



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

### Objectives:

To promote El Camino College student success; to increase enrollment and awareness through messaging and continued branding of the college in the community.

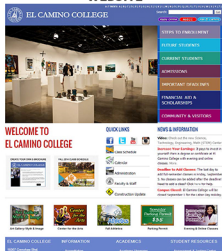
### Audience:

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

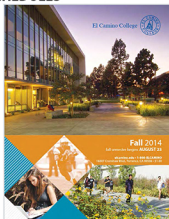
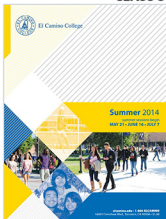
### FREE MEDIA

El Camino College website, community newsletters, electronic signboard, class schedules, catalog, online social media outlets, online newsletters, and news releases

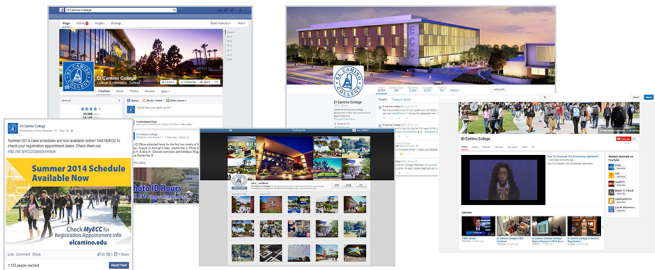
### WEBSITE



### CLASS SCHEDULES



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



SOCIAL MEDIA GRAPHICS

**HUNDREDS OF CLASSES ADDED AT EL CAMINO COLLEGE**



**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.elcamino.edu](http://www.elcamino.edu)

Stay Connected With El Camino College  
Facebook Twitter YouTube



**Summer 2014 Schedule Available Now**



Check MyECC for Registration Appointment Info  
[elcamino.edu](http://elcamino.edu)

**Fall 2014 Schedule Available Now**



Check MyECC for Registration Appointment Info  
[elcamino.edu](http://elcamino.edu)

COMMUNITY NEWSLETTER

El Camino College

**Community News**

Spring 2014  
Volume XXII No. 2

**Hundreds of Classes Added for Summer and Fall!**

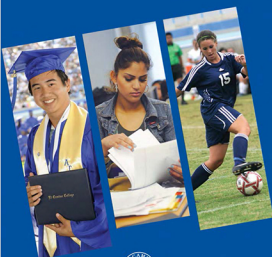
**"Boundless Spirit"**  
An alumni tribute to the possibilities of education  
Page 10




**Inside:**  
Manufacturing Careers - Page 4  
First Homeland Security Class - Page 5  
Transfer Success - Page 6  
STEM Center Grand Opening - Page 7  
Spring Scholar Athletes - Page 9



CATALOG



El Camino College



El Camino College  
Campus Center

**CATALOG 2014-2015**

## PAID MEDIA

El Camino College bus ads, print ads, Facebook ads, movie theater ads, and radio online banner ads



### BUS ADS:

Lowback and Full Wrap Ads - Routes throughout Los Angeles County

Fall semester begins August 23

**EL CAMINO COLLEGE**  
www.elcamino.edu

**Hundreds of Classes Added!**

MyECC

### PRINT ADVERTISING:

Beach Reporter, Daily Breeze, Easy Reader, El Segundo Herald, LA Register, LA Weekly, School News: Redondo Beach/Torrance/Wisburn, Torrance Tribune, and UC/CSU newspapers

Classes are only \$46 per unit!

*Jump-start your college education this summer!*

Hundreds of Classes Added at El Camino College

**Apply Online Today!**  
elcamino.edu/apply4summer

Check MyECC for your Online Registration Appointment

Eight-week summer session begins Monday, June 16  
Second six-week summer session begins Monday, July 7

Classes are only \$46 per unit!

*Save \$\$\$ This Summer*

More Than 100 Classes Added for Summer 2014 at El Camino College

Applications for summer 2014 accepted beginning November 1, 2013  
elcamino.edu/apply4summer

First six-week summer session begins Wednesday, May 15, 2014  
Eight-week summer session begins Monday, June 16, 2014  
Second six-week summer session begins Monday, July 7, 2014

**Apply Online Today!**  
elcamino.edu/apply4summer

**El Camino College Offers Flexible Class Scheduling**

**100s of Classes Added!**

Envision your learning potential with a degree or certificate from El Camino College!

For more information, visit [www.elcamino.edu/eveing/classes](http://www.elcamino.edu/eveing/classes)

**Apply & Register Today!**  
www.elcamino.edu

Fall classes begin August 23

Hundreds of Classes Added for Summer & Fall at El Camino College

El Camino College is proud to offer a wide variety of classes for students to earn a degree or certificate. The college's flexible class scheduling allows students to take classes at their own pace, making it easier to fit college into their lives.

