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Fruehauf Corporation/Jacksonville Shipyards Case History

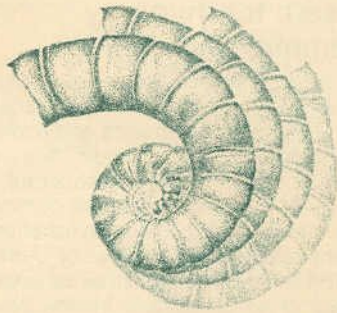
Recruitment Brochure for Florida Junior College

With a need for 2400 employees, and seasonal needs for even more, the JSI Hiring & Training Department (part of Jacksonville Shipyards' Human Resources), was always looking for new sources of trained workers. They partnered with the local Junior College (now Florida Community College at Jacksonville) to support training programs that would provide a hiring base of employees to take them into the future. As part of this, they helped create the college's Marine Technology program to provide highly-skilled technical training for divers, underwater welders, hull inspectors and more. Unfortunately, the program had little funding, and was having a difficult time filling classes.

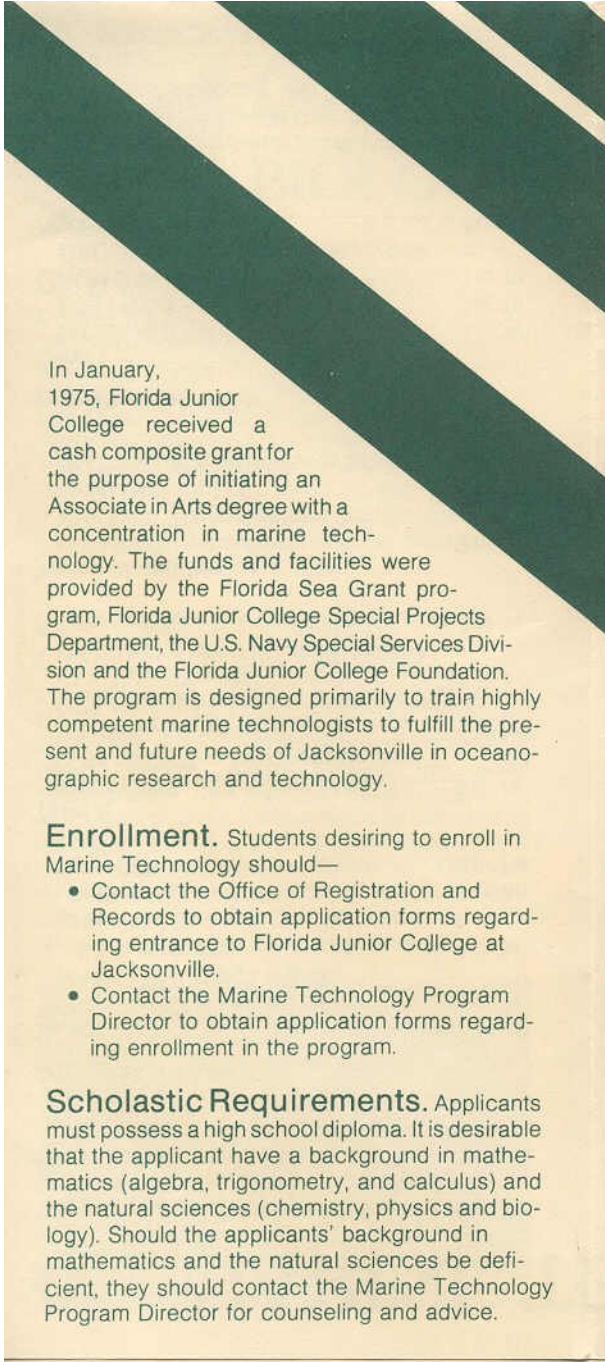
So JSI Hiring & Training asked Emerson Brantley if he would take the sheaf of photocopied papers that represented the recruitment handouts, and create a low-cost brochure that sold the program. The result was the innovative yet inexpensive one-color 11 x 17 4-fold, 12-panel brochure that incorporated all of the information in an interesting and exciting way, dramatically enhancing the image of the program and their recruitment results. Using image screening and ivory paper, he created a visibly interesting piece using only one-color printing. The Marine Technology program was able to recruit in greater numbers than before, and grew into a strong provider of new hires for the company.

Only the cover and first fold-open are shown below. The diagonal motif extends throughout the brochure, helping to lead the eye and separate course descriptions and recruiting components.

MARINE
TECHNOLOGY
AT



FJC
Jacksonville



In January, 1975, Florida Junior College received a cash composite grant for the purpose of initiating an Associate in Arts degree with a concentration in marine technology. The funds and facilities were provided by the Florida Sea Grant program, Florida Junior College Special Projects Department, the U.S. Navy Special Services Division and the Florida Junior College Foundation. The program is designed primarily to train highly competent marine technologists to fulfill the present and future needs of Jacksonville in oceanographic research and technology.

Enrollment. Students desiring to enroll in Marine Technology should—

- Contact the Office of Registration and Records to obtain application forms regarding entrance to Florida Junior College at Jacksonville.
- Contact the Marine Technology Program Director to obtain application forms regarding enrollment in the program.

Scholastic Requirements. Applicants must possess a high school diploma. It is desirable that the applicant have a background in mathematics (algebra, trigonometry, and calculus) and the natural sciences (chemistry, physics and biology). Should the applicants' background in mathematics and the natural sciences be deficient, they should contact the Marine Technology Program Director for counseling and advice.

Have you ever wondered . . .

WHY . . .

*. . . are there oceans ?
. . . are there tides ?*

WHERE . . .

*. . . does the water come from ?
. . . does the salt come from ?*

WHAT . . .

*. . . makes the wind ?
. . . makes the waves ?*

The answers to these questions and many others are part of a new and exciting program of study in Marine Technology offered by Florida Junior College at Jacksonville.

