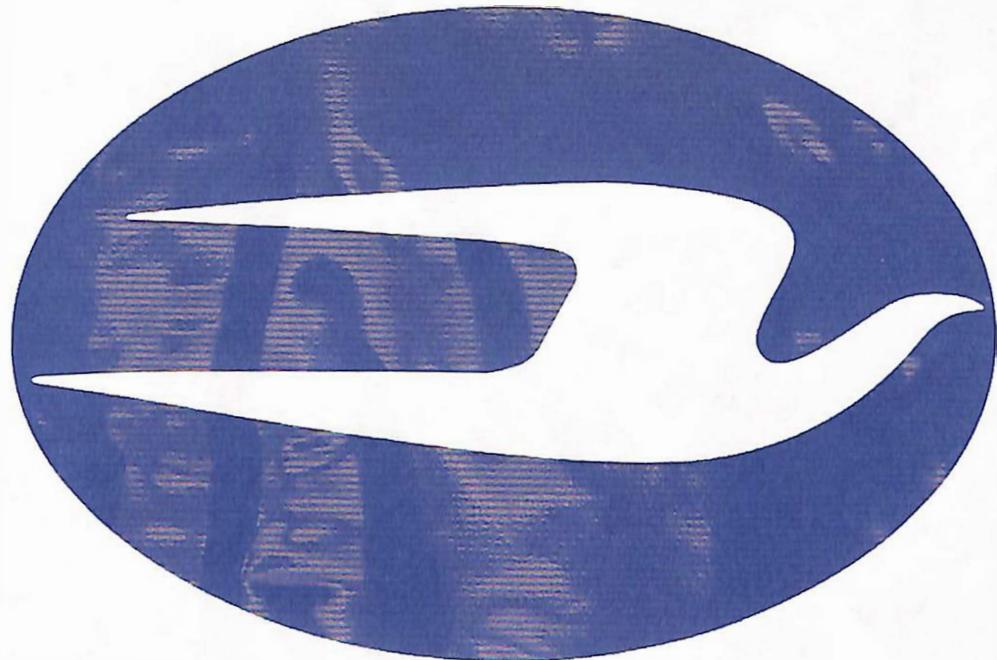


BLUE BIRD

®

Marketing Internship

Patrick Heise • Blue Bird Corporation • September 25, 2015



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BLUE BIRD BODY COMPANY

JOB DESCRIPTION

JOB TITLE: Marketing Intern

Reports To: Marketing Coordinator

Classification:

Department: 7198

Job Code:

Division: School Bus Sales and Marketing

Date:

Duration: Full

JOB SUMMARY:

Responsible for the development and implementation of marketing programs for School Bus Sales and Marketing department. Specific responsibilities will include developing print and electronic marketing materials, assisting with corporate-wide training on a new web platform, collaborating on major marketing initiatives, and improving communication tools within Blue Bird and its North American dealer network.

ESSENTIAL FUNCTIONS:

Marketing

- Organize documents and images into use for future product brochures
- Work with internal marketing team on development, testing, & maintenance of corporate website
- Develop marketing materials in both print and electronic format
- Review and update Sales Document information, including training manuals, on corporate Intranet site
- Assist with authoring and distributing Blue Bird communications
- Aid in returning market inquiries
- Consult with Marketing Management on ad layouts to ensure messaging is conveyed
- Consult with Sales and Marketing Management on brochure layout
- Participate in major marketing initiatives such as product launches
- Distribution of marketing tools throughout dealer organization

Additional Duties

- Interact daily with Sales and Marketing team, MIS, etc...
- Ability to handle a variety of assignments simultaneously
- Ability to work under deadline pressure and extra hours

KNOWLEDGE, SKILLS AND ABILITIES:

- Proficient in Adobe Creative Suite, including InDesign, Photoshop, Dreamweaver, & Illustrator (Required)
- Proficient in Microsoft Software, including Word, Excel, PowerPoint and Outlook (Required)
- Proficient in Adobe Captivate (Desired)
- Thorough knowledge of Blue Bird business segments, products and systems
- Excellent oral and written communication skills.
- Positive interaction with co-workers and dealers

WORKING CONDITIONS:

- Office work

PERFORMANCE CRITERIA:

- Quality of work assignments
- Accuracy of work
- Quantity of work
- Ability to meet Sales and Marketing requirements
- Obey Company policies
- Willing to work overtime

*The specific statements shown in each section of this description are not intended to be all-inclusive. They represent typical elements and criteria necessary to successfully perform the job.

Reviewed by: _____

Date: _____

Approved by: _____

Date: _____

I understand the requirements, working conditions, and performance expectations that are involved in this job description.

Date: _____

Employee: _____

Internship Learning Objectives

TCO 490

Send to: Dr. Helen M. Grady

Mercer University

Department of Technical Communication

School of Engineering

Macon, GA 31207

FAX: 478.301.5434

E-Mail: grady_h@mercer.edu

Directions: Your internship is intended to focus on goals for *learning* as well as *working*. Discuss with your supervisor to develop 3-5 learning objectives (specific things you need to learn and do) for this internship. Your Final Work Report will refer to these objectives as one measure of your accomplishments.

<i>Internship Information</i>	
Today's Date	May 6, 2015
Intern's Name & Permanent Address	Patrick Heise 6001 Thomaston Rd. Macon, GA 31220 Apt. #507
Company Name & Address	Blue Bird Corporation 402 Bluebird Blvd. Fort Valley, GA, 31030
Job Title of Intern	Marketing Intern
Intern's Permanent Home Phone #	757-472-7412
Intern's Other Contact (Mobile phone, e-mail address)	Patrick.Heise@live.mercer.edu/10916009@live.mercer.edu
Supervisors' Names and Phone Numbers	Justyne Lobello: Matthew Rinderle: 478-284-9557
Dates of Internship (from...to...)	May 18, 2015 – August 12, 2015
Average Hours Worked Per Week	45
Rate of Pay, Fringe Benefits, or Other Compensation	\$12.00/hr
Expected Graduation Date	May 2016

402 Bluebird Blvd
Fort Valley, GA 31030
478.825.2021

September 25, 2015

Dr. Helen Grady
Professor and Chair
Dept. of Technical Communication
Mercer University
School of Engineering
Macon, GA 31207
478.301.2211

Dr. Grady:

The following document is my final work report on my experiences during my summer internship with Blue Bird Corporation. Following my report, I have my portfolio containing my milestone chart, journal entries, journal summary, internship projects, and a print-out version of my presentation powerpoint.

My internship lasted a total of 12 weeks, starting May 18, 2015 and ending August 7, 2015. The report's main discussion points focus on how I obtained my internship, a brief Blue Bird Corporation background, the internship environment, the different projects and assignments I worked on, an analysis of my entire experience, and my recommendations to the Technical Communication Department. This final work report is to confirm that I have been successful in completing my internship as required by the Technical Communication Department.

Sincerely,



Patrick Heise
10916009@live.mercer.edu
757.472.7412

Executive Summary

In order to complete the summer internship requirement for my Bachelor of Science degree in Technical Communication, I am submitting my final work report. I interned at Blue Bird Corporation in Fort Valley, Georgia from May 18, 2015 to August 7, 2015 in the marketing department. My responsibilities mainly included creating and editing a variety of different marketing documents to promote Blue Bird's products as well as basic duties to help out around the office.

This final work report is to confirm that I have been successful in completing my internship as required by the Technical Communication Department. This report discusses how I obtained my internship, a short background of the Blue Bird Corporation, the internship environment, the different projects and assignments I worked on, an analysis of my entire experience, and my recommendations to the Technical Communication Department.

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Introduction

Securing an Internship

In order to fulfill the graduation requirement for my Technical Communication (TCO) major, I was tasked with securing an internship with relevance to TCO. In addition, the internship had to be paid, full-time, and last for a minimum of 11 to 12 weeks.

I was most interested in finding a position doing graphic and document design. My passion has always been editing and creating visual effects and graphics in Adobe software like Premiere, Photoshop, Illustrator, and InDesign. After taking the class TCO 285 Document and Web Design, I knew that graphic design was something I wanted to pursue as a career. The TCO department helped me develop my skills, taking them from design graphics for documents to designing the entire documents themselves.

My search began while taking the course TCO 480, as I was instructed to attend a career fair. In addition, I had also contacted a few local companies via their websites. Eventually my search narrowed down to eight companies, three of which followed up with me to schedule interviews: ESG, Goodwill, and Blue Bird. I interviewed with Blue Bird on March 26, 2015 and about a week later they called to offer me their marketing intern position, which I gratefully accepted.

Internship Environment

Blue Bird hires interns for most of their departments; however, I was the only marketing intern this summer, specifically working in branding. My supervisors were Matthew Rinderle, Marketing Coordinator and Justyne Lobello, Product Communication and Marketing Manager. I worked closely alongside them. I also worked with Rob Purser who had graduated Mercer with a degree in Technical Communication this past spring.

The entire marketing and sales department was divided up along one hallway, with the largest room divided up further with cubicles. Rob and I shared one of these cubicles, each of us with our own desk and dual monitors. The environment on the branding end of marketing and sales was both independent and collaborative. There were many assignments where I worked on my own, though I was encouraged to seek guidance when I needed it. Most of the assignments I worked on were passed about between the four of us, allowing for a lot of collaboration. I spent most of my time working in the Adobe Creative Suite, mainly InDesign, Illustrator, Photoshop, and Flash.

Blue Bird Background

The Blue Bird Corporation was founded in 1927 as the Blue Bird Body Company. Since then they have developed a variety of transit buses, motorhomes, and specialty vehicles. Today they specialize in school and activity buses, with their three main chassis being the Vision, All American, and Micro Bird. The company went public in February 2015, allowing investors to buy shares.

