



**El Camino College
Compton Center**

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.

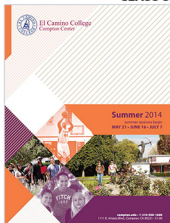
FREE MEDIA

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

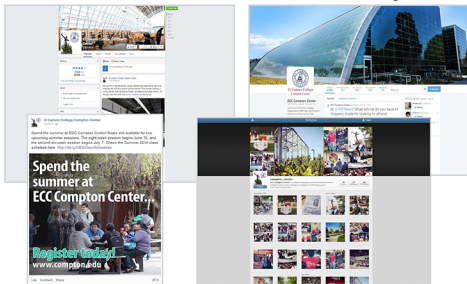
WEBSITE



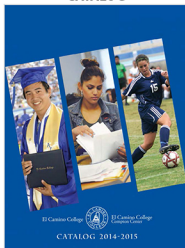
CLASS SCHEDULES



ONLINE SOCIAL NETWORKS: Facebook, Twitter and Instagram



CATALOG



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

Check MyECC for your Online Appointment Info

Summer 2014 Schedule Available Online
www.compton.edu

Stay Connected With El Camino College Compton Center
Join us on social media.

Facebook, Twitter, Instagram icons

El Camino College Compton Center logo

Hundreds of Fall Classes Added!



Apply & Register Online Today!

COMMUNITY NEWSLETTER

COMMUNITY NEWS Spring 2014

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 return quickly and return to the workforce. During the last year, more than 20 students were hired for jobs in occupations such as welding, Aerospace/Facility Manufacturing, machine tooling, and heating, ventilation and air conditioning (HVAC).

The Career and Technical Education program at ECC Compton Center offers more than 11 different occupational programs for those looking to begin a career, planning to transfer to a four-year college or university, or needing to upgrade skills or develop new ones for a specific profession.

For more information about the CTE program, please visit www.compton.edu or call 310-460-1400, Ext. 2779.

CCCD Celebrates Grand Opening of Central Plant and Main Road

ribbon cutting ceremonies for the new Central Plant and the opening of the main north-south road that connects the Compton Center campus took place in December.

As part of the Phase 1 Infrastructure project funded by state capital facility monies, the new state-of-the-art Central Plant supplies cooling for existing buildings located throughout the Compton Community College District grounds. This energy efficient approach will improve reliability and reduce the energy costs for the District by \$250,000 per year.

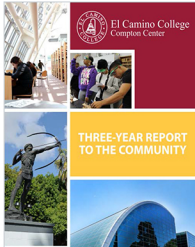
The main access road, which connects the south side of campus (Johanna Blvd) with the north side of campus (General Ave) opened as well. Improvements for this main campus thoroughfare include adding the primary through-lane to help clarify vehicle circulation patterns and speed control, as well as new landscaping improvements.



THREE-YEAR REPORT TO THE COMMUNITY

THREE-YEAR REPORT TO THE COMMUNITY

El Camino College Compton Center logo



Every Student is a Success Story

2011-2014

PAID MEDIA

ECC Compton Center bus ads, Metro Blue Line Rail Card, print ads, and radio ads

Camera



BUS ADS:

Lowback and Full Wrap Ads - Routes throughout Los Angeles County

Fall semester begins August 23
El Camino College Compton Center
Apply & Register Today! www.compton.edu
Hundreds of Classes Added!
MyECC

RADIO ADS:

iHeart Radio, KIIS, KJLH, Pandora, and Power 106

HUNDREDS OF CLASSES ADDED
@ El Camino College Compton Center
APPLY & REGISTER ONLINE
compton.edu/radio
El Camino College Compton Center
SIX-WEEK SUMMER SESSION BEGINS JULY 7

METRO BLUE LINE RAIL CARD

El Camino College Compton Center
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

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**
 Eight-week summer session begins **Monday**
 Second six-week summer session begins **Monday**

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."

Angela Hurtado
 2011 Lynwood High School graduate
 2014 El Camino College Compton Center graduate

Apply & Register Today!
 Fall classes begin August 23

El Camino College
 Compton Center

www.compton.edu/success

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

Every *Student* is a *Success Story*

Apply Online beginning November 1

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

Priority registration is available to high school graduates being within the Compton Community College District who complete the four easy steps by March 31, 2015: **BPVC - PREPARE - TEST - PLAN**

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

MOVIE THEATER AD

Hundreds of Classes Added @ EL CAMINO COLLEGE COMPTON CENTER

Apply & Register Today!
compton.edu/movies

Focus on your future

El Camino College
 Compton Center

Only \$46 per unit!

Fall classes begin August 23