SUCCESS STORY – Melding Interests; Tapping Talent

ABOUT THIS DOCUMENT: Storytelling, firsthand accounts, and quotes are engaging, memorable, and influential methods of communication. The following article has been provided to help you tell a more powerful story about BSU and its strategic initiatives.

HOW TO USE THIS INFORMATION: You can use the following story or sections of the story verbatim or as an inspiration for your communication pieces to accurately and consistently convey BSU’s brand. For best results, please be sure to carefully choose stories that are geared to your specific audience(s).

FOR MORE INFORMATION CONTACT: BSU Office of Communications and Marketing (218) 755-2041.

ONLINE REFERENCE: http://www.bemidjistate.edu/offices/communications_marketing/marketing/toolkit/

A Photo Finish

Student: Mark Thode
Class of: 2011 Major: Design Technology
Student Employment: Graphic Design and Publications, Office of Communications and Marketing

Story Source
“Seniors to Watch;” HORIZONS, Fall 2010
Online: www.bemidjistate.edu/publications/horizons/

Art and photography were high school passions of BSU senior Mark Thode. At Bemidji State, he’s found a way to merge his interests in the design technology program within the College of Business, Technology and Communication. He’s furthered his interests and his skills by working in the Office of Communications and Marketing and on staff at the Northern Student. Both jobs enable him to meld his interests and tap his talents.

Synopsis: Mark Thode took all the art classes he could in high school. It wasn’t until he enrolled in the University’s design technology program, however, that he found his niche. He’s a talented student who already has a portfolio bulging with work samples that include the University’s first four-color cover for the annual Student Scholarship and Creative Achievement Conference. Besides projects he’s completed for the communications and marketing office, he’s created graphic designs for the International Student Organization, the Department of Athletics, the Pipestone Calumet Players and Pipestone Publishing. He also works at the Northern Student where he’s the advertising sales representative, design manager and...
layout designer. Last year, he and the editor redesigned the paper. Continuing to enjoy both design and photography, he plans to launch his career in graphic design where he can help clients define and broaden their visual identities.

**Quote:** “I knew I didn’t want to go into hand-rendered art, but I didn’t want to stray from it completely, says Thode. “This program (design technology) is advanced compared to others that I considered attending, and, in terms of technology, it’s top-notch.”

**Applicable Points**
- Thode came to BSU with an interest in art and photography, and found a way to meld the two in the design technology program (student directed, driven)
- The experiences he is having on campus are helping him build knowledge, skills and a substantial portfolio that helps illustrate his talents (engaging, rewarding)
- His talents have been noticed, tapped and shaped by his on-campus employers (personal)
- He’s found the technology being used in his program to be first-rate. (stellar academics, rewarding)

**Messages for Key Audiences**
- Prospective and Current Students: BSU enables you to pursue your interests and gain invaluable experiences in ways you may not have expected.
- Current Students and Alumni: BSU provides a quality undergraduate education that can prepare you for future jobs.
- Faculty and Staff: support of BSU students in activities beyond the classroom leads to personal growth on many levels. BSU is shaping potential, shaping worlds.
- External Stakeholders: BSU students are bright, talented and driven to succeed.