

MEDIA RELEASE

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SIAS has the answer key: campaign

Job-ready programming among reasons to choose SIAS

November 2, 2010 – SIAS is encouraging students to explore post-secondary options sooner rather than later with a fall campaign that explains how to start the process.

“Making post-secondary plans are among the most important life decisions students make,” says Alison Pickrell, SIAS’s associate vice president, Student Affairs. “Taking advantage of our recruitment and counselling services, along with starting early, will help students secure a seat in the right program,” she adds.

The campaign’s main marketing message – “Life is multiple choice – and we have the answer key” – highlights reasons to choose SIAS, lists program areas and explains how to start exploring a future at SIAS. Ads encourage potential students to set up a profile on myChoice.goSIAS.com so that they may be the first to find out about events and news customized to their program interests.

“There are many reasons why SIAS can be the answer to a potential student’s post-secondary training – from small class sizes and affordable tuition to being job-ready in as little as one or two years,” says Bill Blok, student recruitment coordinator at SIAS. “SIAS is your answer key.”

The campaign began last week and will run into the beginning of December.

SIAS is Saskatchewan’s primary public institution for post-secondary technical education and skills training, recognized nationally and internationally for its expertise and innovation. More than 14,000 students were enrolled in SIAS programs in the most recent academic year; additionally, the organization drew almost 30,000 individual course registrations. Through program and course registrations, SIAS served almost 26,000 distinct students with programs that touch every sector of the economy. SIAS

operates campuses in Moose Jaw, Prince Albert, Regina and Saskatoon, and provides a number of courses and programs through distance education.

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For more information, contact:

Ashley Hatley, SIAST Marketing and Communications
Office: 306-691-8299
Mobile: 306-631-7928
Email: ashley.hatley@siast.sk.ca

Information about SIAST can be found at www.goSIAST.com. The prospective students' portal can be found at myChoice.goSIAST.com.