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Journal 1-New Horizons Computer Learning Center

Week 1

My first day at the New Horizons Computer Learning Center Wilkes-Barre/Scranton campus was full of learning about the company and how it runs. I was introduced to everyone at the branch and then was shown where my desk and computer are located. My supervisor described the inside structure of the company and who is in charge of each department. I was also given an e-mail list of the employees and other literature on New Horizons so I can become better acquainted with the company. After getting acquainted with how the terminal server and my e-mail account works I started my first project. I designed a Halloween party flyer that will be hung up around the WB/Scranton, Allentown, and Reading offices. I used the design elements of symmetry to balance the pictures and text in the flyer. I also used contrast by using orange, black, and white (Halloween color scheme) to make the flyer stand out. My next bigger project was writing a press release about New Horizons Computer Learning Center winning a Five Star Center of Excellence Award at their annual convention in Nashville. This award is based on consumer satisfaction, performance quality, courseware, and learning environments. I was given a press release template from another campus that had won the same award but had to edit and add to the release. I used my writing skills to determine what the most pertinent information and what consumers would like to read. I e-mailed 3 employees for quotes that I could add to the article as well. After editing the release with my supervisor Heather we met with the General Manager, Shawn Mere. He edited the article even more and wanted the three of us to brainstorm ideas to make New Horizons sound even better. Using my research skills I
contacted the five newspapers Heather wants me to send the press release to. I retrieved phone numbers where I then called and got e-mails so I know who to send the release to. My first day was very busy but I am looking forward to the rest of this semester.

An upcoming major celebration at New Horizons is the cook out for the Five Star Award. I created flyers for this occasion. I made two, since one will be at the Allentown center and one will be at the WB/Scranton center. I made a list of items for the cook out including quantity and cost. I also created signup sheets for employees so they can bring desserts. I started to design a room rental advertisement that New Horizons will send out to businesses to get awareness that they rent out computer labs. I also e-mailed employees to see who could bring a grill, a truck, and games to the cook out. The biggest project of the day was meeting with Zodiac printing company. New Horizons wants to create a marketing piece to be the middle of their advertising campaign. They want it to attract customers but not have too much information about classes. We met the account manager and art director for the company. I wrote notes down about the demographic for New Horizons. This meeting got intense because the GM of New Horizons did not like the account manager’s attitude and thought their price was too high. This was my first experience dealing with a printer/ad agency. It gave me experience in how company’s must stick to their budget and make sure their advertising goals are reached.

I met with my supervisor to go over my learning objectives for this internship. I also filled out paperwork in order to get paid. I typed up the food list for the cook out in a word document and sent it to my supervisor. I learned how to fax and copy, which are valuable skills in this company. I faxed a career fair form to an employee and copied a roadmap picture to hang around the office. The GM asked me to run errands at Wal-mart which included getting some materials for the office. I worked on the room rental advertisement after the Adobe Suite was
installed on my computer. I learned how to use a site called Icontact.com which has templates of newsletters. October is cyber fraud awareness month and New Horizons is running a special where two of the cyber fraud classes will be discounted. I met with the sales director who told me which classes to discount and what percentage off to offer. I picked a theme and came up with some creative copywriting. I sent this to the sales director who made edits. The rest of my day was spent working on the room rental ad, filling out employment forms, and helping to close the building for the weekend. It was a very eventful week but I really love this internship. After my supervisor came into my office and told me they were impressed with me and told me to keep doing great, I was really looking forward to the rest of the semester.

Week 2

A big event that New Horizons is hosting is an IT Job Fair where their students can meet and interview with prospective employers. Using Photoshop I created an Ad to send out to businesses in order to get them to attend the fair. We discussed verbiage that should be used in the ad such as “exclusive”, “no cost”, and “limited space”. These words were decided upon in a meeting between the sales director, my boss Heather, and I. We wanted to ad to sound like there was not much space so they should register their company as soon as possible. Since career fairs can cost a lot of money for companies, this is a great opportunity for businesses to meet qualified individuals. In order to create the ad I became acquainted with New Horizons company colors and their logos. The ad I created was cohesive using the New Horizons red and blue as well as had nice balance with the tagline at the top and the logo at the bottom. Many edits were made, mainly with what content should go into the ad. I used my Photoshop knowledge of using layers, shapes, and the magic wand tool to cut out a picture to place in the ad. This ad was then sent out to local businesses.
Week 3

