

2012 Bond Info Campaign

Objective:

Share El Camino College student success; communicate the progress of the 2002 facilities bond; and provide information about the November 2012 ballot measure.

A highlight of the campaign was a newspaper ad series that focused on alumni success.

Audience:

District residents, students, community leaders and El Camino College employees.

Message/Theme:

Proudly Serving the South Bay for 65 Years

Media:

- Advertising
- Social Media and Web Messaging
- Web Page
- News Releases
- Alumni Success Story Series: 1950s-2000s
- Fliers
- Mailers
- Community Presentation Information
- Media Relations

Online Ad

"El Camino College provided the foundation for my career, and helped me decide my path in life."

Captain Tom Desmond
Manhattan Beach Fire Department
El Camino Fire Academy graduate

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twitter.com/ECC_Online

elcamino.edu

2002 Facilities Bond at Work Ten Years of Construction

History was made November 5, 2002 when voters approved a \$394 million bond measure. El Camino College's first facilities bond since the college opened for classes in 1947.

The 2002 Facilities Bond was designed to fund an extensive remodel, including classroom upgrades, instructional equipment updates, and critical health and safety repairs. Construction has continued throughout the campus since the bond was approved as shown in the chart below.

Total spent on 2002 Facilities Bond projects thus far \$174.7 million.

| PROJECT TITLE | COMPLETION DATE | COST |
|--|---------------------|----------------|
| Renovated Science Complex Opens | Fall 2004 | \$6.7 million |
| Electrical/Fire Alarm Upgrades Completed | Spring 2007 | \$12.5 million |
| New Humanities Building Opens | Spring 2008 | \$39.9 million |
| New Central Plant Opens | Summer 2008 | \$14.3 million |
| New Learning Resources Center Opens | Fall 2008 | \$13 million |
| New Parking Structure Opens | Summer 2009 | \$25.2 million |
| New Humanities Mall Opens | Spring 2010 | \$2.4 million |
| Remodeled Bookstore & Conference Center | Spring 2010 | \$9.1 million |
| Campus Infrastructure Replacement | Fall 2011 | \$41 million |
| Renovated Social Science Building Opens | Fall 2011 | \$5.6 million |
| Technology and Equipment | (as of Spring 2012) | \$14 million |

Cost-Savings of Completed Bond Projects

Projects completed under the 2002 Facilities Bond include many energy-saving features, including high-efficiency campuswide heating, ventilation and air conditioning (HVAC), and irrigation systems. These new systems monitor the temperature and water needs of the campus to provide maximum efficiency. Currently, the new Central Plant saves the college nearly \$100,000 in energy costs.

All new buildings at El Camino College incorporate features within their design and site preparation that meet CALGreen Building Standards. Some examples include: thermal dust pane windows and insulated doors, as well as white-painted roofs that help reduce greenhouse gas emissions and solar gain. New HVAC systems reduce energy and water consumption.

The overall cost-savings and energy efficiency of the improvements are projected to save the college \$360,000 each year.

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Bond Info Fliers



The Board of Trustees of the El Camino Community College District voted on July 16, to place Measure E, a \$350 million facilities bond measure, on the 2012 November ballot.

Funds from the passage of Measure E will be used to make safety, technology, and energy-saving improvements to classrooms, labs and other instructional facilities.

By law, funds from any proposed bond can only be spent on buildings, classrooms, or instructional equipment. No bond funds may be spent on college employee pensions or salaries. ALL FUNDS ARE SUBJECT TO LOCAL CONTROL. Sacramento is not allowed to take any bond funds.

An existing El Camino College Citizens' Oversight Committee has been in place since voters approved the 2002 Facilities Bond, and is responsible for informing the public about bond revenue. Measure E will cost only \$7 per year per \$100,000 assessed property - not market - value.

How will Measure E funds be utilized?

