



El Camino College  
Compton Center

## El Camino College Public Relations & Marketing Department Advertising/Marketing Campaign Spring 2016 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.

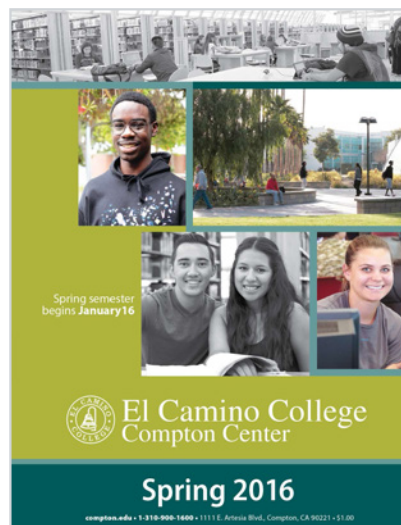
### FREE MEDIA

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

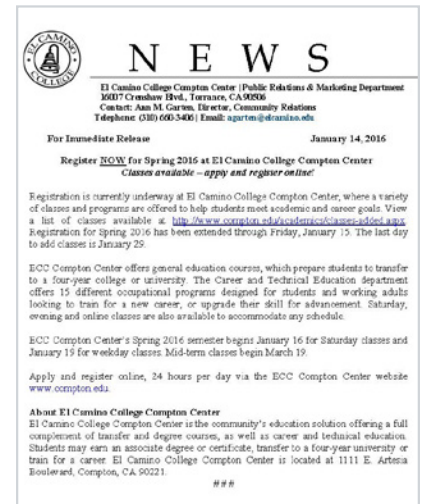
### WEBSITE



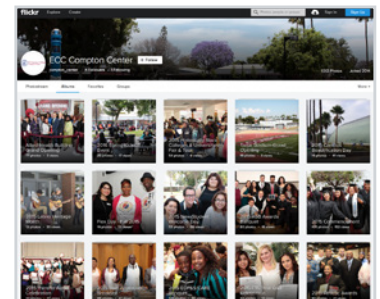
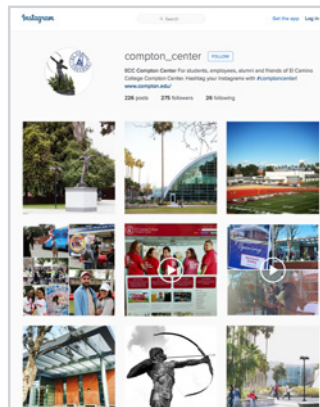
### CLASS SCHEDULE



