

The Enrollment Builder

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- Recruitment Videos, CDs, DVDs
- Ad Campaigns, Custom Jingles
- Career Pathways

Career Centers Go High-Tech to Recruit



Interactive CD-ROM, Video targeted toward students

By LIZ PECEK

Chillicothe, OH - Gazette Staff Writer

Move over pamphlets, new visual aids are being used at **Pickaway Ross Career and Technology Center in Chillicothe, Ohio**. A video and interactive CD have been developed by Technimedia Studios to recruit high school students.

"We want to maximize the ability we have to serve our community," said **Superintendent Brett Smith**. "It's so hard to explain to people all the different things (we) do. The 15-minute video is used for presentations to community groups and schools.

It features students working in their fields of study. Through this, viewers are introduced to Pickaway-Ross and guided through its programs, which range from business graphics to power equipment technologies.

The CD - presented in a Web site format - allows prospective students to click on different "links" to movie clips about different aspects of Pickaway-Ross. Each clip contains footage from the video.

"At their leisure, they can go through the entire CD or they can go into selected parts of the program," Smith said. Movie clips are also available on the Pickaway-Ross Web site.

Copies of the CD were sent to more than 1,400 high school sophomores in Ross and Pickaway counties," said **Linda Trimmer**, who supervises school and community relations. Besides having a video and CD for high school students a video for adult programs at Pickaway-Ross is also near completion.

"We always say Pickaway-Ross is the best-kept secret in the two counties," Trimmer said. "We want to let (students) know we have these programs."

"The impact from the video and CD may not be evident until next year's enrollment numbers come in," he added. "If nothing else, it's really going to educate our community on what it is we do."

Wow, what a great public relations effort! **Linda Trimmer** has used the media to get many free articles and video showings on Public TV of their new video and CD. No wonder their open house was a great success!

Students Witness Video & CD in the Making



Technimedia owner, **Frank De Fede**, CCCTC students, and **Diane Leeson**, Multimedia Instructor

Columbiana County Career & Technical Center students made a field trip to Technimedia Studios.



Technimedia's, software developer, **Frank De Fede Jr.** answers CCCTC students questions.

Students from CCCTC traveled over an hour to witness their school's video and CD production. **Diane Leeson**, Multimedia Instructor, supervisor of the students said, "what a great opportunity for our kids to spend a half a day seeing a real production facility." It was a great time for Technimedia's video editors and software developers as well.



Technimedia's, senior video producer, **Tom Picchi** demonstrates video editing to CCCTC students

Technimedia dubbed the raw footage from the video program and gave it to the students to practice with in their multimedia lab. The students are now working with the footage and learning how to edit and produce video programs. There is nothing

better than a field trip to an actual work place to inspire the desire to work in a particular career field.

Who knows, perhaps Technimedia will be looking to hire these high-tech candidates with "hands on experience" down the road when they are out there in the job market.

Special thanks to **Edna Anderson**, CCCTC Superintendent, and **Frank Blankenship**, Assistant Superintendent for entrusting Technimedia with the task of producing their high-tech promotional recruitment tools.

I Love New York



In going through some of our old newsletters, we discovered that **Wilson Technological Center on Long Island New York** is one of our oldest and most recent clients. We have produced 9 recruitment videos for Wilson Tech dating way back in 1987. Back then we would transfer the video to 16-millimeter film for showing to large audiences. Today Wilson Tech is showing the video on interactive CD with the use of a high resolution video projector, and offering video clips on the Internet as integrated into their website by **Web Master, Bill Montaruli**. We are most pleased that **Director, Ciro Aiello** is still working with Technimedia after all of these years. We look forward to many more years of working together.

Orleans Niagara BOCES

Another New York based school has gotten on the recruitment band wagon! Technimedia's, **Senior Video Producer, Tom Picchi**, traveled to Medina, New York this past November to work with **Public Relations/project coordinator Lisa Bielmeier** to gather video footage on the several campuses of the BOCES for their upcoming custom recruitment video & CD-ROM.

Principals Dave Christopher and Doug Jank are anticipating great results on their next recruitment efforts coming up this fall using their new video & CD.

We'll keep you posted on their success!

Adult Education

Neal Eiber, Adult Director of **Apollo Career Center in Lima, OH** knows exactly how to recruit adults into the Career Center's several Adult Ed. Programs.

Technimedia has just completed two videos, one for their full-time/part-time programs and the other for their customized training program.

