

# the design channel

the design channel, llc

## news release

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For Immediate Release

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### **The College of Southern Maryland puts The Design Channel at the head of the class.**

*Agency to develop new recruitment materials to boost the institution's brand image and increase enrollment moving forward.*

WASHINGTON, DC, February 6, 2009 –The Design Channel has been retained by the College of Southern Maryland to raise its profile among prospective college-bound students and their families, the agency announced today. The assignment will include creating a suite of recruitment materials, including a view book, search piece and other program collateral.

College of Southern Maryland ([www.csmd.edu](http://www.csmd.edu)) opened its doors in 1958 and is now the college of choice for 70% of all high school graduates in southern Maryland. The community college serves over 10,000 students on three campuses and offers a range of associate degrees in arts and science, education, applied science, allied health and other careers. In addition, CSM provides a wide array of continuing education certificates and career training programs.

TDC has extensive experience in the educational arena helping schools, colleges and universities with branding, recruiting and advertising. "We are delighted to be working with the CSM at this important time in their history," said David Franek, president of The Design Channel. "We look forward to helping them reach out and enrich the futures of more students in the years ahead."

With offices in Washington, DC and Baltimore, MD, The Design Channel ([www.thedesignchannel.com](http://www.thedesignchannel.com)) provides a full range of integrated services, including branding, marketing communications and advertising, broadcast and interactive media.

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