The Internship

On May 18, 2015 I started my internship with Blue Bird and finished it on August 7, 2015. My time at Blue Bird helped me to understand the inner workings of a corporate marketing department and develop my skills in the Adobe Creative Suite. I became aware of the different kinds of documents that are created for a corporation of this size and how those documents were eventually completed and distributed.

When I first started my internship, I was immediately tasked with designing a promotional coloring book. The target audience were school aged children. Eventually I took on other assignments including webpage redesign mock-ups, product ads, and a plethora of other marketing material that were brought to the School Transportation News trade show toward the end of July.

My work was very much centered on graphic and document design, but I applied some of my core technical communication knowledge in addition to skills I picked up from classes like TCO 285 Document and Web Design and TCO 376 Visual Communication. The bulk of my internship work and experiences can be summarized in to four different categories:

1. Coloring Book
2. Website Redesign
3. Product Literature
4. Trade Show Marketing and Experience

Coloring Book

For the past two years, the marketing department has had ideas for designing a coloring book. This coloring book would be handed out to dealers so that they may pass them along to schools in order to promote Blue Bird as a company that cares about safety on and around the school bus. Unfortunately, with higher priority projects on their plate, starting the coloring book was something that had to be put to the side. Now that the marketing department had an extra hand as well as a relatively lighter load, a coloring book was certainly within their scope.

Before I started designing the coloring book, Justyne was able to provide me with the general concept for each of the pages, the text for those pages, and some of the rough illustrations. While she came up with the cover and the rest of the rough illustrations, my job was to digitalize everything and design the actual document itself.

I began by setting up the document in Adobe InDesign and placing all of the text on the respective pages. The next step was in digitalizing the illustrations. The illustrations provided to me were rough sketches. Part of designing the coloring book included taking those rough sketches and putting them into either Adobe Flash or Adobe Illustrator and tracing over them with cleaner lines. Justyne referred to this process as “inking”. Through the process of inking I not only created cleaner images, but I made a

lot of adjustments and filled in content that may not have already been drawn in. For instance, there is a spread in the coloring book with the image of a horse-drawn carriage representing the oldest school bus in history. The rough version of the illustration did not have the carriage drawn in, so with what little drawing talent I possessed I drew in that part of the image.

Justyne also wanted puzzles and mazes for the coloring book. She knew mostly what she wanted to see on the page, so all I had to do was take her vision and put it on the page. These puzzles included two kinds of word searches, a color-coded message, and a maze.

Website Material

Earlier this year, Blue Bird received a complete makeover for their website. The change did not go as planned, and since then there have been many issues with the site. For a while now Justyne had been wanting to perform a search engine optimization (SEO), evaluation in addition to evaluating the site to take note of both the functionality issues and aesthetic issues. Optimizing a website for search engines helps decrease the time users spend trying to navigate to your site. Justyne took me through the first steps of SEO, and showed me how Google Analytics worked when applied to a website's code. Google Analytics keeps track of a variety of data including how often users visit your site and for how long they visit.

Since there were still more immediate projects that needed to be done and my experience in coding was very minimal, Justyne worked on patching up the code issues. My task was to provide a second set of eyes to assist Justyne in catching anything that may not be functioning properly. In addition, she had me create mock-ups of webpages that she wanted redesigned. I did this simply by taking a screen shot of the existing webpages and manipulating them in Photoshop. I created a total of three different mock-ups in addition to a short PowerPoint to discuss changes to the website. The Blue Bird Connect page was simply rearranging the layout and adding some content while the Vision and School Bus pages were rough, unfinished designs to propose changing the interface.

Not only did I assist with Blue Bird's main website, but upon the development of the new Blue Bird School Bus Foundation website, I was asked to come up with its logo. The logo did not have to resemble Blue Bird specifically, so I asked Justyne what the foundation did exactly. She told me that they did a lot of work for the community, so I did my best to impart through the illustration what the foundation stood for.

Product Literature

On a regular basis, the marketing department designs a number of ads. Often these ads were worked on by more than one person, and got passed around between Justyne, Rob, and I. While at Blue Bird, I helped out with a total of three major ads. The first ad showcased our new propane products. The second ad presented the brand new gasoline bus that Blue Bird would soon put on the market. The third ad was a display of

our new bumper material, air conditioning system, and stainless steel exhaust pipe. Many of these ads required images to be cut from their backgrounds in order to place them properly.

Trade Show Marketing and Experience

While at Blue Bird, I designed and edited a number of different marketing materials that were used for the STN trade show. These materials included a “passport”, door hang advertisement, a post card handout, bus wraps, a logo for a new product, and a decal for the display of that same product.

At the trade show, Blue Bird’s booth had four different stations where you could pick up product literature and talk to representatives about the specific product. The passport was a document about the size of a postcard where dealers could write down their information so they could be contacted in the future. In addition, the dealers could take their post card to at least three of the stations and after hearing what each representative had to say, they could get that square on the passport hole-punched. They could then tear that piece of the passport off and place it in a box for a chance to win an Apple Watch.

The post card handout and door hang were essentially the same thing, with a schedule of events to take place at the Blue Bird booth during the trade show. Their design was essentially identical aside from their dimensions.

There were a total of four different buses brought inside to Blue Bird’s booth, two of which were Vision buses and the other two Micro Birds. The larger of the two Vision buses was there to showcase our new gasoline engine and the second to advertise the propane engine. Both of these buses had an image wrapped on them that was designed by the marketing department. The gasoline bus wrap was a collaboration on everyone’s part, but the propane bus wrap was designed almost entirely by me. After sketching up a number of proofs and making minor changes, the design was finally approved and sent out to be placed on the bus.

Recently, Blue Bird had come up with a new bumper material that was much stronger when subjected to the elements and road debris. I took on the responsibility of designing the logo, and after creating a variety of versions, they were all turned down because the type shield images I used looked too much like the logo for IC Bus, one of Blue Bird’s two largest competitors. I eventually came up with a far superior design that was approved, and after the name changed from ToughShield to TuffShield and then from TuffShield to Bus Shield, the marketing department eventually agreed on Blue Bird Armor™. After the logo was finalized, I created a decal to go on a display that compared the new bumper material to the average bumper material when subjected to the elements and road debris.

My experience at the trade show contrasted significantly from that of office work. There was a lot that went into making the Blue Bird booth look clean and professional. Rob and I spent a lot of time cleaning buses and helping out wherever we were needed.

When the day of the trade show finally arrived, I was chosen to don the Blue Bird mascot suit for the first half hour. After the reveal of the gasoline bus, I was fortunate to get a break from the suit and hand out passports to dealers.

Analysis and Evaluation

Learning Objectives and Performance

Before I began my internship, I crafted a list of learning objectives in order to guide my progress. After tailoring these objectives to my internship environment, I came up with the following:

1. Develop my experience further in the Adobe Creative Suite programs
2. Understand the many applications of graphic/document design within a professional marketing department
3. Understand the different type of marketing materials used within a professional marketing department
4. Understand the responsibilities of a marketing department employee
5. Understanding what needs to be done in preparation for a trade show

During my internship, my assignments encouraged me to spend more time in the Adobe Creative Suite. I exercised the many skills I already possessed and picked up knowledge for a few different tools. Working on the variety of different projects helped to understand how often marketing documents are created and just how many different documents there are. Attending the trade show was an unexpected, but a welcomed experience to give me an idea of how much work goes into marketing.

Pros and Cons

The internship had about an equal number of pros and cons. I will definitely keep in mind my experiences from Blue Bird when searching for jobs in the future.

Pros of the Marketing Internship are listed below:

1. Experiencing an office setting as graphic designer
2. Days that flew by because I was super concentrated on my work
3. Long timeframes for which projects had to be completed
4. Experiencing business travel for a trade show

Cons of the Marketing Internship are listed below:

1. Days were I had little to no work assigned to me to do
2. Completing assignments at a relatively fast pace and having no more work to do
3. Work was relatively easy, nothing really challenged me

Reflection

My internship with Blue Bird was average, to be honest. The projects were somewhat larger in scope compared to work that I do for QuadWorks and the Cluster and there were learning moments, but my supervisors challenged me very little. I thought that I would be learning new things at Blue Bird when in reality the work was pretty straightforward and simple. However, it is worth mentioning that the opportunity to attend the trade show really helped put into perspective a career in graphic design, and ultimately marketing. My goal is to eventually work for Disney and I believe that going to an event like this showed me that no matter where I end up, I will be doing work outside my zone as a graphic designer.

