



**El Camino College**  
**Public Relations & Marketing Department**  
**Advertising Campaign 2010**

**Objective:**

To increase enrollment and promote El Camino College students' success

**Audience:**

High school graduates and their parents; current students; potential adult students; and the general public

**Message/Theme:**

"Who Will You Be?"

**Media:**

- **Print ads:** Easy Reader, Beach Reporter, Daily Breeze, and area CSU and UC college newspapers for summer registration
- **Bus Ads:** CBS Outdoor
- **Theatre Ads:** Del Amo 18 (Torrance), Rolling Hills 20 (Rolling Hills Estates), South Bay Galleria (Redondo Beach), and Pacific Theaters (El Segundo)
- **Online Media:** Facebook, MySpace & Twitter
- **Direct Mailers**
- **Free Media:** the El Camino College website; Electronic Signboards; and Press Releases

**REGISTER NOW**

*Who Will You Be?*  
**www.elcamino.edu**  
**Click on MyECC**

16007 Crenshaw Blvd.  
Torrance, CA 90506  
1-866-ELCAMINO

**THEATER AD**

**EL CAMINO COLLEGE**  
*Who will you be?*

**REGISTER NOW!**  
**www.elcamino.edu**  
**Click on MyECC**  
**1.866.ELCAMINO**

El Camino College 16007 Crenshaw Blvd Torrance CA 90506

**BUS AD**

**Apply Now!**  
**Summer 2010**  
**at El Camino College**

- Complete a course in just a few short weeks
- Close to home
- Only \$26 per unit!
- Plenty of time left for summer fun!

**El Camino College**  
Summer Sessions Begin June 28  
Six-week and Eight-week sessions available!

**El Camino College Compton Center**  
Eight-week session begins June 28  
First six-week session begins June 28  
Second six-week session begins July 12

**www.elcamino.edu**  
**Click on MyECC**  
1-866-ELCAMINO

**www.compton.edu**  
**Click on MyECC**  
310-900-1600

El Camino College  
16007 Crenshaw Blvd.  
Torrance, CA 90506

El Camino College Compton Center  
1111 E. Artesia Blvd.  
Compton, CA 90221

**Registration for summer & fall classes begins June 8**

El Camino College  
*Who will you be?*

**APPLY & REGISTER NOW**

Winter Session begins January 6  
Spring Semester begins February 13

**www.elcamino.edu**  
**Click on MyECC**  
1-866-ELCAMINO

"I will be a radiological technician."

"I will be a nurse."

"I will be an engineer."

**Congratulations Graduates!**

Registration for Summer & Fall 2010 begins June 8

**Jump start your future this Summer at**  
**El Camino College**

Summer 2010 Six-Week and Eight-Week Sessions begin on Monday, June 28

**Apply Online**  
**www.elcamino.edu - MyECC**

El Camino College, 16007 Crenshaw Blvd., Torrance, CA 90506  
1-866-ELCAMINO

**PRINT ADVERTISING**

**Who will YOU be?**

**"I will be a welder."**

Register for Fall online at [elcamino.edu](http://elcamino.edu) click on MyECC

**Financial Aid is available**

**ONLINE ADVERTISING**

**El Camino College**

Wall Info Photos Events Notes Video

**ECC\_Online**

**ECC Events> Student photography exhibit @ Paul's Photo, 23845 Hawthorne Blvd, Torrance, during October 2009.** <http://tr.im/mHsK>

**ECC News>Apply for financial aid now!** Even those who think they may not be eligible may be surprised. Apply today! <http://tr.im/udU2>

**ECC News>Community Ed Fall Catalog is now online.** Classes for professional & personal development. <http://tr.im/nd4G>

**ECC News>Reminder, Register for Fall Registration is open NOW for all students.** Search Schedule to find your classes. <http://tr.im/39MS>

