



El Camino College Compton Center

El Camino College Public Relations & Marketing Department ECC Compton Center Marketing Campaign 2012

WEBSITE



Objective:

To increase enrollment, restore credibility and promote El Camino College Compton Center student success.

Audience:

High school students and their parents; current students; potential students; and the general public.

Message/Theme:

“Focus on Your Future”

Media:

- **Print ads:** *Compton Bulletin, La Opinión* and *Press Telegram*
- **Bus ads:** Routes throughout Los Angeles County
- **Radio:** Hot 92.3, Latino 96.3 and KJLH
- **Free Media:** ECC Compton Center website; electronic signboard; catalog; Facebook; Twitter; and news releases
- **Direct Mailers:** Schedule of classes, postcards and community newsletter

ONLINE RADIO STATION BANNER ADS



ONLINE SOCIAL NETWORKS



BUS AD



PRINT ADVERTISING

El Camino College Compton Center
Focus on your future

"ECC Compton Center has introduced me to many programs and services that are helping me achieve my academic goals, as well as teaching me valuable life skills."
 — Lenei Carter

"When I showed up at ECC Compton Center for the first time, I felt a personal sense of belonging, which eventually led me to my decision to run for ASB president and become elected."
 — Christian Dominguez

Register TODAY!
 Summer sessions begin June 18
 Fall semester begins August 25
 Fees are only \$46/unit

compton.edu 1-310-900-1600

El Camino College Compton Center
Focus on your future.

"I've enjoyed my time at ECC Compton Center and I'm proud to be the first person in my family to attend college."
 — Nancy Mora

"ECC Compton Center is a community that is helping me to better myself and accomplish my goal of becoming an English professor."
 — Aaron Williams

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 Fees only \$46/unit

compton.edu 1-310-900-1600

¡INSCRÍBASE AHORA!
EL CAMINO COLLEGE COMPTON CENTER
 1111 E. ARTESIA BOULEVARD • COMPTON
 310-900-1600
 www.compton.edu
 Haga clic en MyECC
 Visite nuestro sitio en línea para celular
 m.compton.edu

¡La matrícula es de sólo \$46 por unidad!

Concéntrese en su futuro

DIRECT MAILER

El Camino College Compton Center
 1111 E. Artesia Boulevard
 Compton, CA 90221
 www.compton.edu
 310-900-1600

Say YESS to Success!

Youth Empowerment Strategies for Success (YESS) Program

Participants Receive FREE School Supplies!

INFORMATION SESSION
 Tuesday, April 10 5:30-6:30 p.m. Foster Care Education Building

CATALOG

EL CAMINO COLLEGE COMPTON CENTER
CATALOG
 2012 | 2013

CLASS SCHEDULE

EL CAMINO COLLEGE COMPTON CENTER
SUMMER 2012
 Summer sessions begin June 18, 2012
 www.compton.edu • 1-310-900-1600 • 1111 E. Artesia Blvd., Compton, CA 90221 • 51.02

NEWS RELEASE

NEWS

El Camino College Compton Center | Public Relations & Marketing Department
 16007 Crenshaw Blvd., Torrance, CA 90506
 Contact: Ann M. Garten, Director, Community Relations
 Telephone: (310) 660-3406 | Email: agarten@compton.edu

For Immediate Release September 13, 2012

Statewide Data Shows El Camino College Compton Center Making Progress in Key Areas
 2012 Accountability Report for the Community Colleges Published by Chancellor's Office

Since 2007, all California Community Colleges have been required to report accountability data to the California Legislature in accordance with AB 1417. The annual Accountability Report for the Community Colleges (ARCC) is intended to measure and help improve student performance. To do this, ARCC measures system-wide performance indicators in four key areas: Degree/Certificate/Transfer, Vocational/Workforce Development, Improvement in Basic Skills, and Participation Rates.

The most improved performance indicator was the persistence rate, which is the percentage of students who enroll in a second full term. This improvement can be attributed to a special effort being made to encourage continuing students to register and apply for financial aid early and to stay on track to achieve their goals.

The Basic Skills improvement rate is above the peer group average. A much higher percentage of students in the most recent cohort of basic skills reading, writing and math showed successful progress to higher levels. At the beginning of the Spring 2011 semester, ECC Compton Center hired five new full-time faculty members who are dedicated to Basic Skills instruction.

Faculty development opportunities have also expanded, which has led to increased knowledge in basic skills instruction techniques, more innovation in teaching and more engagement with students. In addition, the positive impact of having academic support services such as tutoring and learning communities are beginning to be realized.

Results from the 2012 ARCC performance indicators show that El Camino College Compton Center students are progressing, graduating and transferring at higher rates than in the past.

The complete Accountability Report for the Community Colleges may be viewed online at: extranet.cccco.edu/Portals/1/TRIS/Research/Accountability/ARCC/ARCC%202012%20March%20Final.pdf. El Camino College Compton Center's results are on pages 196-201.

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 1111 E. Artesia Boulevard, Compton, CA 90221.

COMMUNITY NEWSLETTER

El Camino College Compton Center
Community News
 Spring 2012

Message from El Camino College Compton Center Vice President Barbara Perez

First Year Experience Program Helps Build Student's Confidence

Alpha Gamma Sigma (AGS)

Honors Transfer Program (HTP)

Transfer Center Helps Students Focus on Their Future

OUTREACH FLIER

El Camino College Compton Center
Focus on your future.

"My involvement in the Work/Study Program at Compton Center has given me the inspiration to combine business and music into my career aspirations."
 — Alisha

"The Transfer Center at Compton Center has been such a great benefit to me. I encourage all students to check it out for themselves."
 — Chris

www.compton.edu
 Click on MyECC
 Apply, Register & Pay Fees Online

Your Education Solution!
We're here to help!

- Financial Aid: Grants, loans, and scholarships available for students enrolling from local high schools.
- Transfer Programs: Workshops and seminars for university transfer
- Career Training: Education and training for high-paying jobs
- Flexible Scheduling: Day, evening & weekend courses in a safe learning environment
- Welcome Center: One-stop location to get your questions answered

Contact the Welcome Center
 310-900-1600, Ext. 2765
 outreach@compton.edu