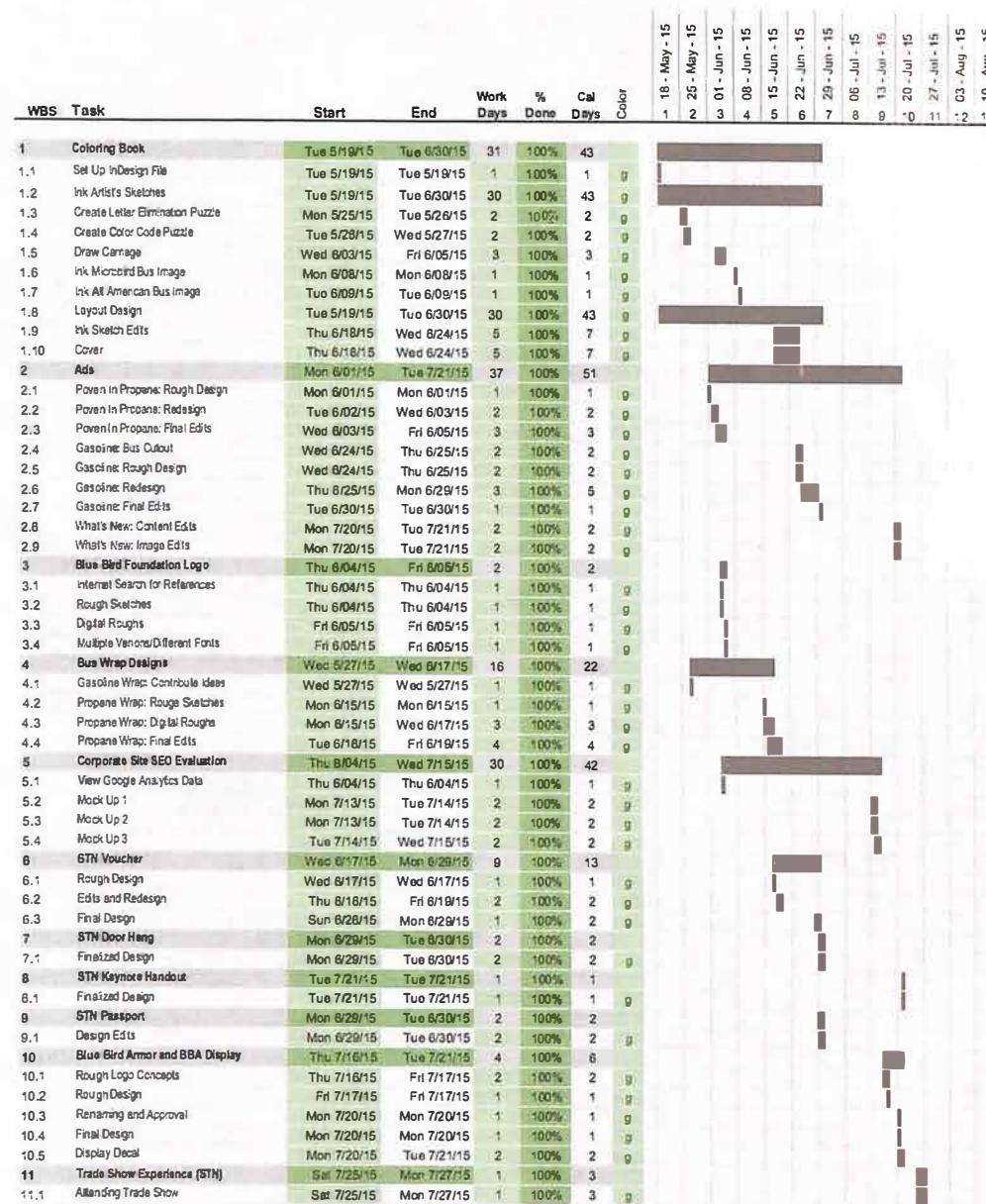
Recommendations to the Department

My Technical Communication courses were more than enough to prepare me for this internship. The Technical Communication department provided me with a well-rounded set of skills that would not only be applicable to a field similar to my internship, but a wide range of jobs. Not much else could have prepared me for this past summer, though I do have one recommendation that would benefit future students like me, interested in a creative career path like document and graphic design. My single recommendation is that the department creates a course that ~~teachers~~ students how to use content management systems similar to the Document and Web Design class. This course will go more in depth, touching on systems other than WordPress and Dreamweaver that require the use of some coding knowledge. With the technology of today, it is not uncommon for employers who are looking for graphic designers to require skills in both designing graphics and documents and managing websites.

TCO 490: Blue Bird Internship Deliverables

Blue Bird Corporation

Project Lead: Patrick Heise
 Project Start Date: 5/18/2015 (Monday)
 Today's Date: 9/24/2015 (Thursday)



5/18 – First Week: First Day

Today marks my first day interning at Blue Bird and I'm already off on the wrong foot. I have mistakenly set my alarm, planning to arrive at Blue Bird by 8:30 when in actuality I was supposed to arrive at 8:00. Luckily, I managed to arrive around 8:20 and catch up to the other interns who were filling out paper work. After we finished the paperwork, Christina—the Human Resources representative—talked briefly about Blue Bird's history before taking the group of interns through part of the plant to the medical center to be drug tested. After drug testing, she brought us back to the conference room where we completed our paperwork to wait for our supervisors.

I was one of the first to leave, greeted by one of my supervisors, Justyne Lobello, along with Robert Purser. They took me up to the marketing office and Rob gave me a tour, showing me the marketing closet, cafeteria, bathrooms, time clock, other entrances and exits, and introducing me to people along the way. Afterwards, I went to lunch with Justyne, Rob, and my other supervisor Matthew Rinderle. We went to a Mexican restaurant down the road called Tapatio. The four of us made small talk. They asked what my hobbies were and Justyne casually mentioned that my first project would be a Blue Bird coloring book for children.

When we returned to the office, Rob got my office space set up helping me arrange my desk and set up my dual monitor. He also showed me where I could access files on the computer and we went through the long process of updating the Creative Cloud programs and getting permission for my computer to access some of the folders in their shared drive. When I was finally ready to start my first project, I sat down with Justyne and she explained in some detail what she had in mind for the coloring book and where it was at this point in development. She said there was very little done; and that she had only come up with ideas for the pages along with the text and some of the rough illustrations. She introduced the idea of using Adobe Flash to "ink" illustrations (which means taking a hand drawn illustration, scanning it onto the computer, and going over it with lines and color) rather than Adobe Illustrator. She asked that, for the remainder of the day, I look over her outline for each of the pages and make any changes I thought would work. In addition, she had me try out inking in Flash, which turned out to be quite easy.

I worked on these two things the rest of the day until wrapping up at 5:00. So far, I'm still very enthusiastic about this internship: it is very different from past employment experience. I've become accustom to very set in stone routines, but at Blue Bird I feel like I have much more freedom.

5/19-5/20 – First Week: Getting into the routine

Tuesday was spent working solely on the coloring book. I created the file in InDesign, laid out the text that Justyne had come up with, started on inking some of the rough illustrations, and coming up with puzzles to put in the book. Designing for Blue Bird is very different than what I'm used to at QuadWorks or designing in my free time. Normally when I design something for QuadWorks, I'll sit down for about 2 to 3 hours switching between design and some sort of entertainment before the assignment is complete. Blue Bird is much different; however, and will take some adjusting, coming and sitting at a desk for 9 to 10 hours a day doing design work. Wednesday I continued working on the coloring book and I've become a lot more comfortable with inking in Flash. In addition, I talked to Rob about how I'm not use to working in an office setting and how designing for about 9 hours is very different. He discussed with me that, with the time I'm given, there's no need to go at any super speed pace. He explained that going at a quick pace can lead to sloppy work and encouraged me to take my time, take breaks, get up and walk around a bit, and switch between assignments (or rather pages of the coloring book in my case) so as to not bore myself. Aside from the coloring book, Justyne had me look over a brochure and check for any typos. Aside from a sentence with some redundancy that I managed to catch, it didn't need any further corrections. Later in the day Rob took me through the process of mailing certain documents out and explained where to take them. The remainder of the day consisted of making progress on the coloring book.

5/21 – First Week: A very long day

Aside from working on the coloring book, nothing of note happened today. Other than that, I helped frame a certificate and photo marking the date Blue Bird went public. Justyne also showed Rob and I part of a 3D printed model of a bus that we plan to use to market Blue Bird, I'm not sure of the exact details. Since we had Friday off in addition to Memorial day, we have had to work 10 hour days this week. The hours in combination with the fact that this was the last day of the week, made this day feel so very long.

5/26-5/27 – Second Week

Tuesday was a rather regular, rainy, coloring book progressive day, but seemed to go by rather fast. Wednesday was far more eventful and went by even faster. Parking that was difficult to say the least. I arrived at 7:55 and was unable to find a place to park until one of the gate guards guided me to an alternative option around 8:15. Later that morning, I sat down with Justyne, Matt, and Rob and together we came up with a rough design for a bus wrap that would be displayed at the School Transportation News (STN) trade show later this summer. At the moment, the design still needs to be approved by Jeff Terlep, the director of marketing, so that we can make further progress on it. I also sat down with Matt and talked to him about coming up with the Gantt chart and updating my Learning Objectives for the internship sometime this week. The coloring book is coming together and there are only a few illustrations left for me to ink. I have started laying out the illustrations that are finished and have made decisions as to where they are going to fit on the page.

5/28 – Second Week

Early in the morning I met Jeff Terlep who had come back from vacation. Aside from that, and Justyne showing the team her digital mockup of the bus wrap from yesterday, today was—unsurprisingly—another coloring book day. Only a few pages remain and I have a good feeling the bulk of it (which doesn't include the steps it need to go through to get it approved) will be complete ahead of its scheduled due date. The rougher, incomplete illustrations are left and I'm doing my best to fill in what the artist left off where I can and leave what I can't do up to the artist to finish.

5/29 – Second Week

I didn't make much progress today, or at least that's what it felt like. I spent all day on one of the more complex and unfinished illustrations. In addition to the coloring book, I managed to filled out the basic information for the Learning Objectives worksheet. However, Matt was unable to meet with me to look over the goals I came to Blue Bird with or give me some insight as to what other projects I would be specifically working on the rest of the summer so that I may complete the Gantt Chart. Hopefully he will be able to help me complete those assignments Monday.

6/1-6/2 – Third Week

The larger portions of the coloring book have been complete, except for a couple pages. Most of what is left is minor touching up. Rob and I went through the marketing closet where all of the Blue Bird marketing merchandise is kept, making note of what we have so that we know what needs to be ordered. Justyne also sat us down and discussed creating an ad for the new types of engines Blue Bird is offer to their customers.

Tuesday Rob and I got to work on the ad and managed to get a good draft of it going. Since I don't know a lot of the technical information in regards to Blue Bird's products, I spectated as Rob gathered most of that text from other documents that had been created in the past. My help came in form of suggestions for the titles and header and the overall layout of the document. Rob also had me make a new social media section (QR code and clean Facebook, Twitter, Google+, and LinkedIn logos) that would foot the bottom of the document and other like it in the future. I brought the Gantt Chart and revised Learning Objectives up again to Matt, but with what he had been working on, he only had time to look over the Learning Objectives sheet with me. Since he has an event both Wednesday and Thursday, he said he would, for certain, sit down with me Friday to complete the Gantt chart.

