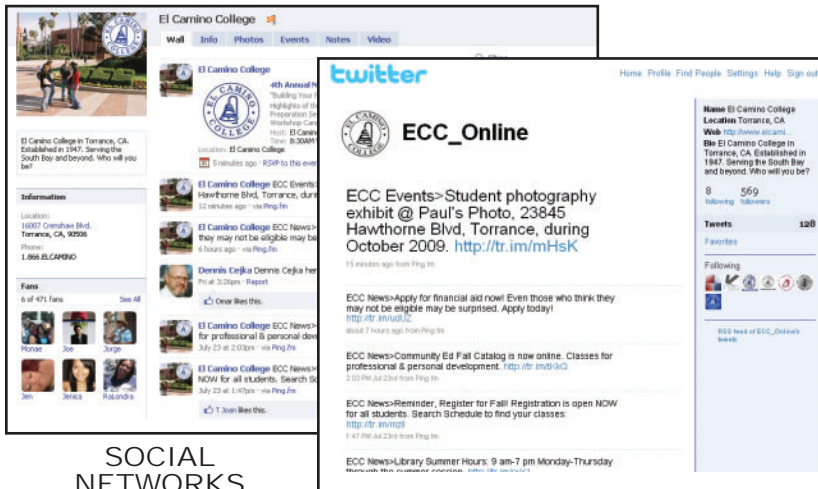




El Camino College
Public Relations & Marketing Department
Marketing Campaign 2011



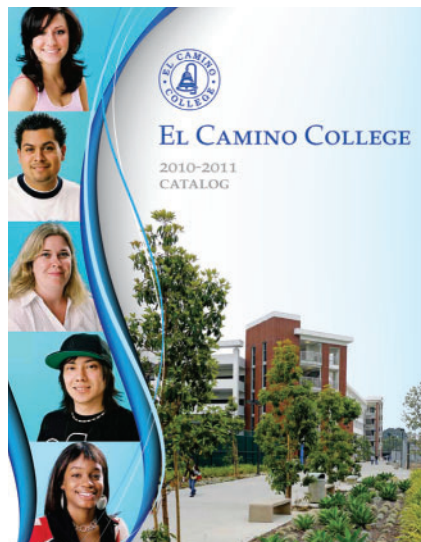
BUS AD



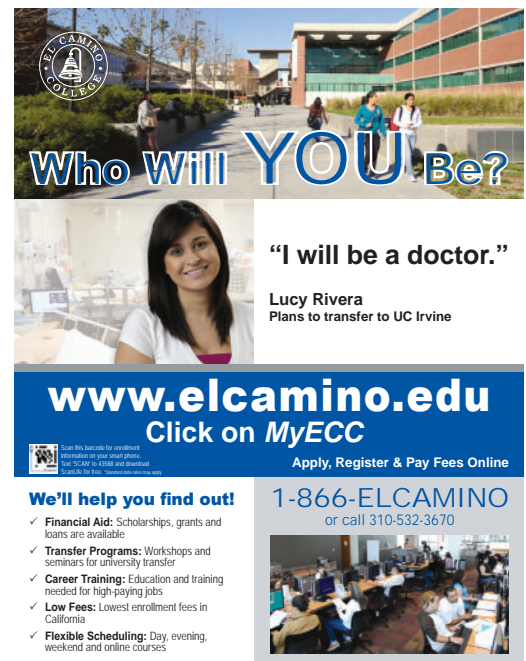
SOCIAL NETWORKS



CLASS SCHEDULE



CATALOG



OUTREACH FLIER

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, and Daily Breeze, newspapers for fall, winter & spring registration
- **Bus Ads:** routes throughout Los Angeles County
- **Theatre Ads:** Del Amo 18 (Torrance), Rolling Hills 20 (Rolling Hills Estates), and South Bay Galleria (Redondo Beach)
- **Online Media:** Facebook, MySpace, YouTube and Twitter
- **Direct Mailers:** Schedule of Classes and Community Newsletter
- **Free Media:** El Camino College website, Electronic Signboards, Catalog, and News Releases

EL CAMINO COLLEGE
 Ranked #1 in admission rate to UCLA!
Among Southern California community colleges



APPLY & REGISTER NOW
 www.elcamino.edu
 Click on MyECC

Who will YOU be?

