



**El Camino College  
Compton Center**

**El Camino College  
Public Relations & Marketing Department  
ECC Compton Center  
Advertising/Marketing Campaign  
Spring 2014 Enrollment**

**Objectives:**

To promote ECC Compton Center student success; to increase enrollment and awareness through messaging and continued branding of Compton Center in the community.

**Audience:**

High school students, graduates and their parents; current students; potential students; community leaders/influencers; and the general public.

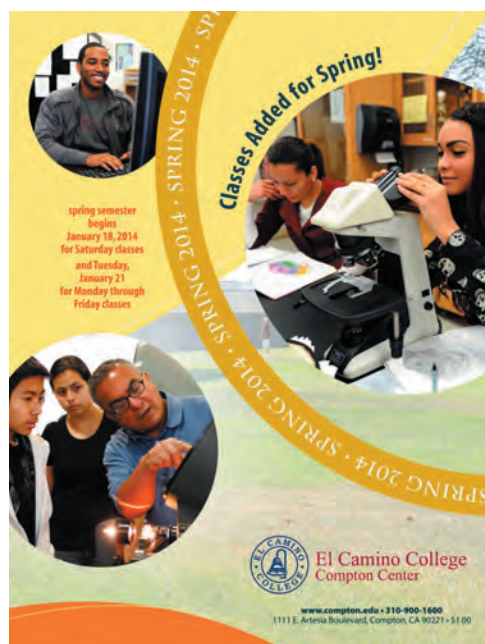
**FREE MEDIA**

ECC Compton Center website; community newsletters, class schedules; catalog; online social media outlets; online newsletters, and news releases