6/3 – Third Week

Today was a big change of pace. I made a few small changes to what I have already completed for the coloring book. However, for the rest of the day Justyne and I worked on a PowerPoint to display data from a survey that was given out after the Greenroot meeting. I wasn't entirely sure what all of the data meant, but the survey basically asked dealers about whether or not they would want specific products Blue Bird has or will be offering. This assignment took up the first half of the day and then we took a break for lunch. After lunch, we came back to the ad Rob and I worked on the day before. Justyne made more notes as to what she wanted changed and I followed along with those notes to make those changes. Before we went over the changes, I attended a staff meeting headed by Jeff Terlep. The

meeting lasted the rest of the day (it was long, and with all of the information going completely over my head it dragged on). Toward the end of the meeting, Jeff asked how the coloring book was coming along and I gave him a brief rundown of what I've done and told him (to put it simply) I've done everything I can and I'm waiting for the illustrator to catch up.

6/4-6/5 – Third Week

Thursday Justyne had me work on the ad and make adjustments as her and Jeff saw fit. Then we sat down and she went over with me what a Search Engine Optimization (SEO) evaluation was. Recently, Blue Bird redesigned their website and for some reason they've have far less activity than normal. Justyne introduced me to Google analytics which, should you choose to implement it into your website's code, can track activity on your website over time and show you a large collection of data ranging. The data ranges from how many sessions there are and how long each session is to what type of devices access your website (desktop, mobile, tablet, etc.). We compared the data with the website, looking for things that we immediately caught that should be improved. The entire process of determining what is wrong with the website would not be completed in one day, today our objective was to simply gather data for April and May of this year and last year so we could present it to Jeff and later take the next steps. The rest of the day, Justyne had me work on a logo design for a new website going up for the Blue Bird Foundation and work ahead on the coloring book. I managed to get a good idea for a logo down on paper and the coloring book content I worked on consisted of inking more detailed images. Friday came around and Matt didn't show up. So while we finished the Learning Objectives worksheet Monday (which I will just turn in when I have a Gantt Chart to go with it), I still wait on his list of assignments so that I can create a proper Gantt. I came up with multiple versions of the Blue Bird Foundation logo and sent them to Justyne so that she could get feedback on them. I worked on some of the coloring book and aside from one page and a couple illustrator edits, it's nearing completion on my end.

6/8 – Fourth Week

Both Justyne and Matt are out of the office for the entire week making today a slow day; I expect the rest of this week will be slow too. I went through the coloring book and added a few small illustrations. I decided to take the time to step back and look at it as a whole and make any edits needed. For now, there isn't much else I can do with it. Rob left early since he wasn't feeling good so with not much else to do, I left a few hours after he did.

6/9 – Fourth Week

Today, since there was no work for me to do, Justyne assigned me some of her work that she said she would do for the coloring book. Two of the more complex bus images needed inking, so I went ahead and did those and managed to finish them by the end of the day.

6/10-6/11-6/12 – Fourth Week

The week has been very slow. I've just been going through the coloring book at an extremely slow pace making little changes to it. Otherwise, there hasn't been much else to do. Friday Rob and I went to receiving to pick up a package for someone in Sales. We also went to the mailroom to drop off packages to be sent off. Toward the end of the day, I tried to assist Rob with a video he was working on that was going to serve as a demonstration that would show off the new Bendix system that was being implemented in the buses. Basically, the system helps the bus driver control the bus easier in inclement weather. Rob's issue with the video was that it wouldn't export and we were trying to figure out a way around it.

6/15-6/16 – Fifth Week

This morning I showed Justyne the progress I made over the past week. Then the four of us sat down and discussed what all needs to get done and I was tasked with designing the propane bus wrap for STN and possibly helping Rob out later with product brochures. Today though, I worked on sketching out three different ideas for the bus wrap design and Justyne took them to Jeff so that they could pick out which they liked best. I took their favorite and began to work with it on the computer which took me through the rest of the day and Tuesday. Most of Wednesday consisted of designing the wrap on the computer and going back and forth between Matt, Justyne, and Jeff getting their opinions. Matt sat down with me for a good chunk of time so that we could work on it together. Aside from the wrap, we had a staff meeting

which I was able to follow slightly: basically seeing where budgets are preparing for STN. Matt also provided me a template for a Gantt Chart and instructed me how the formulas worked for each of the cells. With all the projects the group had discussed earlier in the week and everything I had completed up to this point, I was able to come up with a list of deliverables.

6/17 – Fifth Week

Early in the morning we went over the last few details that needed to be changed on the bus wrap and sent it to get approved. Since I was caught up at the moment, I went ahead and mounted reflective Blue Bird logo stickers on brand new traffic cones marketing had ordered. The rest of the day was pretty relaxed. I began working on a prize voucher that will be given out at STN. At the end of the day, Justyne was able to get me a marked up printout of the coloring book that I can get to work on tomorrow.

6/18-6/19 – Fifth Week

Thursday I got a real taste of what a busy day is like. I began by making corrections to the coloring book. Then I got to work inking some of the additional illustrations I finally managed to get my hands on. Later Justyne wanted me to work on the part of the bus wrap that would be interactive, so I put a hold on the coloring book. There was a propane fact sheet already drafted with statements about the propane bus people have made and then details on their verity. I was to take the statements and turn them into questions and shorten the details into quick and easy-to-read answers to the questions. These would then be placed on panels on the side of the bus at about eye level. The question would be on the outside of the panel and dealers would lift it the panel to then see the answer to the question. However, without the correct dimensions of the bus, we could not accurately assign places for these panels. Instead, I went ahead and just drafted the question versions of the statements. I continued on with the coloring book soon after switching back and forth between that and the voucher Matt had assigned me the day before. Matt threw me some image ideas for the voucher and we tried those accordingly. Friday I finished all the edits for the coloring book that was given to me at the time. I sat down with Rob and we talked some about what could be improved with one of the brochures that was in progress. I noticed there was a lot of white space and the body was very fluffy. We didn't get very far since he had to leave early though.

6/22-6/23 – Sixth Week

This week it is just Justyne and I. Matt and Rob are at the GAPT trade show (Georgia Public Transportation? I'm not 100% sure.) Monday Justyne gave me some more illustrations to work on that will be added to some of the pages. I worked on these both Monday and Tuesday. The only thing left to design for the coloring book is the cover so the project should be done by the end of the week and pending approval.

6/24 – Sixth Week

Today I got a nice break from the coloring book and worked on creating a flier for the new gasoline bus. I started out by discussing with Justyne what information needed to go on the flier and she sent me the content. Afterwards I created an InDesign document and placed all the information. We printed out a draft after I had completed a rough design for the front. Justyne marked it up with what information should be rearranged and we talked about a different design for the front. She suggested I try to implement a design similar to the wrap I created for the propane bus using line art. I searched online for line graphics that I could use as either inspiration or perhaps even purchase. After finding a graphic that worked extremely well, Justyne walked me through the process of purchasing a graphic from a third part website. The rest of the day I redesigned the front of the flier and it has come to a point where it is very close to completion. At the end of the day Justyne and I had a casual chat about what's going to go down at STN at the end of July and just what's expected of me.

6/25-6/26 – Sixth Week

Thursday was a pretty relaxing. I kept myself busy all day with the Gasoline ad and then Justyne found me the bus picture she wanted me to use for the ad. The rest of the day was spent cutting the bus image out of the background. Friday was a short day. I continued with my work on the bus image, patching areas where the reflections needed removing in the windows and making other small touch-ups.

6/29 – Seventh Week

I worked on the back of the Gasoline flier, placing content roughly where it needed to go. I messed around with the design for the voucher a bit and then used the voucher design to create a door hang with Matt. The door hang will have the same general information in addition to a schedule of events for STN. In addition to flier and door hang I worked on a “passport” that would be given to dealers at STN so that they can mark off what Blue Bird related booths they’ve gone to in order to have a chance at winning an Apple Watch. Rob had started the passport last Friday, but wasn’t able to come in today so I finished a rough design and handed it off to Justyne for approval.

6/30 – Seventh Week

Today I sat down with Justyne and someone on the phone from Ford to go over the Gasoline flier and make edits. Justyne talked to the guy from Ford and I got to take the wheel on the computer, making edits to the flier as I followed along with what they were saying. I made a few more edits to the coloring book today as well. Aside from these two assignments, I put together a few folders full of brochures that will be sent off to dealers to provide more information about Blue Bird.

7/1-7/2 – Seventh Week

Wednesday Justyne had me search the internet for images of children to use when we update brochures. Once I picked some out we went through and eliminated images that didn’t work. Once we came down to a select few, Justyne picked out the 4 she wanted for now and we purchased and downloaded them. Afterwards I cut them out from their backgrounds and since Justyne wanted one of the kid’s shirt color changed I did that as well, with Matt’s help. The rest of the day, Justyne had me start on a website analysis. She asked me to look at Blue Bird’s website and make note of things that can be improved. She also asked me to compare it to Blue Bird’s competitors’ websites (IC and Thomas) and make note of any useful features they had. At the end of the day I had my notes mostly written down. Thursday I finished up with those notes and spent the turning those notes into a PowerPoint. At the end of the day Justyne, Rob, and I framed Blue Bird’s going public certificates.

7/7 – Eighth Week

Today Justyne had me help her out with the final part of the coloring book—the cover. I spent the day inking park of the illustration. We had a staff meeting and aside from the cover, I helped out Rob who was finishing up the brochures. I finished up Photoshopping an image of an engine Rob had started that they wanted to use for one of the brochures.

7/8 – Eighth Week

I arrived today and got to work on editing the Blue Bird Foundation logo after having read an email from Justyne, specifying what she wanted changed in order to better represent the content of the website. The rest of the day was spent attempting to help Justyne color the cover of the coloring book. I don’t have much experience in shading with computer graphics, but I certainly tried.

