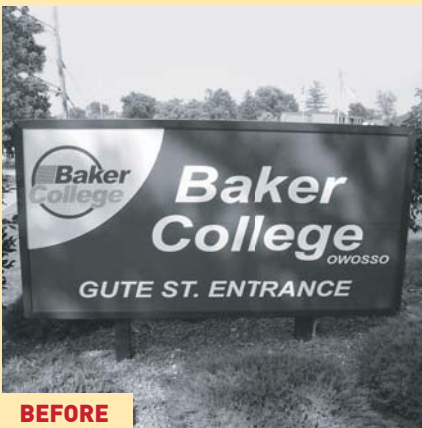


# WATCHFIRE CASE STUDY: WATCH WHAT HAPPENS.

## SCHOOLS :: Baker College of Owosso, MI



**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 a variety of signs 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Originally the college had only a 4'x8' sign on a side street which had grown outdated and was easily overlooked.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.



**AFTER**

**:: SIGN SPECS ::**  
35mm Color LED  
Matrix: 32 x 80  
4-Lines x 10" Characters  
4' High x 10' Wide

### Case Study

Knowing that Watchfire electronic message centers (EMCs) are currently installed at more than 50 colleges and universities throughout the U.S., Agnew arranged a Watchfire Signs on-site demonstration with his Watchfire territory manager. The demo went well and a price was provided along with a comprehensive traffic analysis. The welcome sign was up and running within two months of the quote being delivered. And 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 repeatedly drive by the sign, the college is building the frequent touch points needed for people to remember them, 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 of Owosso

The Director of Admissions, Mike Konapeck, couldn't agree more and absolutely loves the sign, given the positive effects on enrollment since its installation. "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 in 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 messaging 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."

All in all, the Watchfire LED sign was highly instrumental in helping Baker College reach street traffic in a busy, congested environment as well as projecting the image of a progressive, forward thinking institution its "customers" are drawn to.

**FOR MORE INFORMATION CALL YOUR LOCAL SIGN DEALER.**

**watchFire**   
BY TIME-O-MATIC