



Insider

1601 West Main Street ▪ Mesa, Arizona 85201 ▪ 480.461.4000 ▪ www.evit.com

Issue 5

Volume XII

January 2012

Upcoming Events:

- Jan. 2: 2nd Semester starts
- Jan. 5: 5th Season Dinner
- Jan. 9: Board Meeting
- Jan. 16: Civil Rights Day (Holiday-School closed)
- Jan. 28: EVIT Expo



EVIT renames campus to honor education leader and visionary

In celebration of 20 years of excellence in education and to honor his commitment, dedication and service to the East Valley Institute of Technology, the main campus located at 1601 W. Main Street in Mesa, was officially renamed the Dr. A. Keith Crandell Campus on Dec. 12, 2011.

Inside this issue:

<i>Program Highlights</i>	3
<i>PR Update</i>	3
<i>EVIT Cares</i>	3
<i>EVIT in the News</i>	4
<i>Photo Gallery</i>	4-5
<i>Program Spotlight</i>	6
<i>Announcements</i>	7
<i>Upcoming Events</i>	8

“For many years, EVIT has been referred to as the house that Keith built. Thanks to his perseverance, vision and determination, thousands of students have been turning their passion into a paycheck” said Superintendent Dr. Sally Downey. “This is just a small token of our appreciation for what Dr. Crandell has done for career and technical education in Arizona and we look forward to carrying forward his legacy into the next twenty years and beyond.”

Dr. A. Keith Crandall began teaching business classes in Mesa, Arizona in September of 1958. It was during this time of working with young people, that he developed his belief that every student should graduate from high school with a marketable skill, regardless of their plans after high school. He worked diligently in the Mesa School district and was ultimately promoted to the director of Vocational Education.

In 1973, Crandell developed a bold plan to bring all students interested in vocational classes to one location. They could attend their regular school half of the day and attend the vocational school the other half. He applied for grant funds and was one of two school districts in the United States awarded funding to write vocational curriculum for kindergarten through 12th grade.

While staking his career on what many thought was a crazy idea, and with approval from Mesa’s Superintendent of Schools Dr. George Smith, the old, half-burned Mesa High building became Mesa Vo-Tech and students from all three Mesa schools began attending the programs. While there was often minimal funding to repair classrooms or shops, Crandell and his teachers would grab tools and make the repairs themselves. No effort was too great to get classes up and running.

(Continued on Page 2)





Renaming of campus

(continued from page 1)

This new school concept was so popular and successful in Mesa that other school districts in the metro Phoenix area asked to send their students as well.

With tremendous support from Allan Brooks, a Mesa businessman who also served on the board for Mesa Public Schools, Crandell then led the crusade to form Arizona's first joint technical education district. In the general election in November of 1990, his dream became a

reality. Taxpayers approved what the legislature already had—a joint technical education district serving students from ten school districts in career and technical education. Since it was now its own school district, the school was renamed East Valley Institute of Technology. Crandell was the school's first superintendent beginning in August of 1991.

In 1994, Crandell retired as Superintendent of East Valley Institute of Technology, but promptly ran for the school board and won. During his tenure on the board, he has continued to watch his vision grow and evolve. In 1998, EVIT opened its \$46 million dollar main campus. In 2007 and 2011, new Health Science buildings were added, and in 2011 a new 10-acre branch campus opened in east Mesa.

A brief ceremony was held on Tuesday, Dec. 13 for EVIT students to announce the renaming of the campus after Dr. Crandell. Thanks to EVIT Video Productions, the assembly and unveiling of the bust can be seen on You Tube at http://youtu.be/1D40ynlZ_ag. Additional pictures can be found on the EVIT Facebook page at www.Facebook.com/EVITNews.

The bust of Dr. Crandell will remain on display in the lobby of Building #1 (Administration).

Public Relations Update

New year, new website

By Tiffani Nichols, Public Information Officer

The rumors have been spreading for months and the time has finally come...EVIT has a new website! Back in September, we began evaluating various school-based content management systems (CMS). Our goal was to find a software solution that was cost-effective yet allowed us the flexibility to create a user-friendly, easy to navigate site, that accurately reflects the quality programs, services and facilities at EVIT.

In early-November we selected our vendor (Innersync) and a software called Campusuite. We are the first Arizona school to use this software but there are a number colleges, universities and private schools across the country that have been very pleased with the product. In less than two months, the new site graphics, wireframe and templates were designed and we started moving all of the content (along with lots of new stuff) to the new website over the winter break. We "officially" went live on Dec. 28, 2011!

Please take a moment visit the new site at www.evit.com and let us know what you think. Special thanks to all of the staff, teachers and administration who provided feedback and helped make this project happen!

Program Highlights

Collision Repair receives new painting equipment

Leading Edge Auto Refinishes donated and installed two new paint mixing systems along with a new computer, software, label printer, paint books, tech manuals, mixing scale and many wall posters of products. It is a complete set-up and worth more than \$15K. They are also working with students and instructors so they can learn the complete paint system giving them a big piece of industry knowledge.

