

## Case Study: Education Partner For Life Initiative (EPLI) -- Dolan County School District & NuMarc Digital

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### VIDEO

**WIDE-EXTERIOR STILL OF DCSD  
HEADQUARTERS SIGN**

**BRING UP SUPER: “*Education  
Partners for Life*” NuMarc Digital &  
Dolan County School District**

**DISSOLVE TO MEDIUM CLOSE-UP  
WITH OFFICE BKGND, TALKING ...**

**CAPTION: ASSISTANT  
SUPERINTENDENT, Dolan County  
School District**

### AUDIO

OPEN WITH MUSIC BED. FADE WITH DISSOLVE.

**ASST SUPER:** Like any other school district, we rely heavily on our copiers everyday – administrators, teachers, and students for documents, study aids and tests.

But we all have one fear in common – paper jams or *anything* that delays those docs from the printer. See, we all have a brief time to be at the copier. And if it goes south on us, we usually panic – even if it’s something we could remedy on the fly...*if* we knew

## VIDEO

**WIDE SHOT OF TEACHER AT COPIER  
WITH PAPER JAM MESSAGE OR  
OTHER ERROR CODE**

**WIDE WALKING SHOT: PRINCIPAL  
AT ELEMENTARY SCHOOL IN  
HALLWAY**

**CAPTION:** Dr. Burden, Principal at  
Bouie Elementary Theme School.

## AUDIO

**TEACHER:** Well – truth is, most of us don't know what the remedy is...or don't have time to find out. We rely on the copier techs to fix what-- many times we could do for ourselves, but we don't *know* what to do. It's so frustrating, so we just walk away to the next working copier to get back to our classroom ASAP!

**DR. BURDEN:** I was hearing it every week, "Dr. Burden, why are the copiers always down?! How can I give the tests we need when all teachers are lined up at a copier that won't work? It's almost time for the go-home buses, and I need to go home too!"

## VIDEO

### **MEDIUM SHOT: COPIER TECHNICIAN**

**CAPTION:** Dwight Macon, NuMarc  
Field Service Technician, Dolan  
County School District

### **MEDIUM SHOT: LEXMARK ADMINISTRATOR**

**CAPTION:** Joan Fuzy, NuMarc  
Southeast USA Regional Service  
Manager

## AUDIO

**TECH:** Oh yeah...it was real, more that we realized! We always strive to keep our schools up and running – stress free as much as possible. But we began to see it from their side. That’s when NuMarc went to work to address the unique constraints that schools can see no way around. How do we save both the schools *and* of us time, money and still meet our service deadline standard to boot?

**JOAN:** As a Service Manager, I’m committed to both our school clients and our field techs – my “boots on the ground”. So, our team at NuMarc Digital went to work to figure out how to be more than just a vendor – a service provider. We began to see ourselves as a partner. Not in the usual business sense, but in the spirit of joint stakeholders for tomorrow – our students today.

## VIDEO

**CLOSE-UP: SAME SCENE, DIFFERENT ANGLE**

**WALKING MEDIUM CLOSE-UP**

**CAPTION:** ASSISTANT  
SUPERINTENDENT, Dekalb County  
School District

## AUDIO

**JOAN:** We asked ourselves, “Our copiers are already in the schools. Why not invest time to educate the staff AND train students about copier technology at the same time?” Not only can they be a help to teachers in the schools but can also prepare for entry into the copier world after graduation.

**ASST SUPER:** Yeah, that’s when we sat down with NuMarc and listened to their proposal to implement their “Education Partner for Life Initiative”. It not only sounded right...we knew it was a win-win whose time had come for both of us!”

## VIDEO

**MEDIUM CLOSE-UP WITH OFFICE  
BKGND, TALKING ...**

**CAPTION:** Kerry Crane, NuMarc  
Communication Liaison

**WIDE-SLOW PAN OF TEACHER  
LIAISON TRAINING ROOM –  
TECHNICIAN DEMONSTRATING  
COPIER FUNCTIONS**

**CAPTION:** Teachers get training on  
simple troubleshooting steps.

## AUDIO

**KERRI:** We plotted out intervention on two fronts – recruiting and training in-school teachers for first-level troubleshooting at each school, and dovetailing the existing STEM program to prepare high school students for entry-level jobs in the copier industry after graduation.

### **VOICE-OVER OF MIDDLE SCHOOL TEACHER:**

**TEACHER:** Twice a year – Fall and Spring semester, the NuMarc technicians came in and showed us simple remedies to everyday problems.

## VIDEO

**CUT TO MEDIUM SHOT OF MIDDLE SCHOOL TEACHER**

**CAPTION:** Karen Davis, Math Specialist at Dolan Middle School

**MEDIUM CLOSE-UP WALKING DOWN HALLWAY ...**

**CAPTION:** Principal, Dolan County High School of Technology

## AUDIO

**KAREN:** Now we know more of what to do with those pesky jams in the middle of a long print job. So many things we can do for ourselves. And we can assist each other as we learn more. To us teachers, that means less downtime at the copier and more uptime in the classroom!

**PRINCIPAL:** But the initiative didn't stop there. We extended a new training opportunity to our students. Here at the High School of Technology (CONTINUES AS VOICE-OVER INTO NEXT SHOT)

## VIDEO

**WIDEN TO OTS SHOT OF PRINCIPAL  
LOOKING THROUGH CLASSROOM  
WINDOW AT STUDENTS TRAINING  
FLOOR.**

**DISSOLVE BACK TO MEDIUM CLOSE-  
UP WITH OFFICE BKGND, TALKING ...**

**CAPTION:** ASSISTANT  
SUPERINTENDENT, Dolan County  
School District

## AUDIO

**PRINCIPAL:** (CONTINUED VOICE-OVER) these students are acquiring in-depth knowledge and skills in copier technology repair. Not only do they help at the other schools but will receive certification upon completion of the two-semester program. When they graduate from high school, they can go on to technical college, or enter directly into a job in this field!

**ASST SUPER:** NuMarc's *Education for life Initiative* transcends anything we have experienced before. We're no longer just a customer...they're not just a vendor. It's proving to be a true win-win-win for all of us – the district, the teachers and, most importantly, for our students – the leaders of tomorrow!

## VIDEO

**DISSOLVE TO WIDE-EXTERIOR STILL  
OF DCSD HEADQUARTERS**

**SUPER: "*Education Partners for Life*"  
& Dolan County School District &  
NuMarc Digital**

**FADE TO BLACK**

## AUDIO

BRING UP MUSIC BED. FADE WITH VIDEO.