7/9-7/10 – Eighth Week

These past two days were pretty slow. Thursday we finished the cover for the coloring book and sent the coloring book off to print. Aside from that I filed some receipts. Friday I shadowed Justyne while she did some more work with the website. In addition to that, I helped fill out a spreadsheet for Matt that had some information regarding who was attending STN.

7/13 – Ninth Week

Today I worked on mocking up some redesigns for pages on our website. Now that the coloring book is finished, more time can be devoted to improving the website’s aesthetics and functionality. The first page I worked on was the page for Blue Bird Connect, a GPS device we offer to install on the buses that helps with bus fleet management. Not only did I change the design a bit, but I also had to add some content in regards to one of the features. The second page I worked applies to most all the product pages, so each page for every individual bus will follow this layout. I managed to finish the Blue Bird Connect page mockup, but the product page is still a work in progress.

7/14 – Ninth Week

This morning we had a brief staff meeting. Afterwards I worked a little bit on more webpage mockups; however, I had to take a break to do a favor for Justyne and call Adobe Customer Support. The disc for the copy of Adobe Captivate we own was misplaced and I attempted to get a replacement. Though I had a receipt on hand, without access to the Adobe account that made the purchase or the email connected to that account, I made very little progress. I continued with webpage mockups and moved on to the next.

7/16 – Ninth Week

Today was spent working on logo ideas for a logo for the new ToughShield bumper material that will be offered as an option for our buses. I came up with about four or five different ideas and eventually narrowed it down to two once Justyne had decided which looked best. I made better quality versions of the two and we took them over to Jeff. Jeff thought they looked great as well, but pointed out that they looked too much like the logo for IC (one of Blue Bird's two competitors). Lucky for me, I hadn't run dry of creativity for the day and within the last hour I managed to come up with a logo just as good as the two that got turned down. Jeff was in a meeting the rest of the day so I couldn't get his opinion, but I showed Justyne and she thought that it worked even better than the last two.

7/20 – Tenth Week

All of today was spent design and redesigning the ToughShield logo. It went across a number of variations: ToughShield, TuffShield, BusShield, Bus Shield, Blue Bird Bus Shield, Blue Bird Defense, and (finally) Blue Bird Armor. It was quite the journey. Not only were there variations in the name, but variations in the design as well.

7/21 – Tenth Week

Now that the Blue Bird Armor logo has finally become a stable name and design, I created a sticker decal that will go on the display to compare the "Armor" material to an average bumper that have both gone through cycles to wear them down so that customers have a visual as to the quality behind Blue Bird Armor. We also needed images of this display to put in a PowerPoint so I went ahead and took those pictures into Photoshop to be color corrected and resized so they wouldn't look distorted.

7/25 – Tenth Week

Today was our travel day to Reno. Our first flight was about three hours and our second was about an hour. After getting in and settling down, we didn't do much in regards to work aside from checking up on the status of the gasoline bus, which they transported here wrapped up in tarp and plastic. I may or may not have mentioned it earlier in my entries, but the gasoline bus is our big surprise for STN as we will be the only one in the industry to offer it.

7/26-7/27 – Eleventh Week

Sunday was our big day for cleaning and setting up all of the buses in our booth at STN. The two buses from Microbird were easy enough to move in and the guys from Microbird took care of cleaning them. The propane bus was next and it was pretty clean as it was. Rob did most of the cleaning that needed to be done for that bus, I helped clean the engine area. The big project however, was the gasoline bus. Not only was it our biggest attraction, but it was our biggest mess too. It was pretty trashed when it came in and it needed a lot of work not only cleaning, but some minor repairs as well. Most of what I did included cleaning wheels, the bus itself inside and out, and vacuuming up metal shavings on the inside of the bus. Monday most of the booth had been set much. While we took care of cleaning buses the day before, a company that we hired took care of setting up all of the large booth decorations. Most of that was set up now and all we had left to do was put out product literature. Later that evening was the Keynote speaker Bobby Bowden and a dinner to kick-off the week.

7/28 – Eleventh Week

Tuesday was the big day: the STN Trade Show. For the first hour of the trade show before and during the gasoline bus reveal, they had me put on the Blue Bird mascot suit and take pictures with people. As bad

as they made the job out to be, it wasn't terrible. I actually enjoyed it until the last 5-10 minutes or so. That when I really started feeling the heat, literally. The rest of the trade show Rob and I manned the front desk handing out the "passports" to dealers and explaining to them the system. The way the passport worked was if a dealer visited 3 out of the 4 stations Blue Bird had set up in the booth and got those respective blocks on their passport hole-punched, they could enter to win an Apple Watch. If they visited the Microbird station, they could enter for a chance to win a second Apple Watch. After the trade show that evening, they held a small dinner and a party for all the dealers and exhibitors.

7/29-7/30 – Eleventh Week

Wednesday was the Green Bus Summit, a new event that we weren't entirely prepared for. We had far more Blue Bird employees than we actually needed. Basically the event consisted of a bunch of classes back-to-back for dealers that wanted to learn about green fuels and exhibitors from STN, like Blue Bird, were there during breaks so that dealers could learn more and ask questions. I helped set up what little needed to be set up, but I wasn't needed much. Thursday was our travel home day, and I was well ready for it.

8/3-8/4 – Twelfth Week

We packed pretty much all of our marketing supplies on to the propane bus at STN to get it back to Fort Valley. Monday we unloaded it all, and got it back into the marketing closet. The rest of Monday continuing through Tuesday, Rob and I worked on creating a mail merge to personalize a letter for close to 140 dealer customers. Coincidentally, I learned how to do a mail merge with MS Access and Word in my IST class this summer. It was only a matter of importing the data from Excel to Access, creating a few new fields and editing them, and then walking through the step by step process on word using the table I created on Access.

8/5-8/6 – Twelfth Week

Wednesday Justyne had me put together some goody packages for dealers. Christina in HR also wanted me to send her a brief report on my time here at Blue Bird. It was also a nice way for me to outline a bit of what I want to talk about for my internship presentation. The rest of the day Justyne had Rob and I work on editing some images for an ad, and though Rob left early ill I managed to finish the two assignments myself.

Patrick Heise
September 1, 2015
Internship Journal Summary

I had a wonderful time at Blue Bird and I enjoyed working with and getting to know the Marketing Department. I worked on a number of different projects including a coloring book, logos, bus wraps, changes to the website, ads, and other product literature. My largest project had to be the coloring book which is where I spent most of my time during the internship. My supervisor, Justyne Lobello, provided me with all the hand drawn illustrations, the text, and the cover. I was first tasked with taking the illustrations and digitalizing them with Adobe Flash and Adobe Illustrator. Some of the illustrations were just rough sketches so I had to clean them up and add more to the illustration. The plan for some of the pages was to include puzzles so I had to design these puzzles myself. After I had all the illustrations digitalized and ready, I took the digital versions along with the text and laid out the document in Adobe InDesign. The coloring books went through a number of changes and edits during and after its completion. In the end, it was printed out and ready for STN.

I worked on a number of other assignments during my time at Blue Bird. I created a logo for the Blue Bird Foundation website and the logo for the Blue Bird Armor™ material, designed the graphic wrap for the propane bus that was displayed at STN and mocked-up redesigns for pages on the Blue Bird website. I also helped design a number of different ads and product literature that were taken to STN in addition to other print advertisements like postcard-sized handouts, door hangs, and vouchers.

When I started my internship, I had the following learning objectives set so that I may strive for improvement and achieve an understanding of marketing in a corporate setting:

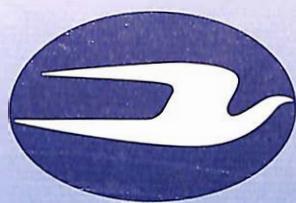
1. Develop my experience further in the Adobe Creative Suite programs
2. Understand the many applications of graphic design within a professional marketing department
3. Understand the different type of marketing materials used within a professional marketing department
4. Understand the components of a professional marketing department and their interactions with each other
5. Develop my experience further in Adobe Captivate

Over the course of my internship, these goals and objectives changed very little aside from the last two. During my time at Blue Bird, I learned that the marketing department was about as big as I expected, but extended beyond marketing. The entire department was Marketing and Sales and aside from staff meetings, I didn't interact much with all Marketing and Sales. I worked with marketing and marketing only, specifically branding, and though I came to understand that there was a connection between marketing and sales I never got to understand or experience what went into that connection. I was asked during my interview with Blue Bird if I had any experience specifically with Adobe Captivate. In addition, prior to that interview I had a conversation or two with Rob Purser discussing the possibility of interning with Blue Bird and he mentioned that experience with Adobe Captivate would be very necessary. While I had some experience in Captivate and was eager to improve my skills, I wasn't ever given the opportunity. Since these two objectives didn't hold up through my internship, I reworked them to fit with my experiences at my internship:

4. Understand the responsibilities of a marketing department employee

5. Understanding what needs to be done in preparation for a trade show

In my time at Blue Bird I learned a lot about different marketing and branding strategies. I got the chance to improve my graphic and document design skills. I was even given the opportunity to taste what it was like to put on a trade show and experience the work that goes on behind the scenes to make it happen. I sincerely enjoyed my time here at Blue Bird and would definitely recommend this internship to Mercer students in the future.