- Expand science labs
- Upgrade outdated electrical systems and wiring
- Green energy for savings
- Up-to-date classroom technology
- Improve facilities for veterans
- Campus site improvements: accessibility, safety/security
- Health and safety improvements
- Additional classrooms

Cost Savings of Measure E Projects

All new buildings will incorporate features that meet CALGreen Building Standards:

- Thermal dual pane windows and insulated doors, as well as white-painted roofs, which help reduce greenhouse gas emissions and solar gain.
- New HVAC systems reduce energy and water consumption.

With the completion of Measure E projects, the college will save nearly \$1 million annually in utility costs, including water and energy use.

www.elcamino.edu/bond/

Bus Ad

EL CAMINO COLLEGE

Proudly Serving the South Bay for 65 Years

"The time I spent at El Camino College helped give me the competitive edge I needed to further my career in space exploration."

— **Michael "Mike" Fincke**
Colonel USAF, NASA Astronaut, El Camino College Graduate

Space Shuttle Endeavour
Colonel Mike Fincke served as mission specialist aboard Endeavour's final spaceflight.

Community Update Mailers

EL CAMINO COLLEGE Community Update

August 2012



Message From the President

The Board of Trustees of the El Camino Community College District voted on July 16 to place Measure E on the November 2012 ballot. El Camino College has proudly served the South Bay for 65 years, preparing students for the jobs of today and the future. We are proud to be part of our students' success as they transfer to a university or gain employment in areas including nursing, fire-fighting and other first responder and healthcare careers.

The Board recognizes that U.C. and State college systems are becoming so expensive, more students are relying on community colleges. Yet, despite an increasing demand for high-quality, affordable college options, community colleges across California are underfunded – this past year, El Camino College experienced \$70 million in cuts from the state budget. More reductions are expected in the future. It is clear that we cannot count on the state to fully fund the needs of El Camino College.

Since El Camino College was established, every effort has been made to offer labs, classrooms and instructional facilities that meet current and future academic needs. As job opportunities in high-tech and "green" technology industries expand, we continue to offer the training and resources needed to be competitive in these professions.

The Board also acknowledged that due to the growing number of returning military personnel, as well as active military, the upgrade of support services facilities is a high priority of the District.

In these challenging economic times, students need quality academics and job training more than ever. In order to provide the exceptional education our students need, we are asking our community for assistance. Please read on to learn more about how you can help shape the future of El Camino College.

Thomas M. Falco

Thomas M. Falco

EL CAMINO COLLEGE
Community Update
September 2012

Message From the President

El Camino College has a solid reputation as one of the state's most successful community colleges for providing students with the education and training they need for today's jobs. Founded in 1947, ECC offers a local, affordable college education to nearly 25,000 students each semester, including veterans and active military personnel.

Consistently ranked among California's top 10 community colleges in transfer preparation, ECC also offers outstanding nursing, police, fire-fighting, and other first responder and healthcare training programs to prepare students for employment in the South Bay.

The El Camino Community College District Board of Trustees recognizes that access to higher education is important to our community. As tuition costs for the University of California and California State University systems continue to increase, more students are relying on community colleges. Despite the growing demand for an affordable college education, California community colleges are severely underfunded with more potential reductions anticipated. We cannot rely on the state to fully fund the needs of El Camino College.

Measure E funding will upgrade buildings and classroom technology for 21st century job training and transfer preparation. Bond monies will also fund repairs and improvements for greater access, and efficiency advancements for significant cost and energy savings.

El Camino College's mission continues to be serving students in the South Bay communities by providing the most comprehensive learning opportunities for the workforce needs of today and the future.

Thomas M. Falco

Thomas M. Falco

Measure E

VOTING INFORMATION

- Register If: From Visit the Registrar-Recorder/County Clerk Office
- Register By Mail: Send a completed Voter Registration form to a Registrar-Recorder/County Clerk Office
- Request A Voter Registration Form By Phone: Call the Registrar-Recorder/County Clerk: (562) 466-1310 or (800) 481-VOTE, 24 hours a day.
- Obtain A Voter Registration Form At Most Government Buildings
- Download A Voter Registration Form in English or Spanish: www.ecc.edu/transfer/eff.html

VOTING BY ABSENTEE BALLOT

- Seven (7) days prior to the election in the last day to apply for an absentee ballot application.
- For more information, call the Registrar-Recorder/County Clerk: (562) 466-1310 or (800) 481-VOTE.
- Absentee ballots must be received by election officials no later than the close of polls (8 p.m.) on Election Day.

