

The Enrollment Builder

- Recruitment Videos, CD-ROMs, DVDs
- Ad Campaigns, Custom Jingles
- Career Pathways

"Dedicated to the Promotion of Career and Technical Education Since 1984"

Published by TECHNIMEDIA STUDIOS - 46501 Jewett Hopedale RD., Jewett, OH 43986 - (800)-282-5315



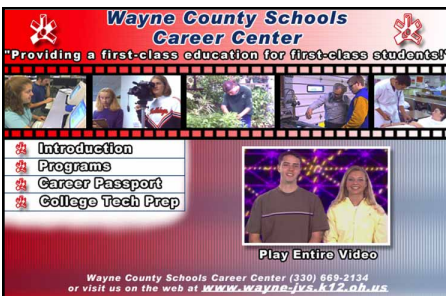
20YearAnniversary

January 2004

Wayne County Schools Career Center, Upgrades to CD

Enrollment Numbers UP!

Barb Houmard, Student Activities Liaison Coordinator at Wayne County Schools Career Center, Smithville, Ohio, reports that enrollment is up from 696 in 2002, to 737 students in 2003. "We use to send out our VHS video to all Wayne County Sophomores. Now we're sending our CD out to parents of freshmen to get them thinking about the Career Center as they plan their high school schedules. We also show our video to all 8th graders and sophomores at



Wayne County Main CD-ROM Screen

their home schools (we have 10 feeder schools). We also sent the CD out this year to our board members (9), county commissioners, school superintendents (including parochial schools), heads of local chambers of commerce, business associations, and county development council. Next year, we may send to all the mayors of Wayne County as well as other public officials."

Technimedia Studios Taping at LCTI Labs All Week

The following is an article that appeared in the LCTI Oct. 22, 2003 Newsletter.

Written by Jerome Lucido, Community Information Specialist, **Lehigh County Career & Technical Institute, PA.**

For the week of October 20-24, 2003 Technimedia Studios from Jewett, Ohio was on campus taping in LCTI labs for a promotional CD-ROM. The CD-ROM will be used by administrators, supervisors, counselors, and faculty whenever there is a need to

present the most complete picture of career and technical education at LCTI. The CD-ROM format makes it easy to carry around LCTI education in the palm of one's hand and display it to interested parents, students, and high school counselors.



Technimedia Cameraman, Tom Picchi taping in LCTI Marketing Lab

The CDs are part of a total package that also includes videotapes that present a condensed version of the LCTI story in VHS format. With the CDs it is now possible to portray our labs with story, still slides, and moving pictures. Students and parents can view the LCTI story on their own personal computers, moving from lab to lab quickly and easily, without having to view programs that may not interest them.

Special thanks to Dr. Clyde Hornberger, LCTI Executive Director and Elsie Bell, Assistant Director for their hard work in making the CD-ROM project a reality!

You can have a Custom Recruitment CD-ROM, for Your School!

Technimedia Studios has been working with career and technical educators since 1984 to deliver affordable high-tech recruitment tools. Call 800-282-5315 if you'd like to have one of our representatives discuss a custom recruitment video, CD-ROM, DVD, or website for your school. (See page 4, for details.)

We'll be happy to send you samples, proposals, or visit your school to design a project that fits your budget!

Vern Riffe Career Technology Center, Ohio's First CTC

Pike County is the home of the very first



Pike County Recruitment CD-ROM

Career Technology Center in the State of Ohio. They have a great story to tell and they are proud of it. As you proceed up the driveway to the school you see the many flags and awards that the school's students have achieved.

Chuck Carter, Career Pathways Specialist, spotted an article in a neighboring county newspaper, saying Ross County CTC had gone hi-tech in recruiting.

Mr. Carter said, "I shared that article with Keith Smith, our Director/Principle. Mr. Smith then gave me permission to pursue it further. We are very pleased with our CD and have handed out many copies, as well as shown them at meetings using a laptop computer and video projector."

"I have heard nothing BUT positive comments about the CD Technimedia Studios made for our school."

Great Job and Congratulations to all of the terrific teachers at Pike County CTC!



Frank De Fede, Jr. shoots on-screen hosts, Amber Minor and Sean Kotora, on the green curtain for Mahoning County CTC, in OH, and Wyoming County CTC, in WV at Technimedia Studios' new production facility in Ohio.

