



APPLICATION FORM

All applications must include the following information. Separate applications must be submitted for each eligible program. **Deadline: June 1, 2018.** Please include this application form with electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact [Gage Harter](#).

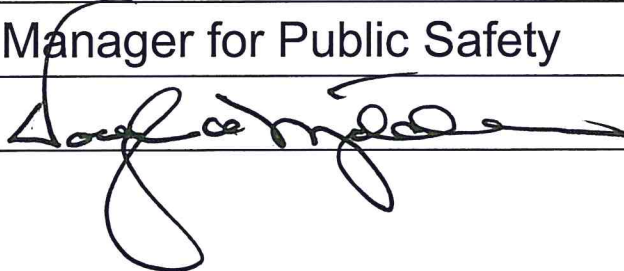
PROGRAM INFORMATION

County: County of Henrico
Program Title: "Printing" is more than just what you read
Program Category: Customer Service

CONTACT INFORMATION

Name: Victoria Davis
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SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: Douglas Middleton
Title: Deputy County Manager for Public Safety
Signature: 

1. Program Overview

In a government agency or school system, many items need to be printed. Newsletters, programs, posters, brochures, banners, coffee mugs and T-shirts all communicate with different organizations and audiences. Sometimes time and cost are obstacles that make it difficult for schools and county agencies to get important information printed for an event. Through the Graphic Communications program at the Advanced Career Education (ACE) Center at Hermitage High School in Henrico County, Virginia, these items are produced at a fraction of what they would cost at a commercial printer. Not only does the customer get a high-quality product, students have the opportunity to design and produce the items. This hands-on, real-world experience is of tremendous benefit for students. Students run a de facto business and are responsible for all aspects of the operation, including customer interaction, design, cost estimates and producing the finished product.

2. Problem/Challenge/Situation Faced by Locality

Schools and organizations are in regular need of printing and production services for advertising and other communication. The cost and time constraints often make it difficult to have the items produced commercially. Also, students learning the trade of graphic communications need opportunities to gain real-world work experience. While teachers can teach the techniques used in the graphic communications industry, having the students apply the skills in a real-world setting can be challenging. For the student to be prepared to enter the workplace, they need opportunities to design and produce “real” items.

3. How Program Fulfilled Awards Criteria

A challenge posed for high school technical programs can be providing the students with real-world experience. The real-world learning opportunities that this innovative solution provides gives students the skills and confidence they need to move forward on this career path.

4. How Program Was Carried Out

The objective of the program is to provide a service to the school and county agencies at a reduced price while providing students with an opportunity to gain real-world skills in the field of graphic communications. Students in the graphic communications program oversee most of the aspects of a commercial printing company. They work with customers and then create the finished product. This first starts with the customer interaction. The customer meets with the students and teachers to talk about their needs. Students ask important questions pertaining to quantity, use of the item, size, colors, etc. to get the information needed to design a sample for the customer. Once the sample proof is approved, students produce the products in the classroom. Students then deliver the product to the customer and provide the customer with the associated bill for the service. They develop skills in digital composition; wide-format printing; digital printing; collating/binding operations, and sublimation. Students design and produce graphics for flyers, brochures, T-shirts, sweatshirts, mugs, and buttons using various processes, including vinyl, sublimation, and digital printing. Students also learn color theory and graphic design by working with tie-dye and Adobe software.

The program was developed in the fall of 2014. While students in the program had completed some printing for other programs in the school division, they had not previously worked with other county agencies. The first step was to determine how to inform other agencies about the capabilities of the students in the program. Using existing partnerships, other agencies such as the Division of Fire, began to print items as needed. These agencies then became our base

business partners. By reaching out to other Henrico County agencies and doing small print jobs, as well as creating promotional items such as coffee mugs, shirts and flyers, the word traveled fast. Clients from schools, nonprofits, and county agencies began reaching out to see if the prices and products the students created were comparable to other printing centers. As the students' work began to fill the print needs of organizations and county agencies, demand for print services increased. The students' quality work and the cost savings were often highlighted in county documents and newsletters.

5. Financing and Staffing

The costs surrounding this program, including supplies such as ink, vinyl, paper, mugs, and clothing, are covered by the customer. Each year the program receives \$2,000 worth of instructional funds. This provides the needed items to teach the content of the Graphics Communication course. There was an up-front equipment cost but the equipment would have been purchased for classroom instruction. Through the federal funds, made available through the Carl D. Perkins Vocational and Technical Education Act, we were able to purchase a state-of-the-art digital press printer as well as some other specialized equipment like the vinyl banner printer. With this \$30,000 investment teachers were able to teach students with the equipment that best matches what is used in the graphic communication industry. The equipment maintenance costs are included in the printing cost recouped by the production of a product. The costs to the customer of the printing projects are reduced significantly because students provide the labor to develop and produce the projects. Without this program the ongoing cost of maintaining the equipment would not be affordable and that cost is covered by the funds generated by printing for others. Other than the upfront equipment investment, the experiences that the graphic communication students receive come at no additional cost to the county.

6. Program Results

The real-world learning opportunities that this innovative solution provides gives students the skills and confidence they need to move forward on this career path, and has been coveted by employers. The program is regularly contacted by businesses seeking to hire employees because of the quality of the experience students get before graduating high school. The graphic communications community service printing program makes a positive impact on the community and its students. Students are able to see the difference they can make for others. They have become more immersed in their community because of the exposure. Students are making contributions to public institutions and learn skills that can help them in their careers and lives as they move forward. In addition, government agencies get high-quality printed items at a fraction of what they would otherwise cost.

7. Brief Summary

In a government agency or school system, many items need to be printed. Newsletters, programs, posters, brochures, banners, coffee mugs and T-shirts all communicate with different organizations and audiences. Sometimes time and cost are obstacles that make it difficult for schools and county agencies to get important information printed for an event. Through the Graphic Communications program at the Advanced Career Education Center at Hermitage High School in Henrico County, Virginia, these items are produced at a fraction of what they would cost at a commercial printer. Not only does the customer get a high-quality product, students have the opportunity to design and produce the items. This hands-on, real-world experience is of tremendous benefit for students. Students run a de facto business and are responsible for all aspects of the operation, including customer interaction, design, cost estimates and producing the finished product.