### NEWS RELEASE



### ONLINE SOCIAL NETWORKS: Facebook, Twitter, Instagram, and Flickr

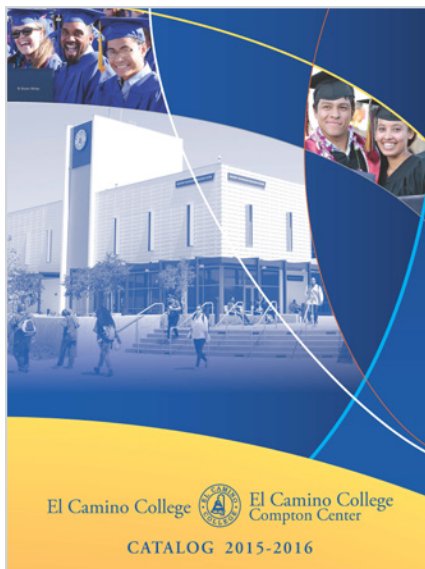


## FREE MEDIA (continued)

### SOCIAL MEDIA GRAPHICS



### CATALOG



### COMMUNITY NEWSLETTER



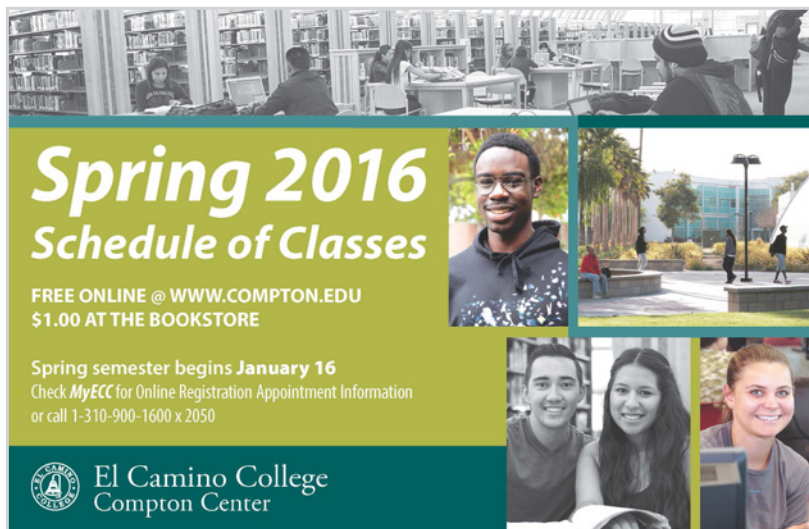
### WEB PAGE

**SPRING 2016 - ECC Compton Center Seats Available**  
as of January 20, 2016

**Online Registration is Closed**  
To Add a Class, you must obtain an Add Code from the Instructor.  
Be sure you have a current spring 2016 application on file.  
Questions? Please contact the Admissions & Records Office (Admin Bldg.) 310-900-1600, Ext. 2050

Section Name	Start Date	Meeting Dates	Start Time	Days	Room
ACR-21-9409	1/19/2016	MTWTh	8:00:00 AM	VT	197
ACR-21-9468	1/19/2016	MTWTh	9:40:00 AM	VT	197
ACR-21-9469	1/19/2016	TTh	6:00:00 PM	VT	197
ACR-21-9469	1/19/2016	TTh	7:30:00 PM	VT	197
ACR-25-9471	3/21/2016	MW	11:00:00 AM	VT	197
ACR-25-9471	3/21/2016	TTh	11:00:00 AM	VT	197
ACR-25-9471	3/21/2016	TTh	2:00:00 PM	VT	197
ACR-32-9467	2/13/2016	S	8:00:00 AM	VT	197
ACR-6-9465	3/21/2016	MTWTh	8:00:00 AM	VT	197
ACR-6-9465	3/21/2016	MTWTh	9:30:00 AM	VT	197
ACRP-1A-9472	1/19/2016	MTWTh	7:30:00 AM	VT	187
ACRP-1A-9472	1/19/2016	MW	11:45:00 AM	VT	187
ACRP-1B-9473	1/19/2016	MTWTh	7:30:00 AM	VT	187
ACRP-1B-9473	1/19/2016	TTh	11:45:00 AM	VT	187
ACRP-5A-9476	1/19/2016	T	5:00:00 PM	VT	187
ACRP-5A-9476	1/19/2016	TTh	6:15:00 PM	VT	187
ACRP-5A-9476	1/19/2016	Th	5:00:00 PM	VT	187
AJ-100-9001	1/19/2016	MW	9:30:00 AM	E	38
AJ-100-9003	1/19/2016	MW	11:00:00 AM	E	38
AJ-100-9005	1/19/2016			ONLINE	
AJ-107-9007	1/25/2016	M	6:00:00 PM	E	38
AJ-115-9008	1/19/2016	TTh	9:30:00 AM	E	39
AJ-130-9009	1/19/2016	MW	11:00:00 AM	F	25
AJ-132-9010	1/19/2016	W	6:00:00 PM	VT	215
AJ-135-9012	1/19/2016	T	6:00:00 PM	VT	215
ANTH-1-9015	1/19/2016	W	6:00:00 PM	E	39
ANTH-2-9017	1/19/2016	T	6:00:00 PM	VT	209
ART-101-9026	1/19/2016	W	6:00:00 PM	M	1
ART-102B-9027	1/19/2016	MW	8:00:00 AM	M	1
ART-110-9032	1/19/2016	T	9:30:00 AM	D	42
ART-110-9032	1/19/2016	Th	9:30:00 AM	D	42
ART-110-9032	1/19/2016	TTh	10:40:00 AM	D	42
ART-130-9033	1/19/2016	M	11:00:00 AM	D	42
ART-130-9033	1/19/2016	MW	12:15:00 PM	D	42
ART-130-9033	1/19/2016	W	11:00:00 AM	D	42