BLUE BIRD®

SCHOOL BUS SAFETY

Activity & Coloring Book





This book belongs to

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Cover art by Lara Tiffany and Justyne Lobello
Illustrated by Lara Tiffany and Justyne Lobello
Inked Illustrations by Patrick Heise
Written by Justyne Lobello

SB-ColoringBook-0715 © 2015 Blue Bird Corporation
Fort Valley, GA - www.blue-bird.com

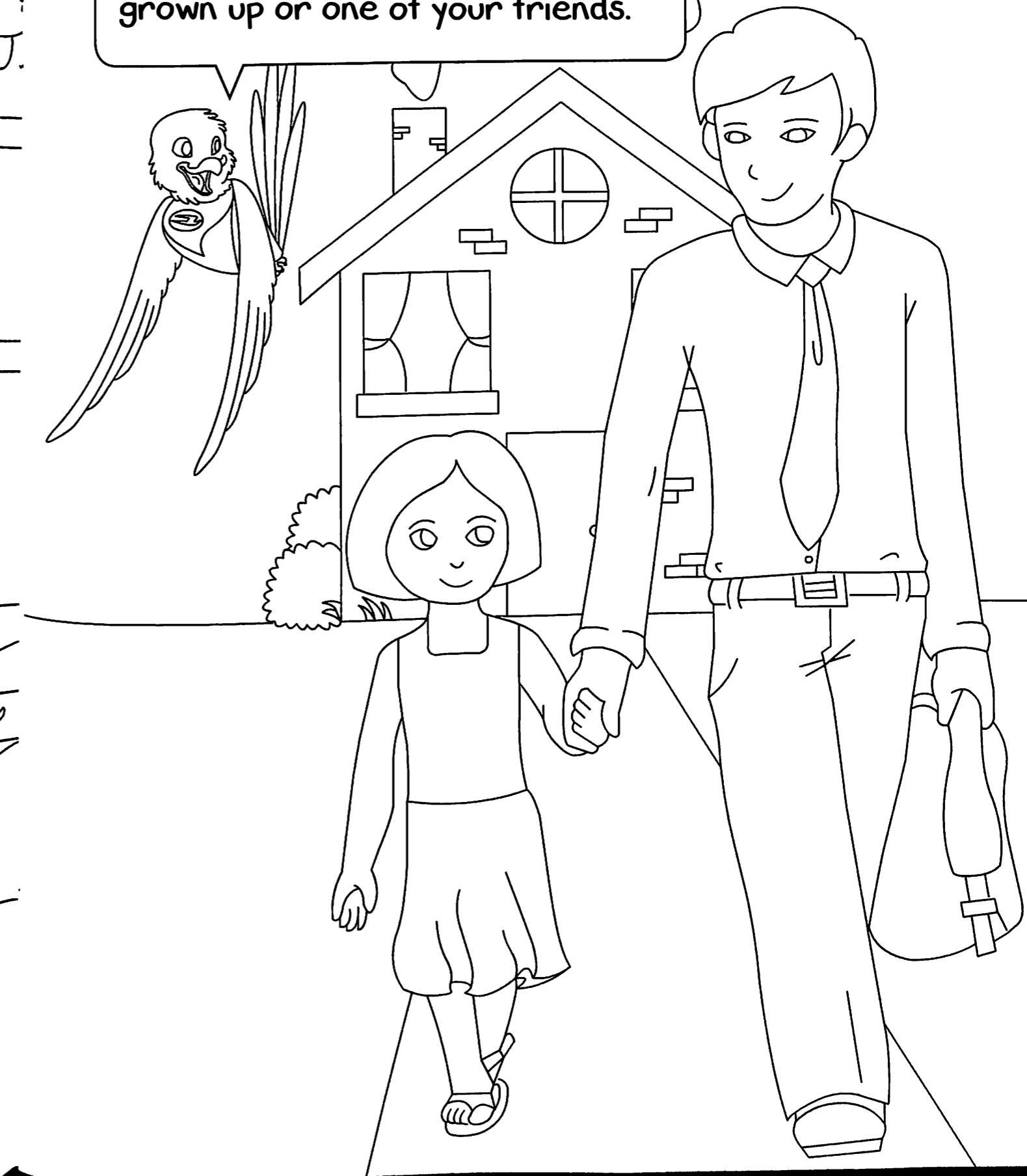
Hello there, friend! My name is Al. I want to talk to you about being safe on or around the school bus. When you follow the rules, you can stay safe and keep your friends safe, too!



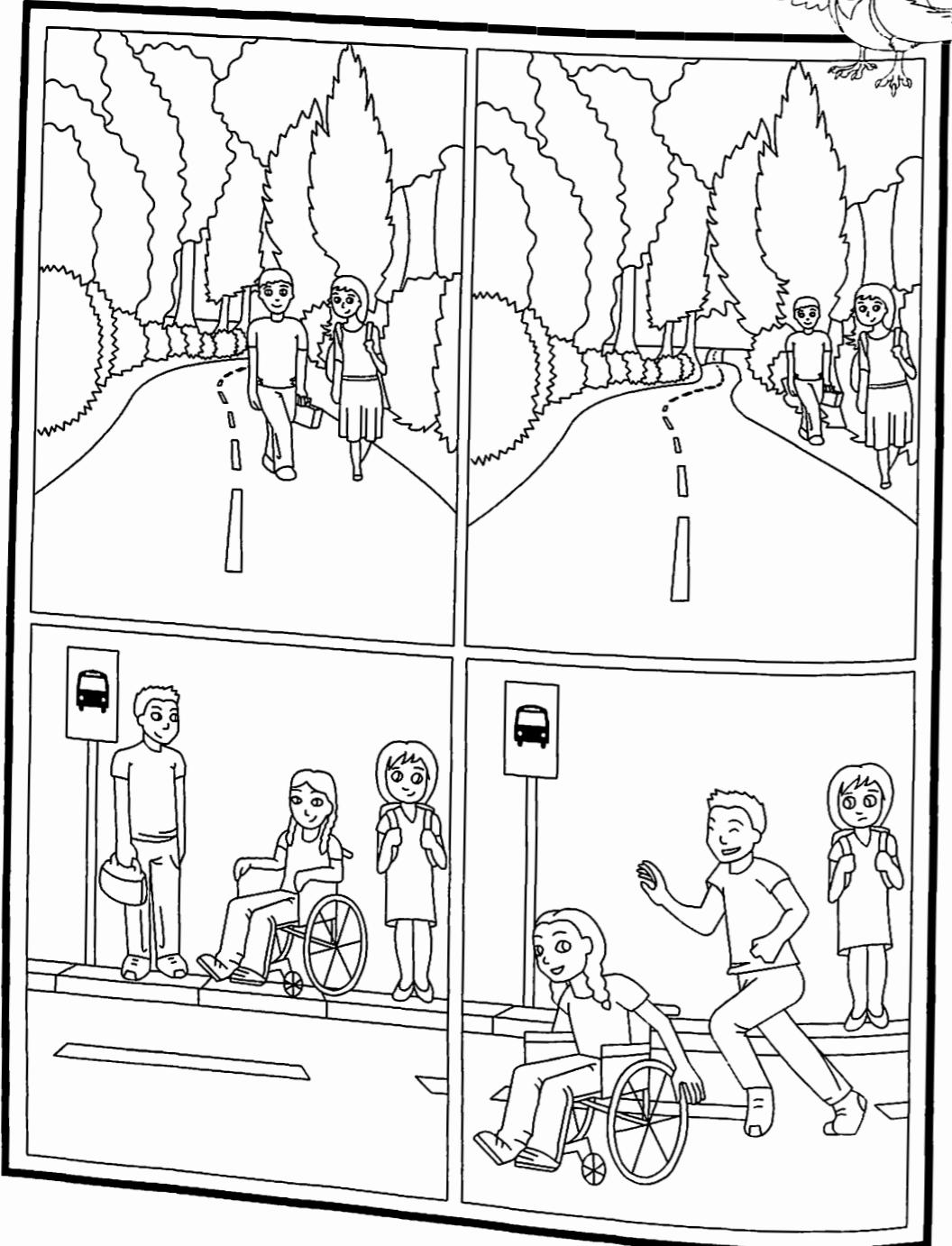
Let's get ready for school! Be sure to take your school supplies, your lunch or lunch money, and a healthy snack.



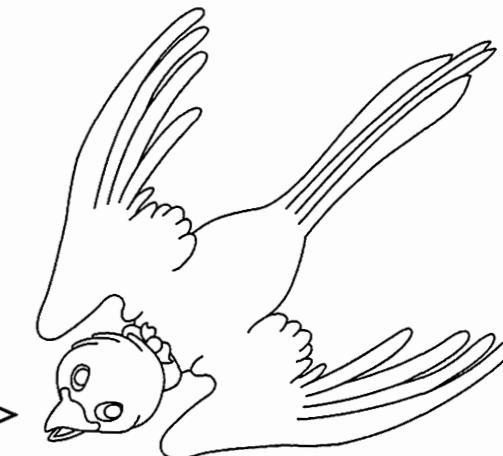
Always walk to the bus stop with a grown up or one of your friends.



Let's always remember to be safe, even when walking or waiting at the bus stop! Can you circle the box for each example where all the kids are being safe?

