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El Camino College Public Relations & Marketing Department Presented with Awards

El Camino College's Public Relations & Marketing Department recently won four Medallion Awards at the 2010 National Council for Marketing & Public Relations (NCMPR) regional conference. Entries for this prominent awards program are judged by a panel of industry leaders in advertising, public relations, marketing, design, and other related areas.

A gold award was received in recognition of the college's online newsletter *ECC Matters*. Published monthly, *ECC Matters* showcases student, faculty, and staff success stories. Information on various programs and events is included, including the college's centers. Department newsletters are also linked from *ECC Matters*, making the college's online newsletter a resource for information campuswide.

ECC also won a silver award in the Social Marketing category, recognizing the college's success in implementing and maintaining a highly successful [Twitter](#), [Facebook](#), and [YouTube](#) presence. Through these electronic avenues, the college is able to quickly answer questions, provide support, and receive feedback from followers. Posts are updated several times a day.

Silver was awarded to ECC's print advertisement campaign, which focused on successful ECC students, while spotlighting the variety of programs available at the college. An additional silver award went to the college's *Community Newsletter*, a full-color, magazine-style publication that is mailed to residents of the El Camino Community College District twice per year. Alumni profiles, facilities news, financial aid information, academic programs, and stories spotlighting just a few of our many outstanding students are regular features of this publication.

The National Council for Marketing & Public Relations is the only organization of its kind that represents marketing and public relations professionals at community and technical colleges. NCMPR has more than 1,550 members from more than 650 colleges across the United States, Canada and other countries.

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