### POSTCARD



### HOMEPAGE GRAPHIC

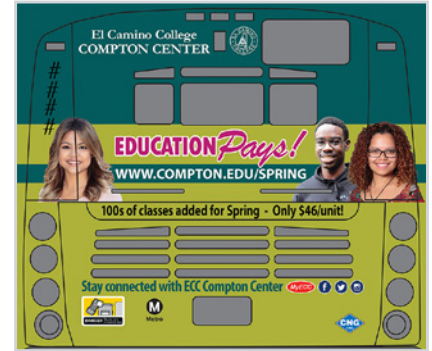
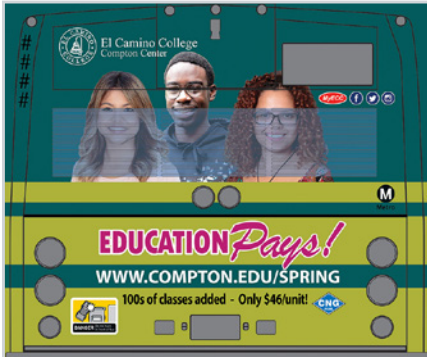


## PAID MEDIA

ECC Compton Center bus ads, Facebook ads, Twitter Card ads, radio ads, and movie theater ads

### BUS ADS

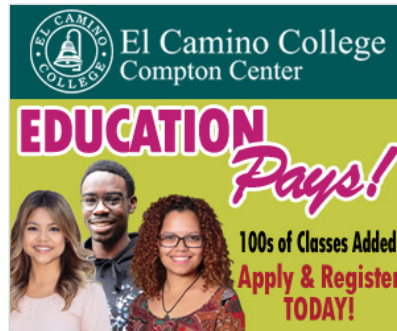
Full Back Ads - Routes throughout Los Angeles County



### Directed Web Page

### RADIO ADVERTISING:

Audio/broadcast and online banner ads: KBIG and iHeart



**El Camino College Compton Center**  
1111 E. Arroyo Blvd., Compton, CA 90221 Tel: (310) 900-1600

**Welcome to El Camino College Compton Center!**

We look forward to helping you reach your academic and career goals. El Camino College Compton Center features excellent [academic offerings](#), affordable [tuition](#), small classes, outstanding [student services](#) and a great Los Angeles-area [location](#).

Interested in earning an associate degree and [transferring](#) to a four-year college or university? Find state-of-the-art [technical training](#) for a new career? This is the place to start.

To become an El Camino College Compton Center student, simply follow the [Steps to Enrollment](#) listed below. We're here to help along the way!

**Apply Online Today!**  
[CLICK HERE](#)

**Steps to Enrollment**

A Student ID number and photo ID are required to complete the Steps to Enrollment.  
[Download a step-by-step PDF guide.](#)

**Apply**

- Welcome Center: D-27; 310-900-1600, ext. 2785
- Go online to [www.compton.edu](#), click on "Apply Online".
- New and returning students (those with an absence of a primary term: Fall or Spring Semester; excluding Summer Intersession) must complete an application.
- A Student ID number will be issued and emailed upon completion of the online application.
- Official transcripts from all accredited colleges and trade schools attended must be submitted by those who apply to the Records Office (Building A). Students applying for Advanced Placement credit must submit official high school transcripts.
- For information on how to submit official transcripts, [click here](#).

**Orientation**

- Welcome Center: D-27; 310-900-1600, ext. 2785.
- All new students are required to participate in Orientation to become familiar with the college and its resources.
- Visit the Welcome Center for Orientation dates and times, and to sign-up.
- Practice Assessment Tests are [available online](#).
- New Student Welcome Day occurs every fall. Please check with the Counseling Office for more information, Building A; 310-900-1600 ext 2076. [Click here](#) for registration dates and to register online.

**Test**

- Assessment & Testing Center: D-26; 310-900-1600, ext. 2830.
- Testing must be completed before registering for classes.
- No appointment necessary for English, ESL (Part 1) and math placement tests.
- Available by appointment only - Chemistry, ATE (Ability to Benefit), and ESL (Part 2) tests.
- A Student ID number and a photo ID are required to take the assessment tests.
- For Assessment & Testing Center hours, [click here](#).

**Plan**

- Counseling Office: Building A; 310-900-1600, ext. 2076.
- All new students are required to meet with a counselor prior to registration to develop an educational plan.
- Academic counseling is critical to student success.
- For appointment information, call the Counseling Office at 310-900-1900 ext. 2076.
- **Apply for Financial Aid & Scholarships:** Financial Aid Office: E-17; 310-900-1600 ext. 2935
- All students are encouraged to apply for financial aid. [Click here](#) for more information.