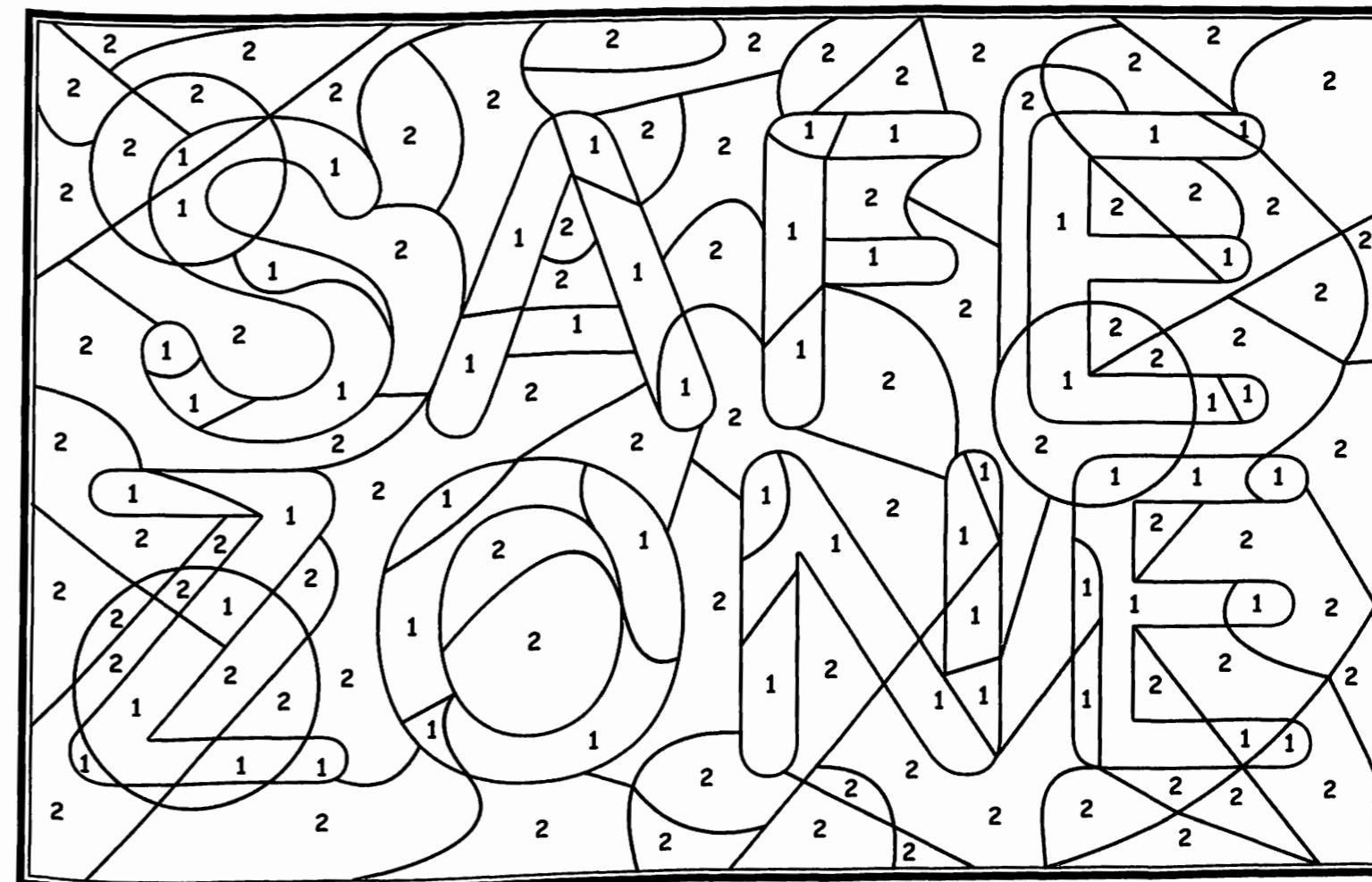


When the bus arrives, wait for the bus to stop completely before going near it. Be aware of the Danger Zone, which is 5 giant steps around the bus in every direction.

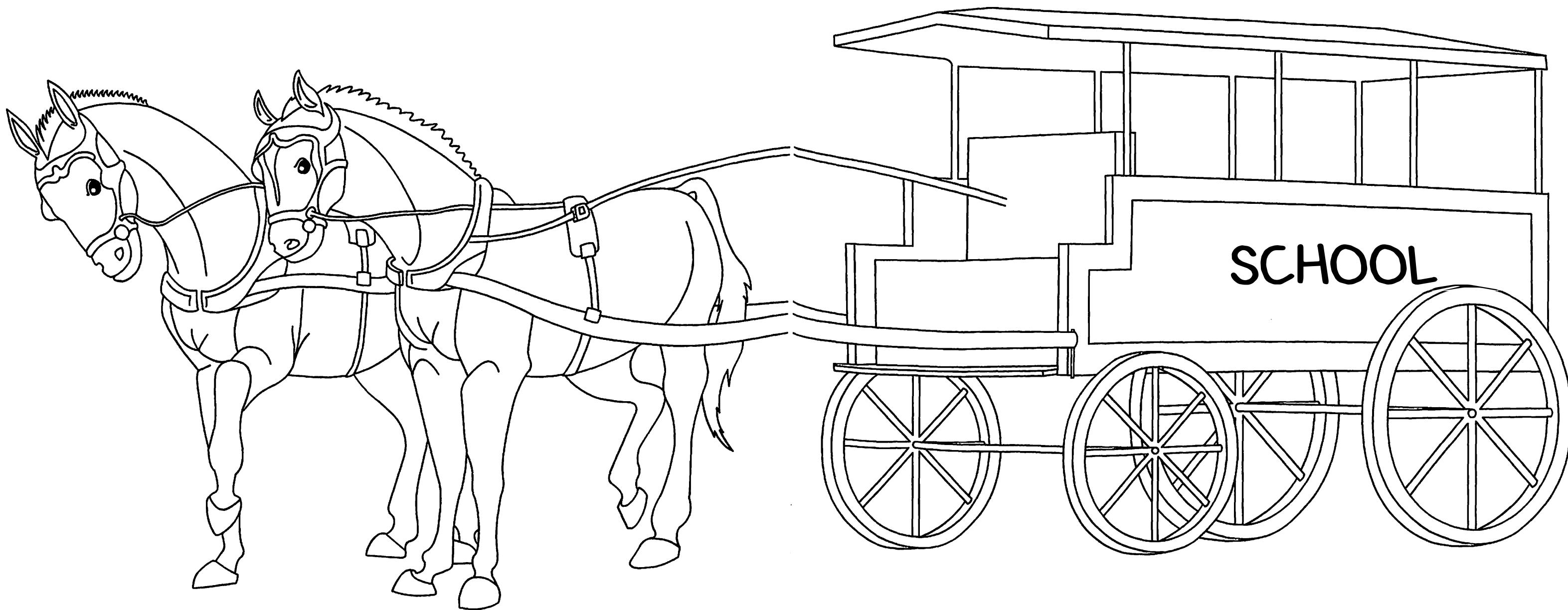


When entering and exiting the school bus, where do you want to be so that the bus driver can see you? Color in the puzzle using the key to get the answer!

1 = Yellow 2 = Blue



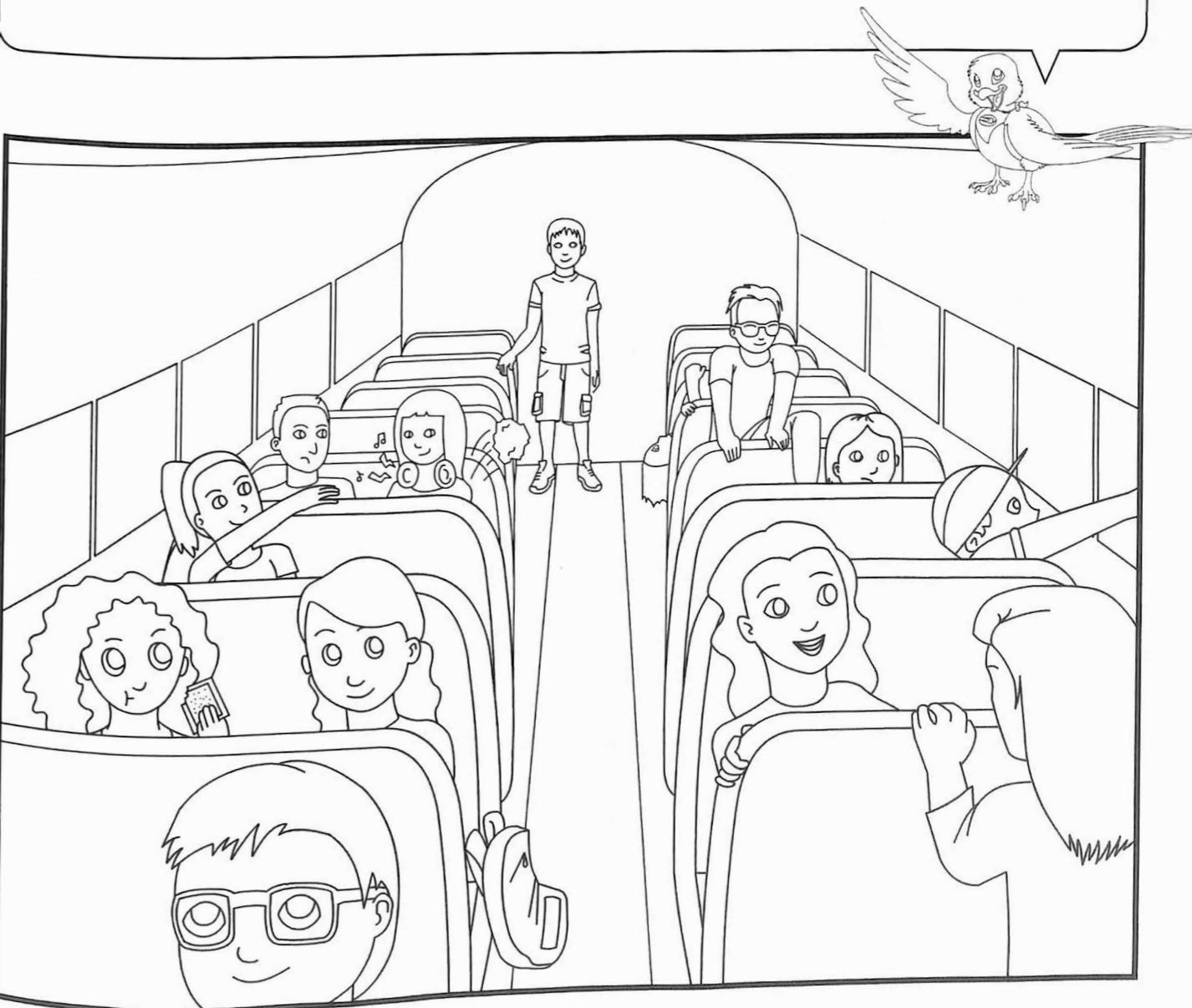
Did you know that the first school buses were powered by horses? Draw yourself as the driver of this old school bus!



Get on the bus safely and always use the handrails.