After a few days off because of the flood I jumped back into my internship. I again used IContact to create a Job Fair invite to the students. I used the same color scheme as the one sent out to the businesses but had to change some information. I edited the invitation with the owner of New Horizons to make sure the information was correct. Shipments of computer programming books came into the center and I put them away in numerical order in the storage closet. I did some research for prices of polos shirts with the New Horizons logo embroidered on them. We are using the shirts as a marketing tool to have brand recognition at different events the employees attend. I made an Excel spreadsheet of companies, prices, and styles for my boss to look over. A final edit was made to the press release and I handed out copies to different employees for their feedback so they can add any suggestions. I also e-mailed the Allentown center to make certain they had a list of food for an AM Seminar at the end of the month. The owner wanted me to contact the Mountain Eagle to also put the press release in. I called them and got all the correct information for when it is time to send. I became really good with the scanner/copier on this day because I made many copies of Cloud Computing and Cisco signage that will be given out to employees. I also learned how to scan documents, email them as a PDF, and combine multiple documents into one PDF. Faxing documents is extremely important since my work needs to be reviewed by multiple people in order for it to be approved.

Wednesday September 14\textsuperscript{th} 8:30-5:30

I met with the Consumer Manager and the GM of New Horizons to look over the Job Fair Ad I created. They had to make decisions about how people would sign up for the Fair and then told me what I needed to change. I learned how to create queries in Access which is an easy way to
keep track of students and their information. This process took about an hour because I had to learn how the different symbols used in Access and what types of queries my boss needed. I also checked student sign in sheets with a master document so their times would be correctly recorded. After receiving the final version of the press release I sent that and a photo of the award to six newspapers including: The Times Leader, Citizens Voice, Mountain Top Eagle, Reading Eagle, Morning Call, and Express Times.

My main project for the day was updating a 50 slide PowerPoint that loops in the reception area. The PowerPoint had multiple clashing fonts, hard to read colors, and looked like multiple people tried to create it. I spent about three hours updating this document. I used New Horizons’ color scheme to achieve a cohesive look. I updated the hottest classes list and the awards slides to the more recent awards they have won. I also imported videos into the slideshow.

At the beginning of the day I met with my site supervisor to discuss a yearlong marketing campaign to promote the 5 Star Award the New Horizons Wilkes-Barre just recently won. We came up with ideas for one time, continuous, employee and center promotions. Some of the ideas were for me to design a 6 foot by 2 foot banner to hang in the office, have mouse pads, pens, popcorn bags, and laptop bags stitched with the 5 Star logo and place them around the office. I am also creating an email blast to go out to employees. The major event will be the Fall Cook Out in both the WB/Scranton and Allentown branches.

In Photoshop I created a mockup for the banner using an idea from Ms. Mercincavage’s class when we used Wordle.com to incorporate into a design. I chose words that related to the award and placed them in different directions on a black background. The words were all in
New Horizons colors. We are going to incorporate this into the banner with pictures from the awards banquet.

**Week 4**

To go along with the yearlong promotion of the 5 Star Award, I researched prices of promotional materials. I checked Sam’s Club for the price of Hershey chocolate bars so we can print labels with the 5 Star logo on them. I then researched prices for customized stickers that we will also put the 5 Star logo on. These stickers will go on popcorn bags that are in the break room for the employees and students. In Photoshop I designed a mock up of the six foot by two foot banner I will hang in the three centers. To keep the same theme, I used the New Horizons colors and created asymmetry with the 5 star logo at the top, “2011” text in the middle, and descriptions of the award. I also used contrast with the bright background and a white out New Horizons logo. Using Wordle.com as an example, in Photoshop I created a Thank you email blast with all the employees names and the 5 Star logo. This will be sent out every month in an email blast with different themes. I continued to fix the PowerPoint presentation I was working on and added slides with the hottest classes, fixed logos of certifications New Horizons offers, and added an upcoming events slide. I made sure the fonts matched, the text was easy to see, and all the information was correct. Another small project was copying a few documents and checks and then mailing them out.

This day was probably the busiest since I started at New Horizons. The GM is planning on buying a facility in Baltimore and the preparation stages are in full swing so he can take over another company and transform it into a New Horizons center. The Owner/GM gave me a list of preparations that he and the staff need to do. I typed this up, made edits, and categorized the
tasks into who is doing what. My spelling and communication skills were in use because I had to double check every task and make sure it was what the GM wanted. Another job I had was making copies of the sale agreement and other legal papers so the GM could have them on file and see what the attorney had changed. It doesn’t take much skill to make copies but they were very important documents and I felt the GM trusted me enough with this task.

I edited the IT Job Fair invitation on Icontact.com and also made a smaller, postcard size registration confirmation with the same theme and colors. After checking if the flow of the information was aesthetically pleasing I emailed this to my boss. My supervisor and I started putting together a presentation of all the promotional materials and events for the 5 star award. We will be presenting this to the GM. This included print outs of all the items we want to purchase with the 5 Star logo including: Mugs, computer bags, Halloween candy bars, T shirts, polo shirts, and mouse pads. I have so far completed 71 hours at New Horizons and am looking forward to the rest of my time there.