**Register for Classes**

- Welcome Center: D-27; 310-900-1600, ext. 2785.
- All fees must be paid by the fee payment deadline or students will be dropped from all classes. For Fee Payment Deadlines, [click here](#).
- Registration information is available online [here](#).
- Registration appointments are available online at MyECC, under WebAdvisor. Register on or after the assigned appointment date/time.
- Computers are available for current student use only in the Welcome Center, Financial Aid, Admissions & Records Office.

**Pay All Fees**

- Barker's Office: C-36; 310-900-1600, ext. 2104.
- All fees must be paid by the fee payment deadline or students will be dropped from all classes. For Fee Payment Deadlines, [click here](#).
- Pay online! Log on to [www.compton.edu](#) and click on MyECC.
- For Barker's Office hours, [click here](#).

**Succeed!**

- For more information on associate degrees and certificates offered at El Camino College Compton Center, please view the current catalog, available online [here](#).

Stay Connected to ECC Compton Center

[f](#) [t](#) [i](#) [+](#)

## PAID MEDIA (continued)

### TWITTER PAID ADS:

**ECC Compton Center** @Compton\_Center · 14 Dec 2018  
Advance transfer or career success. Only \$46/unit - ECC Compton Center is your best value for a college education. cards.twitter.com/cardsinfo/ta...



Education Pays! at El Camino College Compton Center  
compton.edu

**ECC Compton Center** @Compton\_Center · 14 Dec 2018  
Only \$46/unit, Compton Center is your best value for a college education or career advancement. Apply/register today! cards.twitter.com/cardsinfo/ta...



ECC Compton Center has the classes you need to advance...  
compton.edu

**ECC Compton Center** @Compton\_Center · 14 Dec 2018  
Earn a degree or certificate, transfer to a university. Spring classes begin January 16. Apply & register today! cards.twitter.com/cardsinfo/ta...



Classes Available at El Camino College Compton Center!  
compton.edu

**ECC Compton Center** @Compton\_Center · 14 Dec 2018  
Earn a degree/certificate with evening & online classes that fit your schedule. Apply & register now. Only \$46/unit. cards.twitter.com/cardsinfo/ta...



Education Pays! at El Camino College Compton Center  
compton.edu

**ECC Compton Center** @Compton\_Center · 14 Dec 2018  
Transfer to the university of your choice! Hundreds of classes added for spring. Don't wait! Apply & register today! cards.twitter.com/cardsinfo/ta...



**ECC Compton Center** @Compton\_Center · 14 Dec 2018  
Education Pays! at ECC Compton Center 100s of classes added - including evening and online. Apply & register today! cards.twitter.com/cardsinfo/ta...




Looking to advance your career?

### FACEBOOK PAID ADS:


**Spring 2016 - Spring Registration**

**El Camino College Compton Center**  
Written by Spharix 19/11 · December 23, 2015 · 48




Spring Classes Begin 1/16

**El Camino College Compton Center**  
Written by Spharix 19/11 · December 23, 2015 · 48



Spring Classes Available!


**El Camino College Compton Center**  
Written by Spharix 19/11 · December 23, 2015 · 48



Education Pays! at Compton Center


**Spring 2016 - Adult Learners**

**El Camino College Compton Center**  
Written by Spharix 19/11 · December 23, 2015 · 48




Education Pays!

**El Camino College Compton Center**  
Written by Spharix 19/11 · December 23, 2015 · 48



Education Pays!

**El Camino College Compton Center**  
Written by Spharix 19/11 · December 23, 2015 · 48



Education Pays!

### MOVIE THEATER ADS (On-Screen & Online): South Gate Stadium 20





**El Camino College**  
Compton Center

**EDUCATION Pays!**


**Hundreds of Classes Added!**

Spring Semester begins Saturday, January 16




**APPLY & REGISTER TODAY!**

[WWW.COMPTON.EDU/MOVIES](http://WWW.COMPTON.EDU/MOVIES)

MyECC



**El Camino College**  
Compton Center

**Apply & Register for Spring**

**Hundreds of Classes Added!**

MyECC