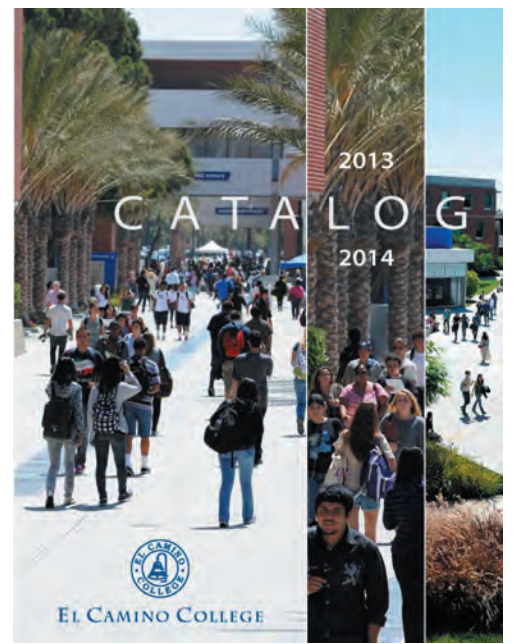
**WEBSITE**



**CLASS SCHEDULE**

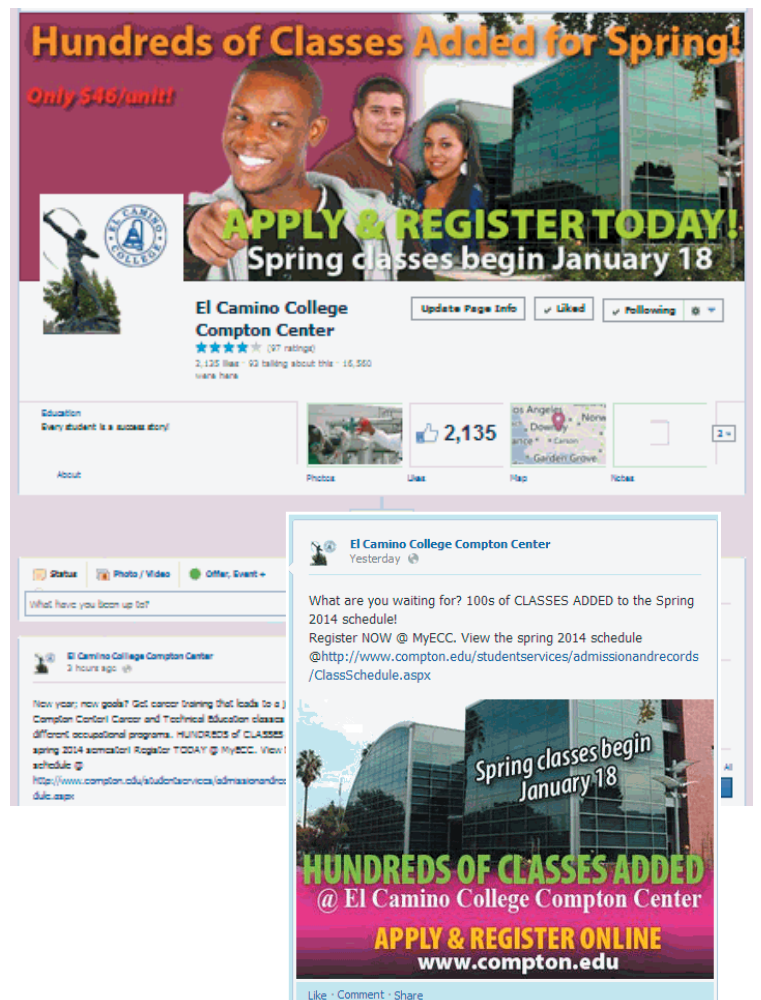


**CATALOG**



**ONLINE SOCIAL NETWORKS: Facebook & Twitter**

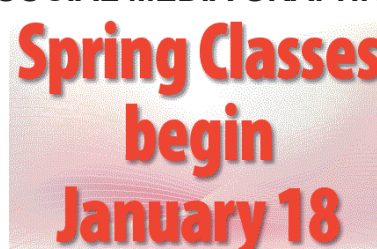
**H.S. OUTREACH FLIER**



**POSTCARD**



**SOCIAL MEDIA GRAPHICS**





NEWS RELEASE

**NEWS**  
 El Camino College Compton Center - Public Relations & Marketing Department  
 16007 Crenshaw Blvd., Torrance, CA 90506  
 Contact: Ann M. Gartin, Director, Community Relations  
 Telephone: (310) 600-5400 | Email: agartin@elcamino.edu

**For Immediate Release** October 31, 2013

**El Camino College Compton Center Invites Students, Local High School Students and the Community to Attend its Annual Transfer and Career Day Fair**

Continuing the effort to support success for its students and community, El Camino College Compton Center will host a Transfer and Career Fair on November 7 as part of the goal to best prepare students to transfer to a four-year college or university. College and university representatives will be at ECC Compton Center to share information on their respective institutions and the job application process. The Transfer and Career Fair will feature participation by more than 30 universities and colleges. Students looking to transfer are invited to walk from table to table and gather information from the colleges/universities they have interest in attending.

New this year at the Career Day portion of the event, which is co-sponsored by CalWorks as the GAIN Region V office. Representatives from 40 local companies will participate by offering employment information about careers in their respective industries and the job application process. For job seekers looking to enhance their skills or train for a new career, ECC Compton Center's Career and Technical Education (CTE) division offers 11 occupational programs and job training. For more information on CTE programs, visit [www.compton.edu/ctedivision](http://www.compton.edu/ctedivision).

The Transfer and Career Fair will take place in the gymnasium from 11:00 a.m. to 1:00 p.m. and will provide students with the opportunity to speak to representatives from University of California, Berkeley and University of Southern California. In addition, California State University, Dominguez Hills will be accepting applications directly from students during the fair. Representatives from other University of California and California State University campuses, as well as member institutions from the Association of Independent California Colleges and Universities (AICCU), are also scheduled to attend.

On the evening of November 7, middle and high school students and their parents are invited to attend a College and Career Night Fair from 4:00 p.m. to 6:00 p.m., also at the ECC Compton Center gymnasium. The evening is a collaborative effort to support high school seniors in their choice to pursue success in higher education and increase local college enrollment rates. The evening is co-sponsored by the Compton Unified School District and ECC Compton Center.

It's never too early for high school seniors to begin thinking about enrolling in college. High school seniors are eligible for priority registration at ECC Compton Center to get a head start on the classes they need. Priority registration is available to 2014 high school graduates living within the Compton Community College District who complete four easy steps by March 31, 2014. Enrollment applications for summer/fall 2014 will be available online beginning November 1, 2013 at [www.compton.edu](http://www.compton.edu).

The Transfer and Career Day events are free and open to the public. For more information, please contact ECC Compton Center at 310-600-1000, Ext. 2763, or email [agartin@elcamino.edu](mailto:agartin@elcamino.edu).

**About El Camino College Compton Center**  
 El Camino College Compton Center is the community's education solution, offering a full complement of transfer and degree courses, as well as career and technical education. Students may earn an associate degree or certificate, transfer to a four-year university or train for a career. El Camino College Compton Center is located at 11111 Artesia Boulevard, Compton, CA 90221.

