwork designed

Exercise Science & Athletics
- Baseball Media Guide
  Designed and printed

Fine Arts, Business, and Communication Division
- Encore Performance: The Time Machine
  Marquee
  Press release written and sent out
- Scottish Fiddlers
  Argus ad designed (Includes Chamber Singers & Nagano)
  Tri City Voice ad designed (Includes Chamber Singers & Nagano)
  Calendar listing written and sent out
  Press release written and sent out
  Marquee
- Jerry Nagano/Buster Keaton
  Postcard designed (Includes Once Upon A Time…)
  Marquee banner designed and printed
  Website heading banner designed
- Ohlone Community Band
  Calendar listing written and sent out
- Ohlone Wind Orchestra
  Calendar listing written and sent out
- Ohlone Symphony Orchestra
  Calendar listing written and sent out
- Chamber Singers
  Calendar listing written and sent out
  Press release in progress

Foundation
- Toyota grant press release written and sent out

Psychology Department
- Psychology Speaker Series: Dr. Eugenie Scott
  Brochure updated and printed