Technimedia also produced 4 TV commercials to promote Apollo's Medical, Transportation, Information Technology, and Industrial programs.

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Not too late to Schedule!

Technimedia Studios is gearing up for an intense schedule for Spring and Fall of on-location shooting, video editing and CD/DVD development.

Our video crews will be heading to **Lorain County JVS, Toledo Public Schools, and Mahoning CCTC in Ohio, Bluefield State College in WV, Warren County JVS and Susquehanna CCTC in PA** to gather footage from these high-tech school's career programs, students, teachers, faculty, and to get testimonials for their upcoming video & CD-ROM recruitment programs.

You've got a **high-tech** story to tell! **Tell it the high-tech way!**

Technimedia Studios has been helping schools do just that since 1984. Give us a call!

Call Technimedia Studios at 1-800-282-5315 or e-mail us to receive a recruitment video, CD or DVD demonstration.

We also specialize in custom ad campaigns including jingle packages, TV, radio, and print materials.



www.technimediastudios.com
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(Adult Education, from pg. 1)

The videos and TV commercials are just beginning to air. We expect great recruitment success again from our long time friends at Apollo.

Check back with our next news letter for the latest on Apollo's success!

Mahoning CCTC

Technimedia will be heading to Mahoning County, in Canfield, OH to produce a new video program and interactive CD-ROM. This will be the 8th time in the past seven years that the leaders of **Mahoning County Career & Technical Center** have entrusted the production of their recruitment videos to Technimedia Studios.

Special thanks to **Roan Craig, Supervisor, Jane Hogan, Supv. of Pupil Personal, Ed Kapusinski, and Anita Huston board members.**



Congrats Dean Karns

Parkway West A.V.T.S in Pittsburgh, PA has a lot of things to brag about. One of the reasons they have so much to brag about is because of the leadership of the school's **Director, Dean Karns.**

This past August at the PACTEC (Pennsylvania Career & Technical Education Conference) at Seven Springs, Champion PA, Dean was named PA Vocational Educator of the Year for 2002.

Technimedia has worked with Dean and **Supervisor Jack Highfield** over the last several years to produce six recruitment videos and most recently a CD and DVD to promote the high tech career programs at Parkway West.

Technimedia salutes Dean and our friends at Parkway West!

PAVA Presentation

Frank De Fede Sr., President and owner of Technimedia Studios is honored to be given the opportunity, by **Jackie Cullen, Executive Director,** to make two presentations to the **PAVA (Pennsylvania Association of Vocational Administrators) in Hershey, PA.** This is the 12th annual symposium and this year's theme is *Innovation-The Key to Preparing Tomorrow's Workforce.*

In Mr. De Fede's presentation, he shares 19-years of experience in working with schools nationwide. The key points of the presentation are; Recruitment of New Students, Increase Business/Industry Awareness, Position your school as progressive and Innovative, New Student and Faculty Orientation, Create Community Awareness, Use of new Interactive Recruitment CDs, DVDs, Web video Streaming, Proven Success Stories & Marketing methods of how schools cost effectively promote with these materials.

If you'd like Mr. De Fede to come to your school or conference to make a presentation please contact us 1-800-282-5315.

Toledo Public Schools

Technimedia Studios is proud to announce that **Kevin McCann, Director of Vocational & Career Education and the school board of Toledo Public Schools** have awarded Technimedia a contract to produce an Interactive CD-ROM. This is a large undertaking. The project will cover 39 Career Programs, and shooting on-location at eight high schools, **Bowsher, Libby, Rogers, Scott, Start, Waite, Woodward, and at the Toledo Tech Academy and Aviation Academy.** The goal is to produce an interactive CD that highlights the benefits that are common to all of Toledo Public Schools, but yet unique to the career programs of each of the participating high schools.

The scripts and CD flow chart have been written and the shooting is scheduled for Spring 2003. You'll be hearing more about this project in our next news letter. Special thanks to **Tracey Danielski, Assistant to the Director,** for helping to coordinate all the many details.

Lorain County JVS

At last count, we have produced 25 recruitment videos for **Lorain County JVS in Oberlin, OH** including full length recruitment videos and videos to promote individual career programs. This year we are working with **William Randall, Superintendent, and Gary Kuebbeler, Student Coordinator,** to produce not only a 15-minute video, but an interactive CD-ROM.

Stay tuned! Our next news letter we'll have Lorain's recruitment success stories!