New Programs & Updates

Technimedia Studios is pleased that many of our customers are coming back for updates, new programs, and reorders of their promotional videos and CD-ROMs.

Orleans Niagara BOCES, NY Orders 3,000 CD-ROMs



Orleans Niagara Main CD-ROM Screen

Technimedia Studios completed and delivered the new recruitment CD-ROM for Orleans Niagara BOCES, Medina, NY this past spring. Principal *Dave Christopher*, reports that the CD has been well received and in fact ordered 3,000 copies to be distributed to the community.

Beattie Tech An Old Friend!

Technimedia Studios has many friends in Pennsylvania. Beattie Tech, Allison Park, PA is one of our oldest customers. Director *Kathie Bamberger*, has worked with Technimedia before and entrusted Technimedia Studios again for Beattie's promotional video, and CD-ROM. *Ms. Bamberger, Judy Jacobs*, Special Projects Coordinator, and



Beattie Main CD-ROM Screen

Pat Bolster, Business Manager, met with Technimedia Studios' President *Frank De Fede* to design their project. The school was given a DVD of the production to show to community leaders in appreciation for their long time business relationship!

Pickaway-Ross Career and Technology Center - New Uses for CD-ROM

Adult Workforce Education Presents CD-ROM to State Legislators



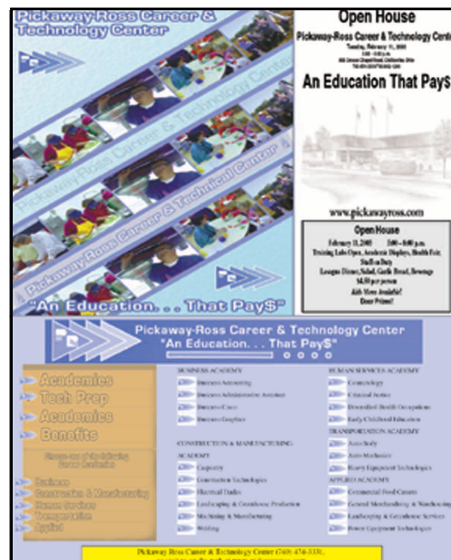
Pickaway-Ross Adult Ed. Testimonials Screen

Dennis Franks, Director of Adult Education at Pickaway-Ross Career and Technology Center, Chillicothe, OH, has found new ways to use his CD-ROM. Mr. Franks said that not only can the CD-ROM be used to recruit students and promote career and technical education in the community, but can be used to present to legislators for funding.

Secondary Education

Launches Ad Campaign

Linda Trimmer, Public Relations Coordinator of Pickaway-Ross Career and Technology Center, continues to find innovative ways to promote career and technical education for her school. Ms. Trimmer has tied the CD-ROM layout and theme into all of her advertising including television, radio, newspaper, and billboard media.



Full-Page Newspaper Ad incorporates CD-ROM Case Layout

Ms. Trimmer is an expert at getting help from the media and has been able to receive affordable, and sometimes free, promotions. E-mail Linda at Ltrimmer@scoca-k12.org.

Columbiana County Career and Technical Center

Increased Enrollment!!!

Frank Blankenship, Assistant Superintendent/Director at Columbiana County Career and Technical Center, in Lisbon, OH reported to Technimedia that enrollment is up this year.



CCCTC Student Working in Lab

He credits their total marketing efforts, and in particular the video/CD-ROM production produced by Technimedia Studios for the increased enrollment. The school is already updating the CD-ROM with new programs that are being added this year, as well as ordering an additional 1,000 CD-ROMs to be distributed to students and parents in their community.

Congratulations CCCTC!

Jefferson County-Du Bois AVTS

New Information Technology Program

Barney Knorr, Administrative Director, Jefferson County-Du Bois AVTS in Reynoldsville, PA, has teamed up with Technimedia Studios to produce two new recruitment programs. Mr. Knorr worked with Technimedia Studios when he was the director at Clarion County, PA. New at Jefferson County-Du Bois, when the school board expressed interest in a recruitment video, Mr. Knorr knew just who to call. While on location shooting footage for the student recruitment video, Technimedia will also gather footage to produce a video to promote Information Technology as part of Technimedia's Career Pathways System.

