



NEWS

El Camino College Compton Center
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For Immediate Release

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El Camino College Compton Center Student Enrollment Continues to Increase

El Camino College Compton Center's fall 2009 student enrollment continues to climb with an 18% increase over the same period last year. Additionally, there is a 34% increase in the number of full-time equivalent students (FTES). Totals indicate that 90% of the FTES fall goal has been reached.

In addition, El Camino College Compton Center's commitment to providing improved student support services and greater access to the institution is reflected in the significant increase in the number of students applying for financial aid this year. In fall 2009, 90 percent of students at El Camino College Compton Center applied for financial aid; and in fall 2008, only 30 percent applied.

One contributing factor to the increased percentage of students applying for financial assistance was the launch of a financial aid awareness marketing campaign in August 2009. To help offset fee increases resulting from state budget cuts, El Camino College Compton Center introduced a financial aid awareness campaign entitled "Need cash for college? You may qualify for \$5,350!" The goal is to inform students that they may qualify for \$5,350 in federal Pell Grants and to encourage more students to apply for financial aid.

The ongoing marketing campaign includes information on the college's Web site; student e-mails; message points for faculty, outreach staff and counselors; as well other printed marketing materials. Students who visit El Camino College Compton Center's Web site will be directed to a page (<http://www.compton.edu/5350/index.aspx>) providing information about qualification criteria and how to apply for financial aid, and links to the financial aid assistance page and the Free Application for Federal Student Aid (FAFSA) application site. FAFSA applications are screened for both federal and state financial aid, making it an easy, one-stop process for students.

El Camino College Compton Center Provost Lawrence Cox attributes the increase in enrollment to several significant factors. "The continuous increases we are experiencing in enrollment are due to the commitment and quality of our faculty, staff, managers, as well as our high quality academic and career technology programs, transfer opportunities and enhanced student support services. We are dedicated to putting our students' needs first and continue to work to provide the best possible customer service."

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About El Camino College Compton Center

El Camino College Compton Center is accredited and serving the residents of our local communities. Students may earn an associate degree, transfer to a four-year university or receive career training. Fees are only \$26 per unit. The college catalog and class schedule for day, evening, weekend and online courses is available on the Web site at www.compton.edu or may be picked up at El Camino College Compton Center located at 1111 E. Artesia Boulevard, Compton, CA. For more information, call 310-900-1600.

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