"I will be an anthropologist."

Register for Winter & Spring 2011
 elcamino.edu click on MyECC

Financial Aid is available

ONLINE
 RADIO STATION
 BANNER ADS

EL CAMINO COLLEGE
 Ranked #1 in admission rate to UCLA!
Among Southern California community colleges that sent 100 or more students to UCLA this fall.

WHO WILL YOU BE?

I will be an engineer. I will be an anthropologist. I will be an actor.

APPLY & REGISTER NOW
 www.elcamino.edu
 Click on MyECC

Winter session begins January 5
 Spring semester begins February 12

Follow Us On: EL CAMINO COLLEGE
 16007 CRENSHAW BOULEVARD, TORRANCE, CA 90506
 1-866-ELCAMINO

EL CAMINO COLLEGE
 Ranked #1 in admission rate to UCLA!
Among Southern California community colleges that sent 100 or more students to UCLA this fall.

WHO WILL YOU BE?

I will be a businessman. I will be a teacher. I will be a psychiatrist.

APPLY & REGISTER NOW
 www.elcamino.edu
 Click on MyECC

Winter session begins January 5
 Spring semester begins February 12

Follow Us On: EL CAMINO COLLEGE
 16007 CRENSHAW BOULEVARD, TORRANCE, CA 90506
 1-866-ELCAMINO

NEWS

El Camino College | Public Relations & Marketing Department
 16007 Crenshaw Blvd., Torrance, CA 90506
 Contact: Ann M. Garten, Director, Community Relations
 Telephone: (310) 660-3406 | E-Mail: 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 Enemuoh, 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 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 or call 1-866-ELCAMINO (1-866-352-2646).

###

NEWS
 RELEASE

PRINT
 ADVERTISING

Sponsored

Who will you be?

Register now for spring 2011 at El Camino College - ranked #1 in SoCal in admissions to UCLA.
www.elcamino.edu

FACEBOOK AD

EL CAMINO COLLEGE

Community News

Winter 2011
 Volume XV No. 1

Inside:

- Scholarship Fundraiser "The Road Ahead: The Art of Storytelling" - page 6
- MESA Students Secure Scholarships Seven National Science Foundation Scholarships Awarded - page 8
- Cross Country Wins South Coast Championships Athlete and Coach of the Year Awarded - page 11
- ECC Ranks #1 in Southern California Admission Rate to UCLA Also Ranked #1 in the State for Transfer to CSU Campuses - page 18

DIRECT MAILING

EL CAMINO COLLEGE

SEARCH: FIND

MyECC

ADMISSIONS FUTURE STUDENTS CURRENT STUDENTS FINANCIAL AID & SCHOLARSHIPS COMMUNITY & VISITORS TO APPLY - START HERE

CLASS SCHEDULE CALENDAR ADMINISTRATION BUDGET UPDATES CONSTRUCTION INFORMATION FREQUENTLY ASKED QUESTIONS

WELCOME TO EL CAMINO COLLEGE

- Distance Education
- ECC Center for the Arts
- Faculty and Staff
- Foundation
- Future Student Form
- Library/Learning Resources

ECC CENTERS

- Business Training Center
- Compton Center
- Fire Academy
- Inglewood Center

Who Will You Be?

I will be an actor.
 "At El Camino College I have learned so much and have so many new skills - I feel ready to transfer to a university."
 -Lorne

ECC HIGHLIGHTS

- Winter/Spring 2011 Class Schedule
- Apply for Financial Aid
- ECC Black History Month Celebration
- Apply for a Scholarship

WEBSITE