



NEWS

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

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El Camino College Public Relations & Marketing Department Wins Gold, Silver Awards

El Camino College's Public Relations & Marketing Department recently won three Medallion Awards at the 2012 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 the Print Advertising/Specialty Publications category, in recognition of the college's presentation folder. Modeled after the El Camino College 2011-2012 catalog cover, the folder captures the diversity of the college's student population, as well as the variety of academic programs offered. The folder is used for community gatherings, media events, and outreach/recruitment efforts.

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. Facebook and Twitter followers receive the latest ECC info, highlighting student success, faculty/staff news, activities and events, Warrior athletics, and other happenings at El Camino College. Posts are updated several times a day.

Silver was awarded to ECC's *Community News*, 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 ECC's many outstanding students are regular features of this publication. *Community News* provides essential information to parents and community leaders to encourage a connection between El Camino College and the higher education opportunities ECC has to offer.

El Camino College has developed a strong relationship with area community leaders and future students. A recent public opinion survey of likely voters indicated that 99% of those polled knew of El Camino College and had some tie to the college – whether they were an ECC graduate themselves, had attended a college event, or knew someone who had attended the college. El Camino College also ranks high in educational reputation, rating within a few percentage points of UCLA and USC in terms of the quality of education at ECC. Regular feedback from District residents indicates that *Community News* showcases what they already knew about ECC, as far as outstanding academics, student services and community activities.

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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