

The Enrollment Builder

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

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24 Year Anniversary

2008

Lehigh Career and Technical Institute Schnecksville, PA

LCTI Wins Award for DVD & Program Catalog for 2nd Yr.

Jane Greto, Community Information Specialist reports that the LCTI Program Guide and DVD produced by Technimedia Studios was awarded the Pennsylvania School Public Relations Association, (PenSPRA) Publication contest Award of Excellence. This is the second consecutive year that LCTI has won this award!



The DVD and program catalog are a part of a total marketing campaign, and includes an internet video-streaming flash website that is exactly like the DVD. Perspective students can explore the many options available to them at LCTI right over the internet. When students or parents call the school, while waiting on hold, they will hear a custom message about the school's program and opportunities. 2,000 DVDs are mailed to prospective 8th grade students throughout the Lehigh Valley. Technimedia Studios, President, Frank De Fede started working with Dr. Clyde Hornberger, Executive Director, Elsie Bell, Assistant Director, and Jane

Greto Community Information Specialist, and Sandy Himes, Assistant Director for Academic Programs of LCTI to develop their marketing strategy and multimedia materials in 2003. Since then the school has updated the materials annually, and has produced



many individual promotional videos/DVDs for the school's exemplary Culinary Arts Program, Manufacturing Program, and their outstanding Academic Center. This year the promotional DVD video used a new approach with young enthusiastic on-camera hosts. The school reports that the DVD is getting rave reviews from the students who view the video. Additionally, this year, working with Jan Klevis, Supervisor of Adult & Continuing Education, Technimedia Studios produced a new video and DVD to promote the adult education career opportunities at the school.

Congratulations to Dr. Clyde Hornberger and his outstanding team at LCTI, which is "Education At Its Best", and one of the finest schools in the nation!

Springfield-Clark Career Technology Center, Springfield, OH

Enrollment Up!

Mike Rice, Associate School Coordinator at Springfield-Clark CTC reports, "I have to admit that enrollment is up! The only thing we did differently this year is to mail close to 1,600 copies of the new recruitment DVD to our prospective students in our county. The response has been excellent as

- Recruitment Videos
- DVDs
- Program Guides
- Video Streaming Websites
- Ad Campaigns
- On-Hold Messages



we have already gotten 443 new applications so far, with more expected to come next week. The local schools who send us students thought that the production was excellent - they were most impressed!"

In addition to the Custom Recruitment DVD, Springfield-Clark CTC has produced an excellent webpage celebrating their 40-year anniversary. The webpage at <http://www.springfieldclarkctc.org/> features broadband videos including a 12-minute overview of their programs and a one and a half minute video about the school's new renovations, additions, and construction of a Cafetorium and Advanced Learning Center, all excerpts from their custom recruitment DVD. Technimedia Studios also produced the school's advertising campaign.

Under the direction of Superintendent Randy Richardson and the coordination of Associate School Coordinator Mike Rice, the school has put together a fantastic, effective, and coordinated marketing effort that is really paying off with new students and has renewed interest in Career and Technical Education in their community.

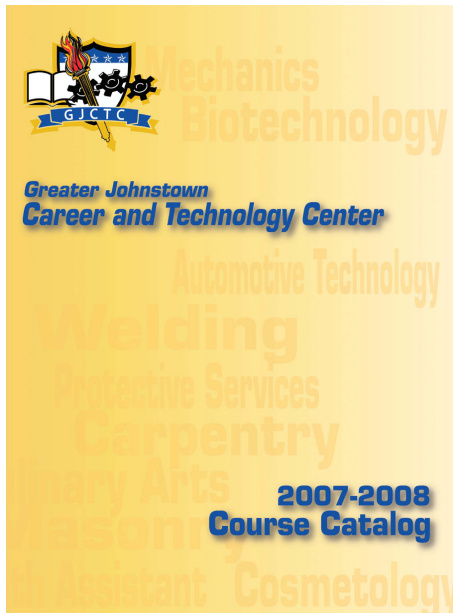
Greater Johnstown, PA - Highest Enrollment in 5-years

The following is an interview by the Enrollment Builder Newsletter with Mr. John Augustine, Director of Greater Johnstown Career and Technology Center, PA.

Enrollment Builder Newsletter - How have you used the DVD and catalog? Has enrollment increased?

Mr. Augustine - "GJCTC experienced its highest enrollment in 5 years. We believe one of the reasons is the

marketing items made available by working with Technimedia Studios. The professionalism they provide to our recruitment efforts is outstanding. We utilize the DVD to provide an overview to all 9th graders in our service area and provide each student a take away catalog that they can share with their parents. No longer do students get a photocopy just listing our program areas. The combination of the DVD and Catalog is the one-two knockout punch we were looking for and it works!"



Enrollment Builder Newsletter - What type of feedback have you gotten from the community, schools, teacher's, parents, students, etc. after viewing the DVD?

Mr. Augustine - "Our feedback has been that of shock – most people had no idea at all of what we do – the DVD and Catalog allowed us to showcase all that GJCTC is and does for students, business, and industries."

Enrollment Builder Newsletter - Has the community been visiting your webpage with the video tour? What have you heard about it?