College Recruitment Too!

Technimedia is not just known for outstanding work in the recruitment of students in Career & Technical Education. Just ask **Jim Nelson, Institutional & Media Director of Bluefield State College in WV,** and he'll tell you that he has been back to Technimedia several times to produce recruitment videos. A new program is scheduled for this Spring - more to come!

MOIS

MOIS, (Michigan Occupational Information System) the state's career information provider has endorsed Technimedia Studios Career Pathways products. Technimedia customized our nine Pathways System to specifically match the careers in the MOIS six Pathways.

Technimedia even traveled to Las Vegas to get footage of Casino Workers so as to meet the gaming industry careers now available in Michigan. Technimedia has been working with **JP Pittsmore and Karen Owens of MOIS** for several years. We look forward to many more years of success with MOIS in helping students explore their career options in the State of Michigan and throughout the US.

PITSCO

PitSCO is one of the foremost high-tech Career Lab companies in the US. Soon appearing in a PITSCO lab near you, you'll be seeing Technimedia Studios, Career Pathways videos.

PITSCO's, **Steven Turnipseed, Vice President, and Harvey Dean, CEO/President** have contracted with Technimedia Studios to license videos from Technimedia's Career Pathways series in the PITSCO Synergistics, Pathways and Career Exploration Modules.

We are most proud that PITSCO has chosen Technimedia career videos to incorporate into their curriculum.

ASCP

Kory Ward-Cook Ph.D., MT (ASCP), Vice President ASCP Board of Registry, The American Society of Clinical Pathology collaborated with Technimedia Studios to produce career exploration videos in the Health field of Clinical Pathology.

A Technimedia Studios crew traveled to Chicago, the headquarters of the ASCP, to shoot on-location to produce specific careers including Cytotechnologist, Histotechnologist, and Medical Laboratory Technician.

The video tape that was produced is now available to local chapters of the Society of Clinical Pathologist.

Additionally, these careers have now been integrated into Technimedia Studios Career Pathways System, Health Occupations Volume 3.

Glencoe McGraw-Hill

What does it feel like to be on the front page of one of the largest, if not the largest, distributor of Educational Products catalogs in the World - not once but several times? **GREAT!** Technimedia Studios is proud to have our Career Pathways products marketed by Glencoe McGraw-Hill.

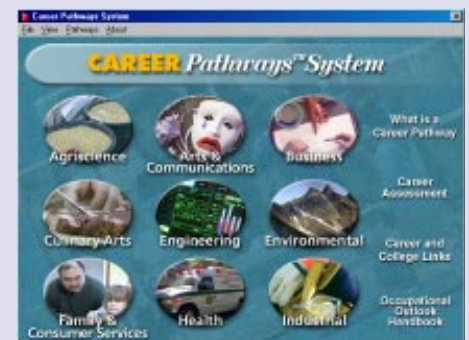
HIPPA

Wingspan Consulting Group, a Native American Company, has collaborated with Technimedia on a video that explains the Health Insurance Portability and Accountability Act of 1996.

The Principals of Wingspan, **Susan Taylor, Ph. D.,** a former chief executive of two large school districts in Pennsylvania and **Charlie Steele, Ph. D.** practiced law for fifteen years, advising business owners and school superintendents concerning a wide range of human resources and board-level issues. Both outstanding presenters in the area of Ethics, Management Training, Employee Citizenship, and Board Training and Development. Look for new products to help your school by Wingspan & Technimedia.

Career Pathways on-line

Technimedia's exciting and entertaining career exploration CD-ROM series is **now available to schools via the Internet.**



High Quality Streaming Video

The Internet version has the same great features that are found in the CD-ROM version. In fact, the interface is identical. In addition to the many high quality videos, it includes a career assessment, 19 pre/post test, links to hundreds of Careers, and every College, University, Community College, Specialized schools, grants and scholarship searches, and none of it requires any installation at the school. The computer Technicians will love it because all they have to do is sign up via the web and click on a link.

Unlike all other Internet based career exploration systems, Career Pathways on-line does not depend on boring text and news articles that students don't want to read anyway.

We believe **Career Pathways on-line** will be the industry leader. We are most interested in getting it into schools to get feedback and are currently offering free use of Career Pathways on-line at pilot sites throughout the US. Schools that would like to use the on-line version for a free period of time may call 800-282-5315 or log on at <http://209.240.26.51/CPSONline/index.htm>.