**Apply & Register Today!**  
www.elcamino.edu

FALL 2014  
Weekend Classes: August - September, August 23  
Weekday Classes: August - September, August 23

Hundreds of Classes Added for Summer & Fall at El Camino College

The El Camino College Community Learning Center is a place where students can find the resources they need to succeed. The center offers a variety of services, including tutoring, career counseling, and financial aid assistance.

**Apply & Register Today!**  
www.elcamino.edu

FALL 2014  
Weekend Classes: August - September, August 23  
Weekday Classes: August - September, August 23

Hundreds of Classes Added!

**EL CAMINO COLLEGE**  
Continuing at Manhattan Beach Boulevard & Torrance

Thank You South Bay BEST  
For Naming El Camino College  
The Community College

Earn a degree or certificate with evening & online classes that fit your schedule!


Fall classes begin August 23

www.elcamino.edu/eveing/classes

## FACEBOOK PAID ADS

**El Camino College**  
Written by Lucas Vandenberg · May 18 at 11:03pm · 48

El Camino College has added hundreds of classes for summer. Don't wait - apply today!



**Apply Online Today!**

ELCAMINO.EDU [Learn More](#)

Like · Comment · Share

35,162 people reached


35 people like this

Write a comment...

Leopoldo Valdivia Rodriguez Camilo  
Like · Reply · May 21 at 11:43am

**El Camino College**  
Written by Lucas Vandenberg · May 18 at 11:03pm · 48

Jumpstart your college education at El Camino College. Apply Online Today!



**Summer Classes Available**

ELCAMINO.EDU [Learn More](#)

Like · Comment · Share

42,736 people reached

103 people like this

Write a comment...

Marielys Mendez Im 18 and my baby is in months. I wish I can but hopefully next year  
Like · Reply · May 20 at 1:05am

**El Camino College**  
Written by Lucas Vandenberg · May 18 at 11:03pm · 48

Jumpstart your college education at El Camino College. Apply Online Today!



**Summer Classes Available**

ELCAMINO.EDU [Learn More](#)

Like · Comment · Share

55,162 people reached

95 people like this

Write a comment...

Melissa Ortega is that you Edm Rozales?  
Like · Reply · May 24 at 12:07pm

Edm Rozales May, it's me haha  
Like · Reply · May 24 at 5:30pm

Jonathan Elias The back of my is RIDICULOUS  
Like · Reply · May 25 at 3:17pm

Diana Villarreal "Edm Rozales"  
Like · Reply · May 25 at 5:20pm

Karen Mencia Im planning to go to el camino college  
Like · Reply · May 23 at 9:17pm

Love Nelly Gutierrez Come over  
Like · Reply · May 21 at 5:12pm

## MOVIE THEATER AD:

Del Amo 18, Galleria South Bay 16, Promenade 13,  
Rave 18 and Rolling Hills 20



**Hundreds of Classes Added  
@ EL CAMINO COLLEGE  
for Summer and Fall**

Focus on *your* future

**APPLY & REGISTER TODAY!**  
[elcamino.edu/movies](http://elcamino.edu/movies)

Only \$46 per unit!

## RADIO STATION ONLINE BANNER ADS:

iHeart Radio, KFWB/KNX, KILS, KJLH, Pandora and Power 106  
15-, 30- and 60-second on-air ads and online banner ads



**Hundreds of Classes Added!**  
**APPLY ONLINE TODAY!**  
**EL CAMINO COLLEGE**

## TWITTER PAID ADS

**El Camino College** [Follow](#)

El Camino College helps students transfer to a university! Focus on your future - apply online today! [#College](http://bit.ly/7e5Qhvi)

9 · 26 · 15 May 2014

Go Tweet Me Maybe! [@ElCamino](#) · May 20  
I want to [@ElCamino](#) & help me transfer to UCLA or UC Berkeley

El Camino College [@ElCamino](#) · May 20  
@ElCamino Assistant told me your favorite class at ECCC

Go Tweet Me Maybe! [@ElCamino](#) · May 20  
@ElCamino Online in person with two classes: English 1C & Modern Dance II

Go Tweet Me Maybe! [@ElCamino](#) · May 20  
@ElCamino Online @ ECCC was also part of a great organization called Alpha Gamma Delta



**Hundreds of Classes Added!**  
**APPLY ONLINE TODAY**



**Hundreds of Classes Added!**

**EL CAMINO COLLEGE**  
**Apply Online Today!**

Register Now for Fall Classes