Instructor Neil Carroll writes "It's a great partnership and a big thanks goes out to one of my advisory committee members, Patrick Sullivan of Riverview Collision here in Mesa for helping make this happen."

Showing Caring & Compassion



Students shop with Mesa Councilmember Kavanaugh for Cardon Medical Center

Fire collects toys to benefit Arizona Burn Foundation

The students and staff at EVIT were involved in a number of charitable projects and fundraisers over the holiday season. Here are a few of the highlights:

- Students in the Early Childhood Education program completed an "Angel Tree" service project for the Head Start children. Four children from the morning and five children from the afternoon were identified by the Head Start teacher as not likely to be able to celebrate Christmas. The students donated gifts to each child from their wish lists and held a Christmas celebration for each child individually along with their parents.
- The Advanced Fire Science class, teachers and parents donated dozens of toys, stuffed animals and bikes, and raised \$1,000 to purchase gifts to benefit a family adopted through the Arizona Burn Foundation. The family was also given two complete dinners plus three large food boxes, toiletry items and cleaning supplies.
- Executive Club Council (ECC) coordinated the collection of more than 2,000 canned goods and non-perishable food items for the United Food Bank in Mesa and purchased \$1,000 worth of toys for the Cardon Children's Medical Center holiday toy drive.
- A holiday gift basket raffle raised \$1,100 for the Mesa United Way. Students, teachers and administration assembled and donated 25 very creative and elaborate baskets filled with everything from candy and games to sports memorabilia and coffee. Raffle tickets were sold to staff, students and parents.

EVIT is Makin' Headlines

A variety of EVIT events, programs, and students were featured in the media this past month. Here are some of the highlights:

(P) Healthcare of the future - Q&A with Dr. Downey
Phoenix Business Journal—Nov. 25, 2011

[EVIT students present hair show](#)
East Valley Tribune—Dec. 5, 2011

(TV) EVIT student creates spiciest burger
Sonoran Living (KPHO Channel 5)—Dec. 6, 2011

(P) EVIT holds fall festival
Mesa Independent—Dec. 7, 2011

[EVIT's main campus renamed after Dr. Keith Crandell](#)
Business Journal—Dec. 15, 2011



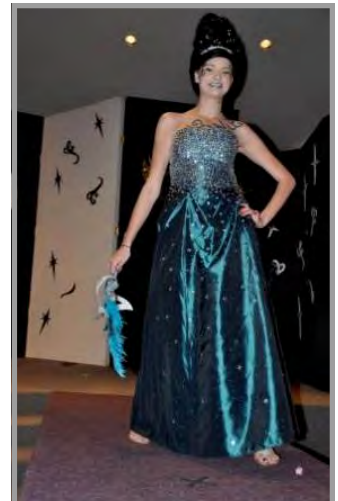
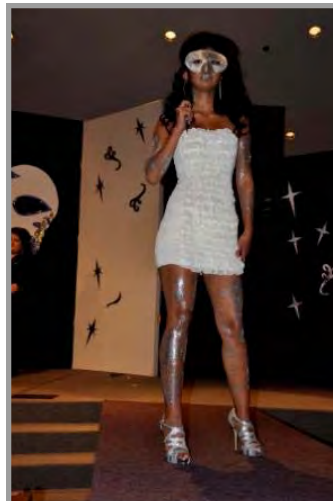
Note:

Items listed with a (P) are only available in print but can be found on the EVIT News bulletin board in Building #1 near the lunchroom. Items listed with (TV) were not available online.

Photo Gallery



Left: First-year Fire Science students volunteered at the Power Ranch Winter Wonderland. Despite the weather, students did a fantastic job interacting with the residents (including dressing up as Sparty).



Got something to share?

Send it to [Tiffani Nichols](#) with a brief caption/description.

Cosmetology held its 5th Annual Masquerade Fantasy Hair Show. Students served as models and worked in teams to create a "Total Look" including hair styling, make up, nail art and costumes based on a chosen theme.



Second year Fashion Merchandising students created display windows that were judged by students and staff on message clarity, cleanliness and overall appeal.



Representatives from a local hobby store taught Aviation students how to use radio controlled aircraft and helicopters. Students were able to take their knowledge of flight mechanics and apply them to the models.



Anatomy & Physiology for Medical Careers (MC10) students prepared for their exams with Flyswatter Trivia. Dozens of medical terminology words were put on the white board. Students took turns, three at a time, listening for the clue. When they saw the answer on the white board, they would 'swat' it with their flyswatter.

Program Spotlight

Multimedia Technologies

Submitted by Brian Higgins, EVIT Multimedia, 2nd year

How would you best describe your program?

The best way to describe EVIT Multimedia is that we are a group of creative professionals that also just happen to be students. Students gain real world experience by working with real clients and solving real problems. Multimedia students have designed logos, brand identities and business systems, brochures, posters, banners, vehicle wraps and more.