COMMUNITY NEWSLETTER

**El Camino College Compton Center**  
**Community News**  
 Spring 2013

**Single Father Finds Success as an El Camino College Compton Center Student**

**Message From El Camino College Compton Center Vice President**  
**Barbara Perez**

Message to the Spring 2013 newsletter: The second half of the academic year is underway and El Camino College Compton Center is pleased to announce the addition of 122 new students to the college's vibrant student body.

At ECC Compton Center, we are committed to building vibrant success. In fact, the Center's 2013 academic year ended with a record number of students who graduated and earned a higher education credential. Faculty, staff, and students are proud to have achieved this milestone. We are committed to providing a high-quality education and helping students reach their dreams.

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**SPRING 2013 CELEBRATIONS AND EVENTS**

Academic Awards Luncheon	Friday, May 10, 12 p.m.	Student Center
First Year Experience/Welcome Event	Friday, May 17, 12-2 p.m.	Student Center
Transfer & Career Night	Friday, May 17, 4-7 p.m.	Student Center
EMCC Career Expo	Monday, May 20, 10-2 p.m.	Student Center
Spring Planning Committee Meeting	Thursday, June 4, 2-3 p.m.	Student Center
Community Meeting	Thursday, June 6, 6-8 p.m.	Student Center

PAID MEDIA

BUS ADS:

Lowback and Full Wrap Ads - Routes throughout Los Angeles County

Spring semester begins January 18

**El Camino College Compton Center**  
[compton.edu/Apply4Spring](http://compton.edu/Apply4Spring)  
**Hundreds of Classes Added!**

MyECC | Facebook | Twitter | Instagram

**El Camino College Compton Center**  
[compton.edu/apply4spring](http://compton.edu/apply4spring)  
**Hundreds of Classes Added!** Spring semester begins January 18

METRO BLUE LINE RAIL CARD

**El Camino College Compton Center**

**HUNDREDS OF CLASSES ADDED**  
 @ El Camino College Compton Center  
**APPLY & REGISTER ONLINE**  
[compton.edu/blueline](http://compton.edu/blueline)  
 SPRING SEMESTER BEGINS JANUARY 18

PRINT ADVERTISING:

Los Angeles Times and UC/CSU newspapers

**Hundreds of Classes Added for Spring 2014**  
 @ El Camino College & ECC Compton Center

**APPLY & REGISTER NOW**  
[www.elcamino.edu](http://www.elcamino.edu)  
 or [www.compton.edu](http://www.compton.edu)

**REGISTER TODAY for SPRING 2014**  
 Saturday classes begin January 18  
 Weekday classes begin January 21

**El Camino College**  
 16007 Crenshaw Boulevard  
 Torrance, CA 90506  
 1-866-ELCAMINO  
[www.elcamino.edu](http://www.elcamino.edu)

**El Camino College Compton Center**  
 1111 Artesia Boulevard  
 Compton, CA 90221  
 310-500-1600  
[www.compton.edu](http://www.compton.edu)

Stay Connected!  
 Facebook | Twitter | YouTube

**Classes are only \$46 per unit!**

**Save \$\$\$ This Summer**

**Hundreds of Classes Added for Summer 2014 at El Camino College Compton Center**

Summer 2014 applications accepted beginning **November 1, 2013**  
[compton.edu/apply4summer](http://compton.edu/apply4summer)

First six-week summer session begins Wednesday, May 21, 2014  
 Eight-week summer session begins Monday, June 16, 2014  
 Second six-week summer session begins Monday, July 7, 2014

**Apply Online Today!**  
[compton.edu/apply4summer](http://compton.edu/apply4summer)

POWER 106 FM  
 "Cali Christmas"  
 Concert Program Ad

**HUNDREDS OF CLASSES ADDED**  
 @ ECC Compton Center  
 Spring Semester Begins January 18

**APPLY & REGISTER ONLINE**  
[compton.edu/radio](http://compton.edu/radio)

Scan QR Code with a smartphone to view "Steps to Enrollment"

Visit our mobile website [m.compton.edu](http://m.compton.edu)

RADIO ADS: Hot 92.3 and Power 106

30- and 60-second on-air ads and online banner ads

**Apply Online Today!**

**Spring Classes begin January 18**

**Hundreds of Classes Added at EL CAMINO COLLEGE COMPTON CENTER**

**Hundreds of Classes Added!**  
**APPLY ONLINE TODAY!**  
 Spring 2014 classes begin January 18

**EL CAMINO COLLEGE COMPTON CENTER**