2012 California Election Deadlines

| Election Date | Voter Registration | Completed Ballots, Including Vote-by-Mail Ballots |
|---------------|------------------------|---|
| November 6 | Postmark by October 22 | Must arrive by 8:00 p.m. November 6 |

Poling places are open 7:00 a.m. - 8:00 p.m. Visit www.levote.net for more voter information.

Voters in the El Camino Community College District include residents of El Segundo, Hawthorne, Hermosa Beach, Inglewood, Lawndale, Lennox, Manhattan Beach, Redondo Beach, and Torrance.

Measure E

For Excellence in Education

YOUR VOTING LOCATION

- Voting locations are printed on the back cover of sample ballot booklets.
- Check the "polling place" address for each election because locations often change.
- Voting locations are available online: levote.net/LOCATOR or by calling (800) 815-2666

Voting locations are open 7:00 a.m. - 8:00 p.m. Tuesday, November 6

VOTING BY MAIL / ABSENTEE BALLOT

- Voters may request vote-by-mail ballots through Tuesday, October 30.
- Vote-by-mail ballots may be returned by mail in person to the Registrar-Recorder's office, or delivered to any voting location in Los Angeles County, before the polls close at 8 p.m. on Election Day.
- For more information, call the Registrar-Recorder: (562) 466-1323 or (800) 481-VOTE.
- If you have not yet received your vote-by-mail ballot, check your voter registration status online: levote.net or call (800) 815-2666.

Visit levote.net for more voter information.

Voters in the El Camino Community College District include residents of El Segundo, Hawthorne, Hermosa Beach, Inglewood, Lawndale, Lennox, Manhattan Beach, Redondo Beach, and Torrance.

Local Publications - Print Ads

EL CAMINO COLLEGE Proudly Educating the South Bay for 65 Years

Outstanding El Camino College Alumni

"I had a great experience at El Camino College; I was able to play football and be successful in the classroom."
Kellen Lockwood, Mira Costa High School Class of 2010
El Camino College Class of 2012
San Diego State University, majoring in business

"At El Camino College I received an excellent education and all the experience I needed to transfer and be successful."
Caitlin Barrow, Mira Costa High School Class of 2002
El Camino College Class of 2004
Winner of the 2004 Norm Verry Scholarship, honoring scholar athletes
California State University, Los Angeles Class of 2008

"El Camino College helped me solidify my path to becoming a lawyer. The professors were there for me, to give support and help me be successful in my education."
Chris Pham, Mira Costa High School Class of 2008
El Camino College Class of 2010
University of California at Irvine, Class of 2012

Stay Connected with El Camino College

www.elcamino.edu ~ m.elcamino.edu

El Camino College Proudly Educating the South Bay for 65 Years

Outstanding El Camino College Alumni

Cinna Toy-Wohlmuth is an assistant clinical professor in obstetrics and gynecology at Loma Linda University and the obstetrics and gynecology program director at White Memorial Medical Center. She is a recipient of the Distinguished Alumni Award from El Camino College in 2011 and the Community College League of California in 2012.

Michael B. Donley is Secretary of the U.S. Air Force, appointed in 2008 after serving for 26 years in the national security community in a variety of positions. He attended El Camino College for two years, before serving in the Vietnam War. When he returned home, he earned bachelor's and master's degrees from USC.

Juwarat Kadiri is a student at Harvard University Medical School. While at El Camino College, Juwarat was a MESA tutor, participated in student government, and volunteered for other programs. She credits ECC with giving her the solid academic foundation she needed to excel at UC Berkeley, where she earned a bachelor's degree.

Become an El Camino College Supporter

Scan to complete online Community Interest Form.

