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

**For Immediate Release**

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## **El Camino College Public Relations & Marketing Department Wins Awards in National and Statewide Competitions**

The El Camino College Public Relations & Marketing Department recently won national and state awards for outstanding achievement in design and communications. Entries for these prominent awards are judged by a panel of industry leaders in advertising, public relations, marketing, design, and other related areas.

The National Council for Marketing & Public Relations (NCMPR) gave a bronze Paragon award to ECC's 2016 Center for the Arts postcard series, which promoted upcoming arts and cultural events at the college. The postcards featured an easy-to-read format, while providing information about shows and ticket purchasing options. View the postcard series here: [http://www.elcamino.edu/pr/CFA\\_PostcardSeries.pdf](http://www.elcamino.edu/pr/CFA_PostcardSeries.pdf).

NCMPR 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.

The Community College Public Relations Organization (CCPRO) awarded a second-place Pro Award to the college's newly redesigned "President's News" and a third-place Pro Award for the ECC Compton Center's website, which was also recently redesigned.

Published every two weeks, "President's News" keeps the El Camino College community informed of news from the President. Readers have access to an informative look into what is happening on campus via the online newsletter, while also learning about student, alumni, faculty, and staff success stories. Information is shared regarding a wide variety of programs and events, including the college's centers, making the "President's News" a resource for information campuswide. CCPRO judges commended the overall visual appeal of the newsletter, along with a good use of photos.

"President's News" is emailed to all El Camino College employees and is available online: [www.elcamino.edu/administration/president/presnewsletter](http://www.elcamino.edu/administration/president/presnewsletter).

ECC Compton Center's completely redesigned website was also honored by CCPRO. The website incorporates a responsive design, improved navigation and a cleaner, more

attractive appearance. The increased functionality makes the site more user friendly and provides an optimal user experience across devices and browsers. CCPRO judges praised the website's new look and noted the significant increase in traffic and visual appeal from the bright, easy-to-navigate design. View the ECC Compton Center website here: [www.compton.edu](http://www.compton.edu).

In this contest, 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 provides counsel and assistance relating to the advancement of community colleges statewide.

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