

Tennessee Career Information Delivery System (TCIDS)



The BMC invented and designed a comprehensive career-search website using innovative video technology and the U.S. Department of Labor's extensive career database. TCIDS' statewide initiative helps Tennessee

high-school students develop their future career goals and design a plan for success. As the initiative grew and developed, a new website with greater functionality was required. When that time came, the BMC was able to make that happen. Coordinating with the launch of the new website, pop-up displays and brochures were also generated for the staff at TCIDS to make an impression when they went out into the field.

"The BusinessMedia Center at Tennessee Tech University has done an outstanding job on developing marketing materials, website, and other services for the TCIDS program at the Tennessee Board of Regents. The entire staff was always friendly and quick to respond to requests. The BMC was also wonderful about taking time to find out what our program needs were and offer suggestions to be more effective in our marketing. The staff brought a youthful energy and insight to the work we were doing that had been previously missing," said Callie Wise, TCIDS program coordinator.

tcids.tbr.edu