Jefferson County-Du Bois AVTS is consulting with Technimedia Studios for the writing and production of the Information Technology video. The Jefferson County-Du Bois Counselors will receive their own customized version of the video to promote the schools new Information Technology program.

Steel Center AVTS Updates Video/CD-ROM

Steel Center AVTS, Jefferson Hills, PA had great success with their Technimedia Studios produced CD-ROM a few years ago. Technimedia is updating their CD with their new programs and newer equipment. *John Sandrene, Director*, and *Shannon Hinkle, Counselor* worked with Technimedia Studios on their first project and we are most pleased that they have entrusted Technimedia Studios again to work on the update!



Technimedia Producer, Tom Picchi,
taping for the Steel Center AVTS
Aircraft Maintenance Program

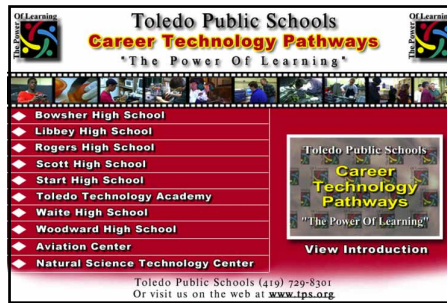
Wyoming County Career & Technical Center, Almost Heaven!

Wyoming County CTC, Pineville, WV is nestled in the beautiful Appalachian Hills. After receiving a CD-ROM sample and a promotional flyer from Technimedia, *Mr. Paul McNair, Director*, had *Mr. John Bailey, Counselor*, contact Technimedia to request a meeting. Technimedia has produced over a dozen statewide projects and numerous individual schools in the West Virginia over the last 20 years. The school will be recruiting with their new hi-tech CD-ROM this year!

Warren County Career Center

Mike Hampsey, Director of Warren County Career Center, Warren, PA along with *Warren County School District Superintendent John Grant*, and the school board anxiously await the release of their new custom recruitment CD-ROM. One of the largest and most rural counties in the state, we plan to reach the county's students by installing the CD-ROM onto the county's new thin client network server, which services 22 schools. *Mr. Hampsey* said, "We want to get the message out to the parents and students, and overcome the perceived image that our school is not for students who want to go on to college. In fact, 1/3 of the Warren County Career Center graduates do go on to Post Secondary Education. We follow the Tech Prep model, and have a pathway to college identified for every program we offer."

School Districts and Consortiums



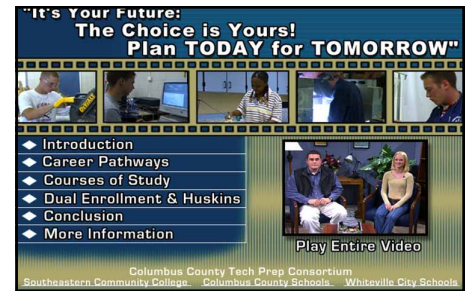
Toledo Main CD-ROM Screen

Technimedia Studios loves a challenge! There's no project too large or too far for our crews to travel. This project is a great example of how a large school district can be promoted on a single CD-ROM. Working with *Kevin McCann, Director of Vocational & Career Education*, Technimedia Studios was able to design a single CD-ROM to promote the Toledo Public School District's Career Technology Pathways and each of the schools and their programs. Since Toledo Public Schools now have an open enrollment policy, any student can attend any school to receive courses that their home school may not offer. *Mr. McCann* has already ordered an additional 1,000 CD-ROMs and will be distributing them to the public this recruitment season.

Columbus County, NC Tech Prep Consortium

It's Your Future: The Choice is Yours! Plan TODAY for TOMORROW is the title of the new promotional CD-ROM that has been produced by Technimedia Studios for the Columbus County Tech Prep Consortium in North Carolina. The consortium consist of Southeastern Community College, Columbus County Schools, and Whiteville City Schools.

The script for the project was taken and modified from Technimedia Studios Tech Prep Promotional Video "What's At The End Of Your Path," and produced for the Columbus County Tech Prep Consortium incorporating their specific programs and students. This program is most unique as it features testimonials from students in each of the Career Pathway clusters offered. Two Columbus County students, *Justin Smith and Sheena Smith*, host the program. The on-camera narration was produced with the students, on-location, by Technimedia Studio's Senior Producer, *Tom Picchi*, at Columbus County's own television studio.



