

El Camino College Public Relations & Marketing Department Advertising/Marketing Campaign Spring 2015 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.

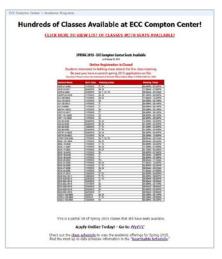
FREE MEDIA

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



WEBSITE

WEB PAGE



ONLINE SOCIAL NETWORKS: Facebook, Twitter and Instagram

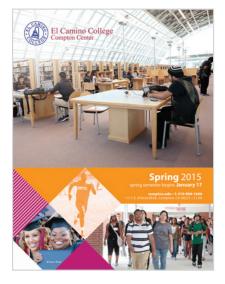


SOCIAL MEDIA GRAPHICS

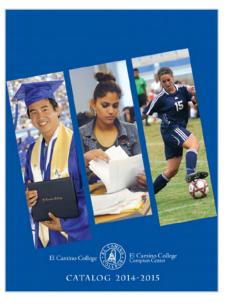


FREE MEDIA (continued)

CLASS SCHEDULE



CATALOG



COMMUNITY NEWSLETTER



Library-Student Success Center Offers Full Menu of Services

The Library-Boudert Saccess (entire, which opened in 2014, is the neveral building for BL Cannia College Company Center students, the center promissing environment for student landing and instruction, invitring environment for student landing and instruction. Located on the first floor, the Library supports students' study and research needs with reference services, general library orientation, free WFL research on the second library of the Visit of origin hitting landing the Visit on the second library of the Visit of origin hitting landing the Visit of the Second library of the Visit of origin hitting landing the Visit of the Visi

Docated on the first accord, the cutoday Subpose soft action, the Market Market means white networks, general Bloray contraction, the Market Network Instruction, and group study rooms. The Student Success Center, located in the second floor, offers sudents Success Center, located scademic futuring, a Writing Center, Math & Science Center, and Beading Success Center. The Student Success Success Success Center, and Beading Success Center. The Student Success Suc

every event may more processing after restarce. The building also accommodates in numerous study rooms and a state-of-the-art training room for library orientation and staff training, Another highlight of the first floor is a public art gallery that will display rotating exhibits featuring local cuture and history from throughout the community.

Commencement 2015: A Red Carpet Event

The 2015 Commandcement Cernmony will bia place on May 44 54 50 pm. In the Tharts Stadkman. An and of the featbilites, students, lifends and family members are initial featbilites, students, lifends and family members are initial this year's Commencement Reception in the Germanian. A actions tega and experible takking will pm with 54 million opportunities for graduates, family and lifends. Attendees whe leveled to late plots and you the molecular the hardpa (Comptonical to be included) in ECC Compto Centre's social models channels. There will also be real-time "News? To cold on Twitter bolose, during and after the "News? To cold on Twitter bolose, during and after the

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KIOSK POSTER



POSTCARD



THREE-YEAR REPORT TO THE COMMUNITY



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

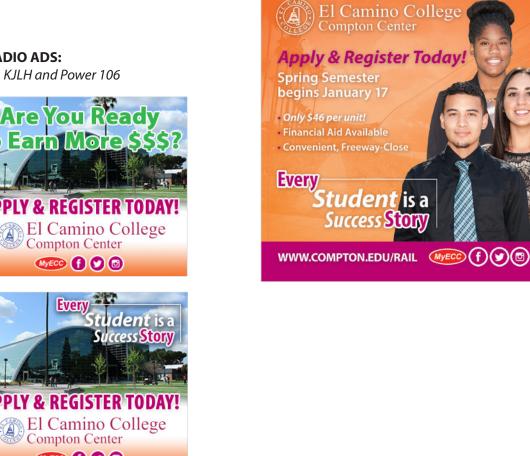




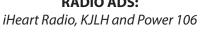
BUS ADS



METRO BLUE LINE RAIL CARD



RADIO ADS:



Every

Studen



PAID MEDIA (continued)



TWITTER PAID ADS:

EMAIL BLAST AD

Power 106



Every Student is a Success Story at El Camino College Compton Center!

Apply & Register <u>NOW</u> for Spring at www.compton.edu/power

Transfer, earn a degree or certificate, or train for a career at ECC Compton Center. ECC Compton Center is your *best value* for a college education!





MOVIE THEATER AD

