New This Month

General College Marketing
- Summer/Fall class schedule designed
- Newpark Mall kiosk hanging sign designed
- “How to become an Ohlone student” Newpark Mall flyer designed and printed
- Next Step Magazine ad designed and printed
- Business Journal ad designed
- Mercurynews.com My Town Fremont online ad designed
- Rotary program ad designed

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

Social Networking Sites (as of 3/31/11)
- Facebook
  - 1,317 likes (+77 likes since February)
- Twitter
  - 259 followers (+29 followers from February)
- Myspace
  - 29 friends (unchanged from February)

Highlighted Articles
- Baseball team still finding its footing in new season
  March 8 - insidebayarea.com
Similar articles posted:
  March 8 - contracostatimes.com
Highlighted Articles (continued)

**Ohlone employees won’t pay more for health insurance**
March 11 - insidebayarea.com
Similar articles posted:
March 11 - constracostatimes.com
March 14 - tiaadvocacy.com
March 18 - Fremont Bulletin

**Ohlone College board member passes away**
March 13 - insidebayarea.com
Similar articles published:
March 13 - ContraCostaTimes.com
March 13 - Tri-City Voice
March 13 - Pasadenaastarnews.com
March 15 - Patch.com

**Media Hits**
- Arts** 31
- Misc.* 21
- Sports 20
- Ohlone for Kids 7
- Psych. Speaker Series 7
- Raza Day 4
- Trustees 2
- Blog*** 1

**Total Media Hits** 93

*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 21
- Adult Learner – Marketing Materials 3
- Phone 1
- Ad Response – Newpark Mall Kiosk 1

**Total Responses/Leads/Inquiries** 26
Marketing Services to Departments

Campus Activities
- Student Government elections
  Two student emails sent out
  Marquee

Community Education
- Ohlone for Kids
  Program brochure inside front and back covers designed
  Argus post-it designed – April 10 run date
  Calendar listing written and sent out

Counseling
- Freshmen Connection Day
  Program cover designed
- RAZA DAY
  Poster designed and printed
  Flyer designed and printed
  El Observador ad designed
  -- April 1 & 8 run dates
  Calendar listing written and sent out

Exercise Science & Athletics
- Softball
  March Madness program designed and printed
  Poster designed and printed
  Result sheets designed

Fine Arts, Business, and Communication Division
- Jerry Nagano/Buster Keaton
  Calendar listing written and sent out
  TV slide designed and run
  Tri City Voice ad designed (includes Once Upon A Time…)
  -- April 8 run date
  Argus ad designed (includes Once Upon A Time…)
  -- April 1 & 8 run dates
  Marquee
- Chamber Singers
  Press release written and sent out
  Marquee
Marketing Services to Departments (continued)

Fine Arts, Business, and Communication Division (continued)

- Mission Peak Brass Band
  Calendar listing written and sent out
  *Tri City Voice ad designed (includes Community Band, Student Rep, Wind Orchestra, Symphony)*
  -- March 8 run date

Foundation

- Citizen of the Year
  *Tri City Voice Jun Li ad designed*
  -- April 1 run date
  *Tri City Voice Conner Smith ad designed*
  -- April 5 run date

International Programs and Services

- ELI flyer designed and printed

Math, Science, Engineering Department

- Silicon Valley StRUT High School Competition
  *Press release written and sent out*

Psychology Department

- Psychology Speaker Series: Dr. Eugenie Scott
  *Flyer designed and printed*
  *Poster designed and printed*
  *PowerPoint designed and run*
  *Large easel poster designed and printed*
  Student email written and sent out
  Calendar listing written and sent out
  *Press release written and sent out*
  *Tri City Voice ad designed*
  -- March 8 & 15 run dates
  *Monitor ad designed*
  -- March 10 run date

Marquee