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www.facebook.com/ElCaminoCollege
twitter.com/ECC. Online

Media Coverage

November ballot measure would allow major El Camino College upgrade

Daily Breeze - September 10, 2012

El Camino College Board Approves Bond Measure E for November Ballot

California Crusader - September 12, 2012

El Camino College President Fallo Argues for Bond Passage

Easy Reader - October 11, 2012

El Camino College's Measure E faces unlikely group of protestors

Daily Breeze - October 21, 2012

Endorsements: No on Measure E and G for Cerritos and El Camino colleges

Contra Costa Times - October 25, 2012

El Camino College Looks to Bond Measure to Shore Up Aging Facilities

Herald Publications - October 25, 2012

South Bay voters to decide four local education measures

Daily Breeze - October 27, 2012

El Camino's historic Murdock Stadium filled with memories

Daily Breeze - November 3, 2012

Voters Consider Bond Measures for Education

Patch.com - November 6, 2012

Voters 'plant trees' for future students with ECC bond vote

Easy Reader - November 7, 2012

El Camino College Measure E Election Results

Patch.com - November 7, 2012



Hawthorne Cable - September 12, 2012



Torrance CitiCable - October 3, 2012

Measure E Informational Web Page

West High 50th Anniversary Ad

Measure E Excellence in Education



Proudly Educating the South Bay for 65 Years

elcamino.edu

twitter.com/ECC_Online
facebook.com/ElCaminoCollege

Community PowerPoint Presentation

El Camino College Alumni

----- Portraits of Success -----



"The time I spent at El Camino College helped give me the competitive edge I needed to further my career in space exploration."

Michael "Mike" Fincke
Colonel USAF
NASA Astronaut



Space Shuttle Endeavour

Colonel Mike Fincke served as mission specialist aboard Endeavour's final spaceflight.



Proudly Serving the South Bay for 65 Years

www.elcamino.edu
1-866-ELCAMINO

Stay Connected with El Camino College



"The El Camino College family has meant a great deal to our family, all the way from furthering our education to furthering our careers."

John Parsons, longtime Redondo Beach resident, is pictured with his wife Mary Ann, who is an elementary school teacher, and daughters Nikki and Danielle - all attended El Camino College.



"Without the start I received from El Camino College, I would not be where I am today. I never would have realized my full potential if I did not attend El Camino College."

Hope Witkowsky, Producer & Host for *Senior Scene* on Torrance CitiCABLE 3, is pictured with her two twin granddaughters, El Camino College students Stacy and Denise Bernstein.

"ECC Alumni: Portraits of Success" Print Ad Series



"El Camino College provided me the stepping stone to higher education and prepared me well to pursue my degree, and ultimately my career, in communications. I am proud to be an alumna of one of the most comprehensive and well-respected community colleges in the State of California."

Sherry Affeldt-Kramer
Manhattan Beach Resident

"El Camino College provided an opportunity for me to gain a new perspective on life. I had just finished my European tour with the Beatles and had to reevaluate where my music career was going. ECC provided me the chance to restart my life, to further my education and give me new direction."

Chris Montez
Singer/Songwriter

Hawthorne High School Class of 1962



"El Camino College taught me many things, but the most important thing I took away from El Camino College was self-respect. Without that, I would have never had the courage to open a comedy club."

Mike Lacey

Owner, Comedy & Magic Club, Hermosa Beach

"A school like El Camino College is a bridge to a university education. Because of El Camino College, I have a strong educational foundation."

Eloy Morales, Jr.
Inglewood Councilman
Community Volunteer



"I had a wonderful educational experience at El Camino College. Everyone, from counselors to professors, was available to help me be successful. Being involved with clubs on campus, paved the way for my career and community volunteer activities."

LaShelle Harness Spann
Inglewood High School Class of 1978
Community Volunteer, Healthcare Professional

"I had the best experience playing football and going to school at El Camino College. Times were different back then, but the people, atmosphere and energy you feel when walking on the campus are the same. It's an ideal place to start your college career."

Dan Heck

Leuzinger High School Class of 1968
Defensive Coordinator, El Segundo High School