Mr. Augustine - "Each sending school now has a copy of the DVD and a stock of catalogs to share with students. We also worked with Technimedia Studios and were able to showcase our DVD as a streaming video link on the GJCTC website."

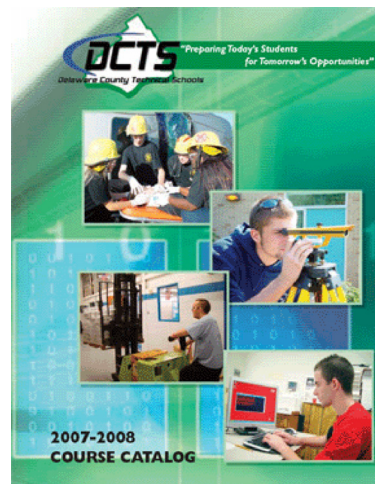
I have had the pleasure to work with Technimedia Studios at two career centers over the past 5 years. I find their work and understanding of career and technical education to be second to none! I have witnessed that their system to generate promotional videos and informative course catalogs increases enrollment and creates understanding of what career and technical centers have to offer."

School Districts Promote Education

Technimedia Studios spent a great deal of time in Delaware County, in Pennsylvania, producing recruitment and promotional programs for **Delaware County Technical Schools**, and for the **Penn-Delco School District**; and also for school districts in Ohio including **Six District Educational Compact**, and **West Shore Career and Technical School District**. The school districts use the DVDs to promote the educational service available to their population. The Chambers of Commerce use the DVDs to promote to Business & Industry.



Technimedia Studios' Dean Karns & Frank De Fede On-location at Penn-Delco School District, PA

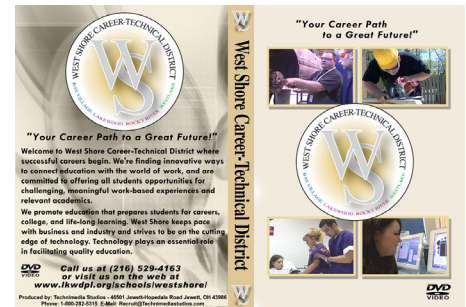


Delaware County Technical High Schools, PA - Marketing Campaign



Six District Educational Compact, OH DVD

West Shore Career & Technical School District, OH - Enrollment up 365 to 680



Under the direction of Linda Thayer enrollment at West Shore Career & Technical School District has increased dramatically from 365 to 680 students in the last four years. Linda attributes the success to the positive attitude of her staff, inner-marketing, and outer-marketing to the community. The DVD that Technimedia Studios produced for the school is shown to students and parents, and aired on the Public TV access channel. Additionally, the Chamber of Commerce includes a copy of the DVD in every marketing package that goes out to prospective businesses and people considering moving into the area. Linda quotes that "the DVD has been a large part of the success" and plans on updating the DVD when the school moves to their new building in the next few years.

Congratulations to Linda Thayer and her staff for a marketing effort that is a perfect example of how to get real results - increased enrollment!

Steel Center AVTS, PA - Kids Love Watching the DVD



John Sandrene, Director & Shannon Hinkle, Counselor of Steel Center AVTS, Jefferson Hills, PA use their promotional DVD for curriculum nights, open houses and career fairs. Mr. Hinkle said they have handed out over 1,000 copies of the DVD. "Kids love watching it and it has prompted visits to our school."

Parkway West CTC, PA - New Production Style is Popular with Kids



Jack Highfield, Director of Parkway West CTC, Pittsburgh, PA, and his guidance staff, conducted focus groups with students to preview various styles of DVDs produced by Technimedia Studios. The students overwhelmingly said they like to see shots of students working with high-tech equipment, less announcing, upbeat music, and quick action. Working with the comments and suggestions from the focus group, Technimedia Studios produced a new style of video/DVD and internet streaming website that is proving to be a real winner. Admiral Perry AVTS in PA, and United Technical Center in WV, saw the Parkway CTC production and immediately knew that they wanted a promotional program just like it. Our motto has always been to listen to our customers, and although the school contracts for the production, let us never forget that the "Students are the School's Customers." Great Job to Mr. Highfield and his staff, and to Frank De Fede Jr. Technimedia Studios, Multimedia Production Manager, for bringing it all together. Call and ask for a demonstration DVD of this production at 800-282-5315.

R. G. Drage Career Center, Stark County, OH

Student Enrollment Highest in 25 Years



R.G. Drage Career Center mails over 1,000 DVDs yearly to promote the career and technical programs at the school to prospective sophomores at the counties associate high schools. Their marketing is really working as Kim Bartholomew,

Guidance Counselor, and Cindy Smythe, Supervisor, R.G. Drage Career Center, Massillon, OH, report that the Enrollment numbers at their school this year was the highest in 25 years.

