El Camino College
Public Relations & Marketing Department
Advertising/Marketing Campaign
Summer/Fall 2014 Enrollment

**Objectives:**
To promote ECC Compton Center student success; to increase enrollment and awareness through messaging and continued branding of Compton Center in the community.

**Audience:**
High school students, graduates and their parents; current students; potential students; community leaders/influencers; and the general public.

**FREE MEDIA**
ECC Compton Center website, community newsletters, class schedules, catalog, online social media outlets, online newsletters, and news releases

**WEBSITE**

**CLASS SCHEDULES**

**ONLINE SOCIAL NETWORKS:** Facebook, Twitter and Instagram

**CATALOG**
FREE MEDIA (continued)

SOCIAL MEDIA GRAPHICS

HUNDREDS OF CLASSES ADDED AT EL CAMINO COLLEGE COMPTON CENTER

Summer 2014
First six-week session begins Wednesday, May 21
Eight-week session begins Monday, June 16
Second six-week session begins Monday, July 7

Summer 2014 Schedule Available Online
www.compton.edu

Community Newsletter

COMMUNITY NEWSLETTER

Career Training Leads to Jobs

El Camino College Compton Center's Career and Technical Education (CTE) program helps students of all ages receive the training needed to qualify for well-paying jobs with room for advancement. After completing training, CTE students receive assistance with the job search process. The CTE program also helps those who are unemployed or underemployed obtain skills that can improve their overall economic status.

CCCD Celebrates Grand Opening of Central Plant and Main Road

Webcam installed to monitor the new Central Plant building. The building is located in the center of campus and is the new home for all of the campus' utilities, including steam, chilled water, and electricity. The new plant will provide significant energy savings for the college, reducing its carbon footprint and lowering its operating costs.

THREE-YEAR REPORT TO THE COMMUNITY

Every Student is a Success Story

THREE-YEAR REPORT TO THE COMMUNITY

2011-2014
PAID MEDIA
ECC Compton Center bus ads, Metro Blue Line Rail Card, print ads, and radio ads

BUS ADS:
Lowback and Full Wrap Ads - Routes throughout Los Angeles County

METRO BLUE LINE RAIL CARD

RADIO ADS:
iHeart Radio, KIIS, KJLH, Pandora, and Power 106

HUNDREDS OF CLASSES ADDED
@ El Camino College Compton Center
APPLY & REGISTER ONLINE
compton.edu/blueline
Six-week Summer Session begins July 7
Fall Classes begin August 23

Hundreds of Classes Added for Fall!
APPLY & REGISTER TODAY!
EL CAMINO COLLEGE
COMPTON CENTER
SIX-WEEK SUMMER SESSION BEGINS JULY 7
PRINT ADVERTISING:
Our Weekly, School News: Long Beach/Bellflower, and UC/CSU newspapers

Classes are only $46 per unit!

Save $$$ This Summer

Hundreds of Classes Added for Summer 2014 at El Camino College Compton Center

Summer 2014 applications accepted beginning November 1, 2013
compton.edu/apply4sun
First six-week summer session begins Wednesday, June 5
Eight-week summer session begins Monday, June 16
Second six-week summer session begins Monday, July 21

“Every Student is a Success Story”

“It was easy to get the classes I needed at El Camino College Compton Center. The Transfer Center helped me transfer to UC Berkeley.”

Every Student is a Success Story

Applications for summer/fall 2015 accepted beginning November 1 @ www.compton.edu/priority

“Every Student is a Success Story”

El Camino College Compton Center
Earn a degree or certificate, transfer to a four-year institution, or get career training at El Camino College Compton Center

El Camino College Compton Center
Fall classes begin August 26

MOVIE THEATER AD