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El Camino College Public Relations & Marketing Department Wins Five Awards, Including First-Place Honors

The El Camino College Public Relations & Marketing Department recently won five awards in national and state competitions. First-place honors were awarded to the college's online newsletter "ECC Matters" by the Community College Public Relations Organization (CCPRO).

The Public Relations and Marketing Department publishes ECC Matters monthly, showcasing student, faculty, and staff success stories. It is a quick, colorful, and informative look into what is happening on campus, including information on all types of programs and events. Judges praised the online newsletter for its good mix of text and images, along with options to share the information.

A radio ad campaign brought additional honors: a third-place award went to ECC, and a second-place award to ECC Compton Center. The 30-second ECC Compton Center radio spot and corresponding digital Web ads were created as part of a specialized and specifically targeted registration campaign, intended to promote classes added for spring 2014. It was used to successfully increase awareness in the community, with the ultimate goal of filling the new available seats. The campaign also focused on the message that evening and weekend classes were available for those seeking a degree, certificate or job training outside of regular work hours.

Third place was also awarded to the college's social media plan, including the college's successful Facebook, Twitter and YouTube pages. Since launching social media programs more than five years ago, the college has been constantly improving strategies and watching for trends to ensure that the communication between the college and students is efficient, expedient, and helpful.

Hundreds of entries from California community colleges were judged by industry leaders in publishing, printing, graphics, writing, Web and social networking, and photography. CCPRO is a professional development and service organization that serves as a central resource of information. The organization also provides counsel and assistance relating to the advancement of community colleges statewide.

In addition, a Bronze Paragon Award was given to ECC from the National Council for Marketing & Public Relations (NCMPR) for the college's Online Advertising campaign. This campaign included a variety of Facebook ads and sponsored stories to promote El Camino College in the South Bay community.

The prestigious Paragon Awards is the only national competition of its kind that honors excellence exclusively among marketing and PR professionals at two-year colleges. This year, judges from around the country reviewed more than 1,900 entries from more than 300 colleges.

All entries for this prominent awards program are judged by a panel of industry leaders in advertising, public relations, marketing, design, and other related areas. NCMPR is an affiliate of the American Association of Community Colleges and includes more than 1,550 members from more than 650 colleges across the United States, Canada and other countries.

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