**Columbus County Main CD-ROM
Screen**

Julia Roberts, representative from Southeastern Community College, found Technimedia Studios while searching for Career Pathways on the Internet. *Ms. Roberts* contacted Technimedia President *Frank De Fede Sr.*, who quickly designed a proposal to meet their unique needs.

Technimedia Studios is most pleased that our company was selected by the North Carolina Consortium because of our expertise and commitment to the production of promotional/recruitment multimedia programs for education.

Mahoning County CTC

Jane Hogan, Supervisor of Pupil Personnel, and *Roan Craig, Superintendent of Mahoning County CTC*, Canfield, OH, have entrusted Technimedia Studios again for the production of their promotional CD-ROM.

We look forward to many years of success in promoting your great high-tech image!

Susquehanna County CTC

Alice Davis, Director, Susquehanna County CTC, Dimock, PA has been hosting and serving vendors for years and years at the annual PA Vocational Conference with great Vendor luncheons. Technimedia Studios is most pleased that we were able to serve her school and produce a new recruitment video. *Tom Picchi, Senior Producer* said "the school's culinary program served up some great lobster."



Frank De Fede, Sr.
Technimedia Studios,
President/Owner

Message from the Publisher *20YearAnniversary*

It is my pleasure to share the Enrollment Builder Newsletter with you. The purpose of the newsletter is to promote Technimedia Studios production service, but more importantly to share information with career technical schools nationwide on what schools are doing to promote career and technical education. Also, we want to give credit to the dedicated administrators and teachers like yourself who work so hard to help students, and to promote the high-tech image of Career and Technical Education to your community.

Technimedia Studios, has been dedicated to the promotion and image building of

career and technical education since 1984. Technimedia Studios has produced over 2,500 educational promotional recruitment programs, and electronic advertising campaigns for career and technical education in the last 20 years.

The Enrollment Builder Newsletter shares exciting success stories and ways that career and technical schools are increasing enrollment through the use of high-tech recruitment tools of video, CD-ROMs, DVDs, and Internet video streaming. Technimedia is proud and honored to have become the leading company and education specialist in the production of Custom Recruitment Videos, CD-ROMs, DVDs, for Career and Technical schools nationwide.

How Your School Can Afford a Custom Recruitment CD-ROM

“Our company policy is to work with every school to design a project to meet their needs and budget.”

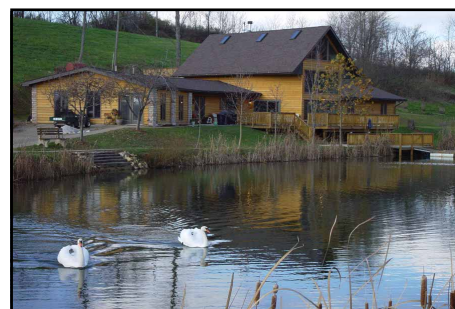
My understanding is that each student that is recruited results in \$4,000 to \$6,000 in funding - Special Needs students result in even more. This amount varies from state to state. If you increased enrollment by only 5 or 6 students, you would more than pay for a custom 15-minute Video, CD-ROM production, and a few thousand CD-ROM copies, not to mention all the great public relations for career and technical education at your school. I believe you’ll increase enrollment much more than that and you’ll be able to use the program for several years.

Some funding sources that schools have used are Carl Perkins, Nontraditional roles, Tech Prep, School-to-Work, Professional Organization i.e. VICA, and Business Professionals of America. I can provide you with several references and contacts who are willing to share how they funded their custom recruitment projects.

From script to screen, we produce your project in less than eight weeks. I am happy to consult with you and provide a written proposal of how your school can have a first-class recruitment effort.

Our company policy is to work with every school to design a project to meet their needs and budget. Please call me with any questions at 800-282-5315. We would love to work for you to promote your high-tech image.

I hope to hear from you soon!



Technimedia Studios
New Production Facility, Jewett, Ohio
“Now this is a place where you can be creative!”



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20YearAnniversary

“Promoting Career and Technical Education Since 1984”