

COLLEGES :: Baker College — Owosso, Mich.



BEFORE

Background

Baker College is the largest independent college in the state of Michigan with 19 campuses throughout the state. Agnew Graphics had been creating signage for Baker College for several years and had a relationship with the school that owner, Mark Agnew, describes as outstanding. So when Baker College of Owosso made a large property purchase to expand its college facilities on the M52 corridor, it made perfect sense to contact Agnew Graphics to design the new entrance sign.

Results

Originally the college had only a 4' x 8' sign on a side street which had grown outdated and was easily overlooked. The expansion plans included a new Welcome Center with the entrance directly off of M52 and college officials wanted to make sure the traffic on M52 knew Baker was there. The Watchfire LED sign was instrumental in helping Baker College reach street traffic in a busy, congested environment. Administrators note that the sign has become a local landmark, portraying the school as a progressive, forward-thinking institution.



AFTER

SIGN SPECS

35mm Color LED
Matrix: 32 x 80
4' High x 10' Wide
4 Lines x 16 Characters

Case Study

When Baker College of Owosso contacted Agnew Graphics about signage at its newly expanded campus, owner Mark Agnew arranged an on-site demonstration with his Watchfire territory manager. The demo and comprehensive traffic analysis the Watchfire representative provided showed college officials that an LED sign had the potential to increase the college's visibility, letting them provide timely, relevant advertising along the busy M52 corridor. Within two months, the new LED message center was up and running. Baker College staff couldn't be more pleased.

"When people drive by at fast speeds, they don't even see static signs, let alone read them," says Agnew. "An electronic message center WILL be seen ... As people drive by the sign, the college is building the frequent touch points needed for people to remember their location and the messages they display on the sign. They tell others about the sign. It becomes a local landmark."

"Prospective students now know of and apply at Baker College where previously they weren't even aware of its existence or its breadth of offerings."

— Mike Konapeck, Director of Admissions
Baker College

The Director of Admissions, Mike Konapeck, couldn't agree more. He loves the sign and the positive effect it has had on enrollment. "Prospective students now know of and apply at Baker College where previously they weren't even aware of its existence or its breadth of offerings."

"Baker College of Owosso prides itself on keeping pace with the latest technologies, along with up-to-date curriculum that provides training and education for high-demand careers," states Denise Bannan, President of Baker College of Owosso. "Our 'always look new' concept is a major attraction to any one of the Baker College locations. And the Watchfire electronic message center that's part of our Welcome Center sign clearly reinforces our theme. Those are key reasons our Flint campus now owns one and several other campuses are eager to upgrade their signs now that they've seen ours." Bannan and her colleagues are convinced that their Watchfire LED sign was a very smart investment.

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