



NEWS

El Camino College Compton Center
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El Camino College Compton Center Wins Award for Marketing Campaign

El Camino College Public Relations & Marketing Department was recently honored with a Medallion Award from the National Council for Marketing and Public Relations (NCMPR) at its annual regional conference. A bronze award was presented for the El Camino College Compton Center marketing campaign for the 2008-09 academic year. The award recognizes the numerous, direct-mail publications, advertising campaign and strategies developed to restore credibility and increase enrollment.

The Medallion Awards recognize outstanding achievement in communications at community and technical colleges. It is the only regional competition of its kind that honors excellence exclusively among marketing and public relations professionals at two-year colleges. Entries for this award come from hundreds of colleges in Arizona, California, Hawaii, Nevada, Utah, Commonwealth of the Northern Mariana Islands, Federated States of Micronesia, Republic of Palau, Republic of the Marshall Islands and the Territory of Guam. Judges include a panel of industry leaders comprising industry leaders from advertising agencies, designer firms, newspaper editors, and other business professionals.

Compton Center's award-winning marketing campaign included print ads in local media outlets in both English and Spanish; ads on buses traveling routes throughout Los Angeles County; movie theatre ads; utilization of social media such as Facebook and Twitter; local radio ads in English and Spanish; information on the college's Web site, news releases, as well as direct-mail newsletters, class schedules, catalogs, and postcard mailers.

The comprehensive marketing campaign, appropriately named "Take Charge of Your Future", is credited for assisting in the Compton Center's continuous enrollment increases. Fall 2009 enrollment is up more than 18 percent over fall 2008, with the number of full-time equivalent students (FTES) increasing by 34 percent.

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 Compton Center located at 1111 E. Artesia Boulevard, Compton, CA. For more information, call 310-900-1600.

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