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## **MAKE YOUR MARK EXPANDS WEB SITE WITH NEW FEATURES FOR STUDENTS AND EDUCATORS**

The MAKE YOUR MARK® in Graphic Communications Campaign has enhanced its web site with new content and easier navigation to help students and teachers explore career paths in printing and related fields.

MAKE YOUR MARK, administered by the Graphic Arts Education and Research Foundation (GAERF®), was created in 2002 to raise awareness of the graphic communications industry and its career opportunities. Since that time, MAKE YOUR MARK kits, which contain information about graphic communications careers, have been distributed to more than 65,000 high school teachers and guidance counselors nationwide. The program's web site was launched in 2004. Through it, GAERF seeks to reach out to high school students, teachers, guidance counselors and others who help shape career decisions.

At [www.makeyourmark.org](http://www.makeyourmark.org), students can follow graphic communications professionals through a typical day on the job, take a behind-the-scenes tour of a printing facility, find out how their skills and interests match up with different career paths in the graphic communications industry, and start exploring the many opportunities open to them in graphic communications with practical information about educational programs, scholarships, and job openings.

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New content available on the website as of June includes:

- **Explore the Process** takes students step-by-step through the creation of a real graphic communications product, giving them a close-up look at the production process from content development through distribution.
- **Create a Project** provides an online library of hands-on projects designed to refine students' graphic communications skills, including a special MAKE YOUR MARK PRO-File project that invites students to create their own content for the site.
- **Student Showcase** gives students an opportunity to put their graphic communications talents in the spotlight by submitting a portfolio, project, production tip, or other showpiece for posting on the site.
- **Educator Resources** provides a variety of in-school resources for high school career counselors and classroom teachers in art and graphic design, technology, journalism, and student publications, as well as an educator feedback form.

In the coming months, MAKE YOUR MARK plans further additions to the site, including sections that will profile the graphic communications industry and provide links to educational outreach opportunities at graphic communications companies in local communities.

"We want the MAKE YOUR MARK website to be both informative and entertaining," says GAERF Chairman Randolph W. Camp, CEO of Walton Media Services in Monroe, Georgia. "Its content will convey to young people, and their advisors, a little bit of the creativity and dynamism that characterize the graphic communications industry and make it such a rewarding place to build a career."

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The Graphic Arts Education and Research Foundation (GAERF®) is a non-profit organization whose mission is to promote programs that strengthen the graphic communications industry. GAERF was formed in 1983 by the National Association for Printing Leadership (NAPL), NPES The Association for Suppliers of Printing, Publishing and Converting Technologies, and Printing Industries of America (PIA) to channel a portion of the revenue from trade shows owned by the three organizations back into educational research projects. In addition to the industry image and recruiting campaign, the Foundation administers two other programs. The grant-making program has awarded over \$4.5 million in funding to support more than 125 projects at more than 45 institutions. PrintED® is a national accreditation and certification program for graphic communications courses of study at the secondary and post-secondary levels and currently numbers more than 165 accredited programs and more than 40 candidate programs. Further GAERF activities include the staging of exhibits at industry and education events and the presentation and/or funding of Career Awareness Day programs for high school students.

For more information about GAERF, visit the Foundation's web site at [www.gaerf.org](http://www.gaerf.org) or call toll free at 1-866-381-9839.

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