



College Advancement

ACTIVITY REPORT

November 2011

New This Month

Spring sports pocket and poster ads designed

[Mission San Jose High School](#)

[Washington High School](#)

Spring Registration

[Flyer designed, printed, and distributed at NewPark Mall kiosk](#)

[Banner designed, printed, and hung](#)

[Mercurynews.com eblast designed and run](#)

Community College League of California booth

[Promotional stand-up signs designed and printed](#)

[Promotional flyer designed and printed](#)

[HR listings distributed](#)

[Homepage website banners designed and run](#)

[Mercurynews.com My Town Fremont leaderboard ad designed and run](#)

Current Monthly Advertising for the District

- [NewPark Mall kiosk](#)
- [NewPark Mall lighted signs \(6 signs\)](#)
- [Bus shelters \(12 locations\)](#)

Social Networking Sites (as of 11/30/11)

- Facebook
2,149 (+55 likes since October)
- Twitter
403 followers (+20 followers since October)
- Myspace
29 friends (unchanged from October)

Highlighted Articles

[Ohlone to appoint new trustee](#)

November 10 - *Argus*

Similar articles:

November 10 - Patch.com

November 10 - Mercurynews.com

November 10 - Insidbayarea.com

[It's always green at Ohlone College](#)

November 18 - *Argus*

Media Hits

Sports	19
Arts**	14
Misc.*	13
Recycle Day	3
Flea Market	3
Blogs	3
Total Media Hits	55

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

**Calendar listings for Smith Center events

Advertising Responses/Leads/Inquiries

Adult Learner – Website 9

Total Responses/Leads/Inquires 9

Marketing Services to Departments

Department of Environmental Studies

- America Recycles Day Event
 - Announcement emails sent out
 - Consultation on event poster
 - Fact sheet/agenda written and printed on seed paper
 - [Jump drive artwork designed and ordered for paperless media kit](#)
 - Chamberlink email blast listing
 - [Media advisory written and sent out](#)
 - [Press release written and sent out](#)
 - Photography day of the event
 - Marquee

Marketing Services to Departments (continued)

Fine Arts, Business, and Communication Division

- Barry Henley
 - [Smith Center website header ad designed](#)
 - [Mercurynews.com My Town Fremont leaderboard ad designed](#)
- Paul Posnak
 - [Smith Center website header ad designed](#)
 - [Mercurynews.com My Town Fremont leaderboard designed](#)
- Winter Dance Showcase
 - Calendar listing written and sent out
 - Ad designed (includes Community Chorale)
 - [Tri City Voice](#)
 - Run Date: November 29
 - Marquee
- Jazz/Rock Combos (includes Christmas Extravaganza)
 - Calendar listing written and sent out
 - Ad designed
 - [Tri City Voice](#)
 - Run date: December 6
- Christmas Extravaganza
 - Calendar listing written and sent out
- Ohlone Chamber Singers
 - Calendar listing written and sent out

Health Sciences & Environmental Studies Division

- Open House
 - [Postcard designed and sent out](#)

President's Office

- Board of Trustees vacancy
 - Email to Fremont Chamber of Commerce mailing list
 - Chamberlink email blast
 - [Press release written and sent out](#)
 - Ads designed and run
 - Argus* (legal ad)
 - Run Date: November 13
 - [Fremont Bulletin](#)
 - Run Dates: November 11, 18
 - [Tri City Voice](#)
 - Run Dates: November 11, 15, 22
 - [Patch.com](#)
 - Run Dates: November 11-25