SUN Career & Technology Center, PA



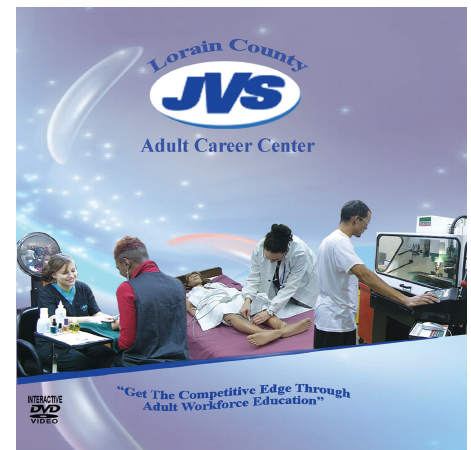
John Bohn, Director of Sun Area Career & Technology Center, in New Berlin, PA has seen Sun's enrollment go up consistently since starting to promote the school with DVDs. He likes to update his DVD every two years as he has observed that it attracts new students when they see the current faces of people they know who are attending the school.

Butler County AVTS, PA - Enrollment is Steadily Increasing



Director Dr. Joe Cunningham reports that the enrollment at Butler County AVTS has been steadily increasing. The school gives their promotional DVD to every prospective student in their seven sending school districts, as well as parents, and counselors. They also have the entire DVD available on the internet for downloading of videos. They have had excellent comments in regard to the entire marketing campaign, which also includes an on-hold phone message produced by Technimedia Studios. The school is looking to add four programs and making plans for a building project to accommodate the increased enrollment. Congratulations to Dr. Cunningham, Heather Swiergol, Recruitment Officer, and the staff at Butler County AVTS!

Lorain County JVS, Oberlin, OH Produces new Adult & Continuing Education DVD, and Updates Secondary Education Video



This year Technimedia Studios produced a new Adult and Continuing Education Promotional DVD and updated Lorain County JVS's secondary education DVD. This makes 29 projects that Technimedia Studios has had the honor of producing for the school in our company's 24 year history. Lorain County JVS was one of our very first projects in working with Career and Technical schools nationwide. Many thanks to Peggy Michener, Director of Adult Continuing Education, and David Keller, Recruitment Coordinator, for continuing the long term tradition of calling on Technimedia Studios for their promotional needs.



David Keller, Recruitment Coordinator LCJVS reports, "We use the video as part of a presentation to the nearly 3000 sophomores in the county. We invite them every year to attend a one day field trip where they are allowed to choose two programs to visit.

The video is often the first view many of them have of the inside of our building or what career-technical programs we can offer them. This year over 1100 sophomores attended our career days and visited the career programs first hand."

Technimedia Studios - Posters Hit the Big Time Networks

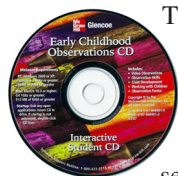


Posters from Technimedia Studios's Career Pathways Career Exploration series have been selected to appear in various classroom shots on major network shows like "NBC's Law and Order: Criminal Intent," and Warner Brother's

Superboy program, "Smallville." If you get a chance to watch these shows, keep an eye out for our posters hanging on the walls of classroom shots. We are most pleased that these big time media moguls have deemed that the posters that Technimedia Studios have designed are in a league worthy to appear on their programs.

Call us and order some for your classrooms!

Glencoe McGraw-Hill - Produces New Early Childhood Development CD-ROM



Technimedia Studios was chosen by educational marketing giant Glencoe McGraw-Hill to produce their Early Childhood Observation CD-ROM. The CD

was released last year and is being offered in Glencoe McGraw-Hill catalogs to schools with elementary education programs

throughout the country. Technimedia Studios provided complete multimedia development for the project including video that featured children, teachers, and students from Lehigh Career and Technical Institute, PA. Videography and video editing was preformed by the Father/Son team of Frank De Fede Sr. and Frank De Fede Jr., who is in charge of Multimedia Development for Technimedia Studios. Software design was performed by the Technimedia staff headed by Chris Flohr. This is the second multimedia production contract that Technimedia Studios has had the honor of producing for Glencoe McGraw-Hill. The first program was a CD-ROM called Tech in Action, which is still offered in their catalogs with the popular Tech In Action book.

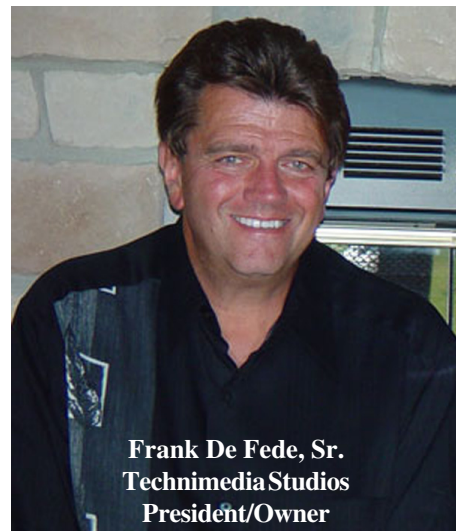
Special Thanks to the Technimedia Staff, Frank De Fede Jr., JD DiAngelis, Dawna DiAngelis, Chris Flohr, Donna De Fede, and Dean Karnes for award winning productions for schools nationwide!



Frank De Fede, Jr., Technimedia Studios, Award Winning Producer



Dean Karnes, Technimedia Studios, Representative/Education Consultant



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

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 look forward to hearing from you soon!



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