

# GRAPHIC DESIGN, DIGITAL MEDIA, AND THE VISUAL ARTS

*Inspiring the next generation of Arts & Communications Professionals*



## Creating a Culture of Change

A group of regional educators have worked collaboratively over the last few years to plan College and Career Connection Events for high school students. Unlike a typical career exploration event, we have focused each event around a specific career cluster. For example, we have had events that focus on Finance, IT, Health Science, Education, Manufacturing and Agriculture. The goal of these events are to provide detailed information to and inspire high school students that may be interested in careers within each cluster. The students have the opportunity to interact with a wide variety of professionals and get a true picture as to what a career of that type really looks like on a day to day basis.

Given the current climate and the even more important need to continue to inspire students in these careers, we are hosting a virtual College and Career Connections Event this fall that focuses on Graphic Design, Digital Media, and the Visual Arts (and any other related careers or professions). We would like to provide the opportunity for business owners or individual professionals to record a short video (with our intern Kevin O'Donnell) that can be used to brand, market or advertise your business. These videos will be housed on BNSTEM.org and then students can access these if they would like to know more about a particular profession or business. We will then host our virtual event in mid-November and have students sign up to have some virtual one on one or small group conversations with selected businesses.

Sponsored by BNSTEM - McLean County STEM Initiative  
([www.bnstem.org](http://www.bnstem.org))

### PARTICIPANT BENEFITS

- Shape how you add value to the community
- Avert the looming talent crisis in the arts industries and dispel commonly held misconceptions
- 'Virtual Career Fair Booth' on BNSTEM.org
  - Company description
  - Photo gallery
  - Links to social media profiles
  - 5 Question Impact interview video (conducted via WebEx)
  - Contact information
  - Virtual booth hours (via Zoom)

### COST

- Non-profits: FREE
- 1-3 Employees: \$29
- 4-6 Employees: \$49
- 7-9 Employees: \$79
- 10+ Employees: \$99

Checks made payable to the Community Development Corporation 501(c)3  
Register: [www.bnstem.org](http://www.bnstem.org)