More than half of the assignment work in the second year of Multimedia is work created for actual clients and oftentimes students are paid directly for their services so they can see firsthand the benefits of the work. Students are also encouraged to work with the clients from initial conception to completion of job, how to manage the jobs effectively, and communicate with the clients to meet their needs and deadlines.



What makes your program unique or special?

It is our goal to produce memorable and lasting design ideas and support those ideas with a firm grasp of the software we use to produce those ideas effectively in a cost effective manner for our clients. In so doing, we have established a standard of design that is second to none, and rivals those of any college in the state. We are unique because our ideas are unique and a product of each student's perspective. These ideas are entering the marketplace now and changing the way we think about our environment. Students have the opportunity to see their work out in the environment and for high school level students that is unique.

What extra activities does your program participate in?

We are always on the lookout for design and photography contests and scholarship ideas and regularly participate in these opportunities. Internships and individual jobs for students are also encouraged. All students essentially start their own photography or design business and many have made some significant income from those endeavors, while others have gone on to work in the industry for clients they established relationships with while at EVIT.

What does the job market look like for your program?

The job market is poised for an influx of fresh designers on a regular basis and according to US Department of Labor, graphic design is one of the most desirable careers in the coming decades. Demand for graphic designers is expected increase as advertising firms create print and Web marketing and promotional materials for a growing number of products and services. Growth in Internet advertising, in particular, is expected to increase the number of designers. However, growth may be tempered by reduced demand in the print publishing, where many graphic designers are employed.

Graphic designers with a broad liberal arts education and experience in marketing and business management will be best suited for positions developing communication strategies. The median annual wage for graphic designers in May 2008 was \$42,000.

For more information about the EVIT Multimedia program, visit www.evit.com/multimedia.

General Announcements



Trip Reduction Program

In a partnership with Valley Metro, the EVIT Trip Reduction Program is designed to reduce single occupant vehicle (SOV) trips to the work site.

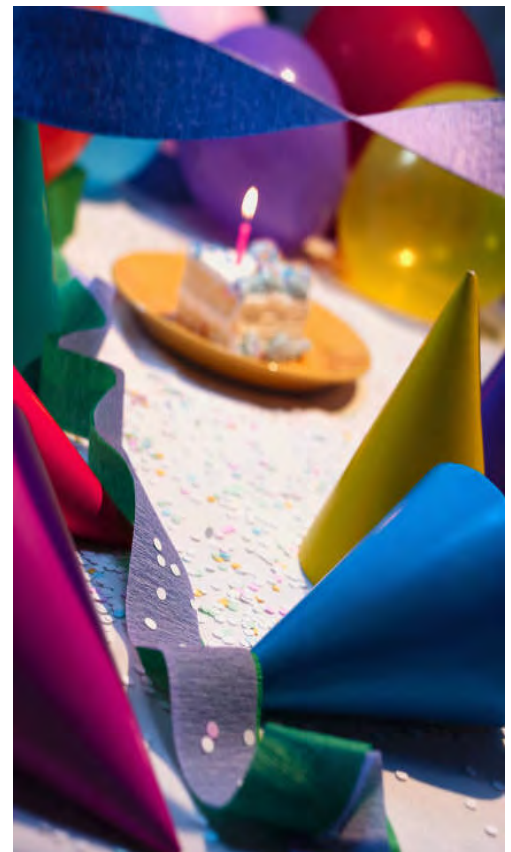
If you carpool, vanpool, walk, bike or ride the bus to school you are considered an Alternate Mode User (AMU), and you can register to win quarterly prizes valued at \$25.

For more information, or to sign up as an alternative mode user, contact Liz Bortkun at 480-461-4160 or e-mail lbortkun@evit.com.

You can find more information about carpooling at www.sharetheride.com or bus route information at www.valleymetro.com.

Happy Birthday!

January Birthdays			
1	Somdeth Keoma	11	Sam Miller
1	Agnes Lado	15	Maria Pelliccio
3	Bryce Kapr	16	Sylvia Aldaz
4	Chris Williams	17	Barbara Murdock
5	Angel Navarrette	18	Ray Rogers
6	Bounthene Senethavilay	22	Kristen Johnson
9	Lou Amadee	22	Marie Rozell
9	Victor McLeod	25	Sheila McQueen
9	Chris Sabel	26	Donna Hill
11	Marlene Adger	28	Faye Claridge
11	Lynne Holliefield	Happy New Year!	



THE EAST VALLEY INSTITUTE OF TECHNOLOGY PRESENTS

EVIT PARADE

MISTER & MISS EVIT

FREE GIVEAWAYS

FOOD IN CULINARY

MOTORCYCLE & CAR SHOW

GUEST APPEARANCES

EXPLORE THE SCHOOL OF ADULT EDUCATION

20 years

making dreams a reality

2012 EVIT EXPO

Learn more about EVIT programs & put us on your schedule!

Saturday

January 28, 2012

9 am to 1 pm

FREE ADMISSION



Learn more!



eastvalleyinstituteoftechnology

learn it. live it. evit.
1601 West Main Street • Mesa, Arizona 85201
480.461.4000
www.evit.com