**ECC News>Library Summer Hours:** 9 am-7 pm Monday-Thursday

**SOCIAL NETWORKS**

**EL CAMINO COLLEGE**

ACADEMICS ADMINISTRATION APPLY & REGISTER COMMUNITY STUDENT SERVICES

Future Students  
Current Students  
Parents  
Foundation  
Faculty & Staff  
Visitors

**Register NOW for Fall!** Search courses offered at ECC. Online Registration is available throughout the Summer. [Click here.](#)

**New Student Welcome Day!** Come learn about all El Camino College has to offer. [Click here.](#)

**Budget Update:** To keep up-to-date on budget developments throughout the summer. [Click here.](#)

**Library Summer Hours:** The Library will be open from 9:00 a.m. to 7:00 p.m. Monday through Thursday for the remainder of the summer session.

**WHO WILL YOU BE?** Tell us today [click here!](#) Get more information about ECC and discover why you should enroll in classes today! [click here!](#)

**CALL TO ACTION!** Do your part and make your voice heard regarding the proposed state budget. [click here!](#)

**GET YOUR FUTURE ON TRACK!** The no-cost CAHSEE Prep Program prepares you for passing the CAHSEE in 48 days or 10 weeks... Call the CAHSEE Hotline now 310-673-3159. [click here!](#)

**CLASS SCHEDULE** Check out the latest class schedule. [click here!](#)

**CALNDAR OF EVENTS** What's happening on campus? [click here!](#)

**ECC CENTER FOR THE ARTS** See a variety of performances featuring El Camino College's award-winning music and choral groups. [click here!](#)

**E-Tools**  
MyECC Register Online Get Connected @ MyECC.  
Apply Online Fill out the first step toward your future. Apply to El Camino College.  
Financial Aid Register for Fall & take your chance.

**ECC Centers**  
Select an ECC Center: 12

**WEBSITE**

**NEWS**

El Camino College | Public Relations & Marketing Department  
16007 Crenshaw Blvd., Torrance, CA 90506  
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Telephone: (310) 660-3406 | E-Mail: [agarten@elcamino.edu](mailto:agarten@elcamino.edu)

**For Immediate Release** June 1, 2009

**El Camino College Registration Underway**

Registration for those planning to attend El Camino College begins June 1 for the summer session and fall semester.

Students may choose from three summer sessions, featuring a variety of day and evening courses ranging from basic skills and transferable general education classes to EMT and welding. Online courses in many subjects are also available.

The first six-week summer session begins June 15; the second six-week summer session and an eight-week session both begin June 22. The Fall 2009 semester begins August 29.

"We are aware that some colleges and high school districts are eliminating or shortening summer sessions," said Thomas M. Fallo, superintendent/president of El Camino College. "El Camino College is offering three full summer sessions, as scheduled."

Many students welcome the summer session as an opportunity to take needed classes in a relatively short period of time.

"If I didn't take summer classes I wouldn't be graduating this June – I would probably need another semester," said Chiamaka Sandra Enemuh, who will transfer to UCLA this fall to study political science. "Summer session classes saved me time and money. It was challenging, but well worth it."

Students may register online at any time – just go to [www.elcamino.edu](http://www.elcamino.edu) and click on MyECC. Financial Aid is available for qualifying students.

El Camino College is located at 16007 Crenshaw Boulevard, near Torrance. For more information, go to [www.elcamino.edu](http://www.elcamino.edu) or call 1-866-ELCAMINO (1-866-352-2646).

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**NEWS RELEASE**

**EL CAMINO COLLEGE**

Summer 2010

Summer session begins June 28

[www.elcamino.edu](http://www.elcamino.edu)  
1-866-ELCAMINO  
16007 Crenshaw Blvd., Torrance, CA 90506

**CLASS SCHEDULE**

**EL CAMINO COLLEGE**

2009-2010 CATALOG  
COMPTON CENTER EDITION  
COVER DESIGN: STUDENT PHOTOGRAPHY

**CATALOG**

**EL CAMINO COLLEGE**

**Community News**

Fall 2009  
Volume XIV No. 1

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**DIRECT MAILING**