Find a seat and sit down quietly. Keep your backpack or other belongings in your lap, not on the ground or in the aisle. Do not stand or lie down on the seats, and keep your hands and arms in the bus. And most importantly: **keep quiet** so you can hear the bus driver and they can concentrate on driving. Can you circle the 9 kids who are not following the rules?



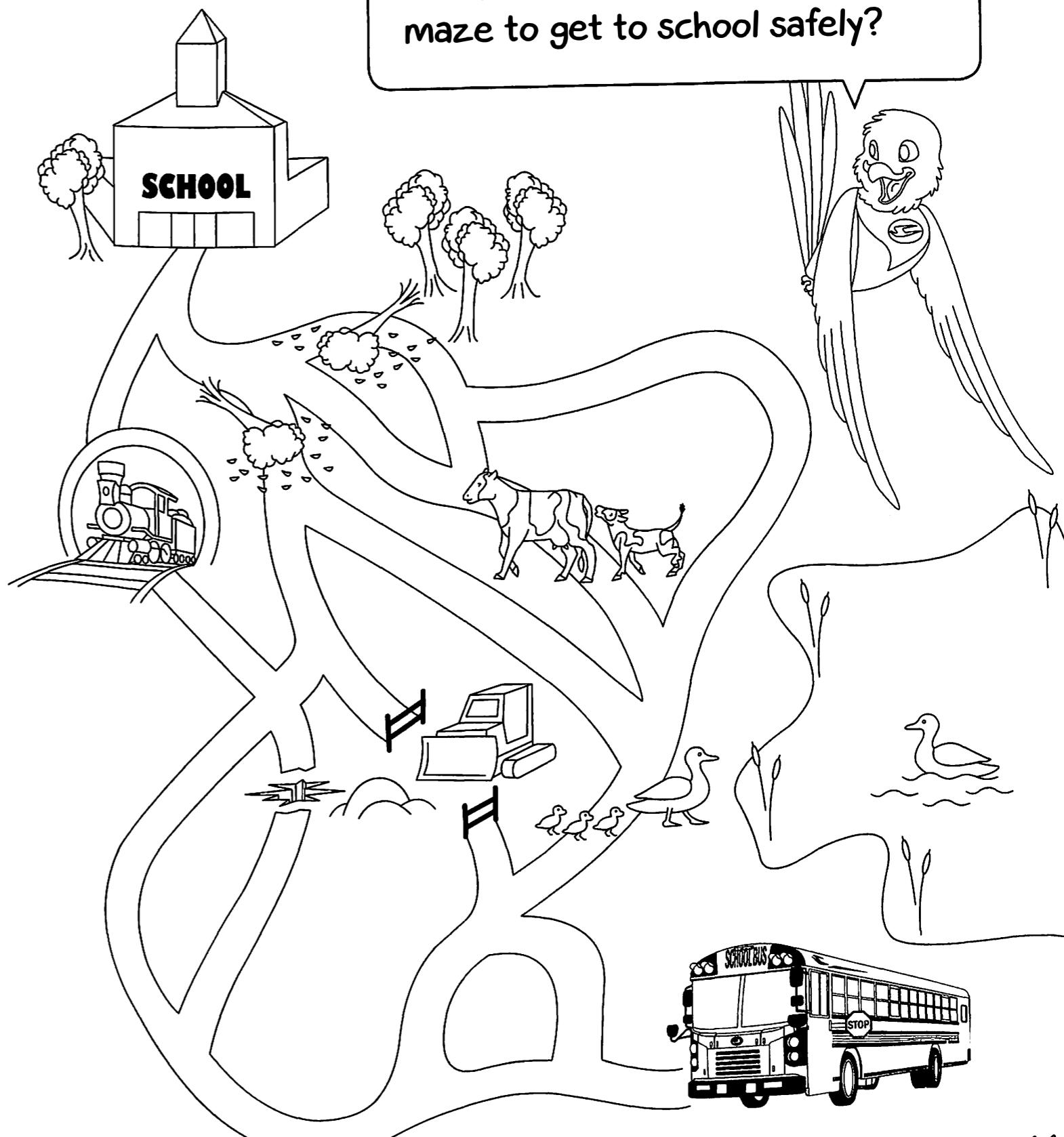
Who should you always respect on the bus? Cross out every other letter in each word to find the answer!



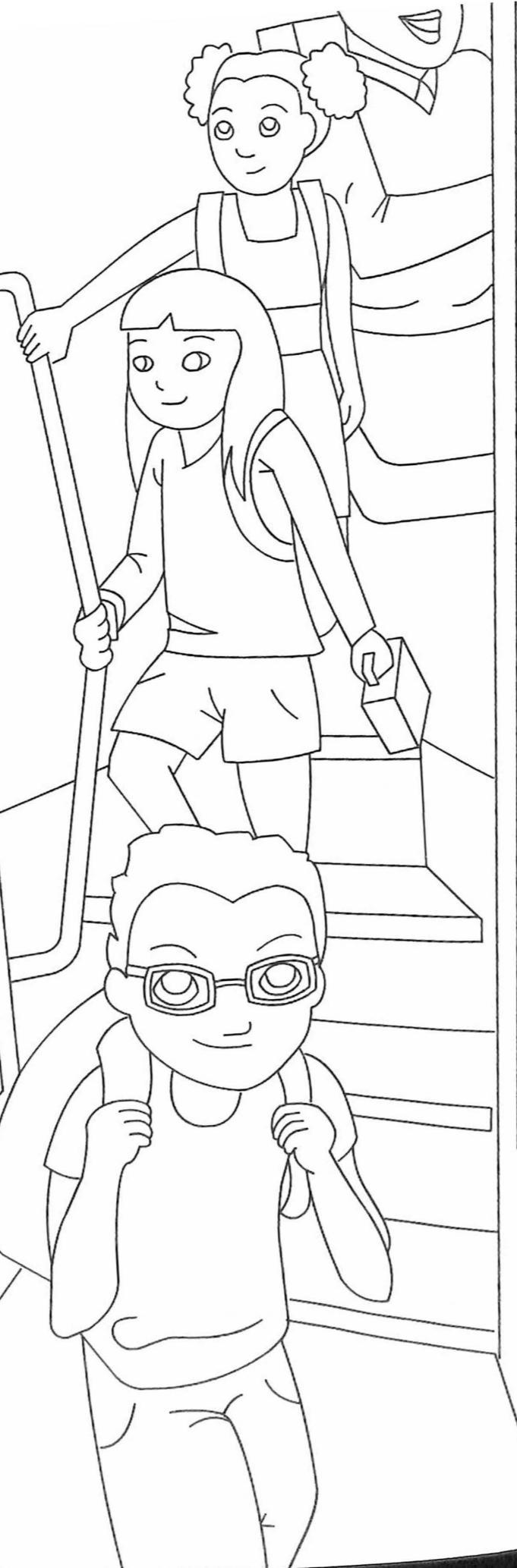
TWHRET BDUFSG DXRVIBVKEPRN

T

Can you lead the bus through the maze to get to school safely?



Wait for the bus to stop, then in a single file line, get off the bus carefully and use the handrails.



There are three kinds of popular School buses. Which kind do you ride in? Color the bus you ride in.

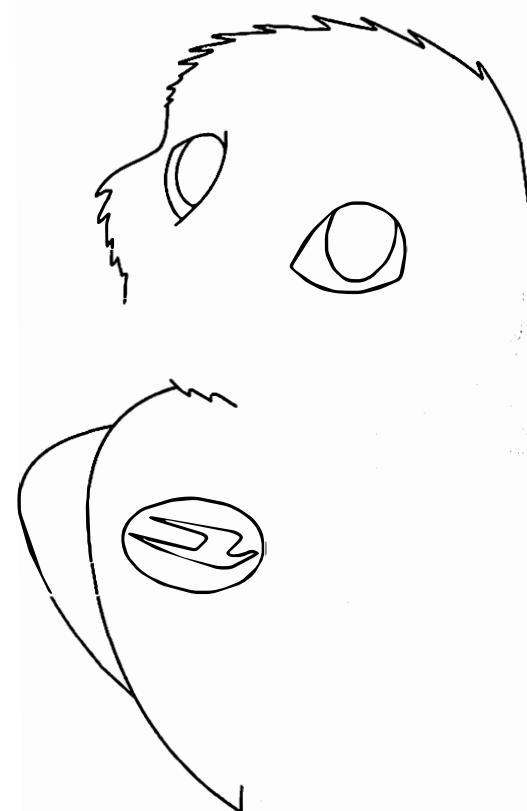


Let's review! Here is a word search to review important words we learned.

K	R	J	N	B	E	H	W	G	T	L	P	H	R	E
B	E	L	Q	N	I	Q	S	S	S	L	B	S	Z	M
D	T	V	Q	V	P	C	W	H	T	O	B	I	V	T
R	L	V	U	H	B	L	J	A	A	O	S	N	E	U
G	B	B	I	O	U	T	U	U	L	K	P	X	G	H
G	G	L	E	M	S	B	P	K	Y	K	H	Y	I	V
D	E	U	T	C	I	T	I	Y	D	J	E	F	U	Y
K	H	E	W	L	X	Y	D	N	D	P	M	X	G	O
U	Z	B	N	O	I	J	W	S	P	P	E	E	E	M
J	B	I	N	K	E	S	U	A	K	N	R	K	K	G
J	C	R	E	R	F	P	T	F	I	F	G	F	X	E
T	F	D	F	B	Q	H	Y	E	J	T	E	D	V	I
G	F	C	W	W	Q	Z	G	T	N	R	N	A	Z	N
S	C	H	O	O	L	T	R	Y	H	B	C	W	I	A
W	Q	B	I	N	G	P	U	R	N	N	Y	E	N	T

BLUEBIRD LISTEN SAFETY WAIT
BUS LOOK SCHOOL WALK
EMERGENCY QUIET STOP

Can you finish drawing me?
Use the guidelines for help!



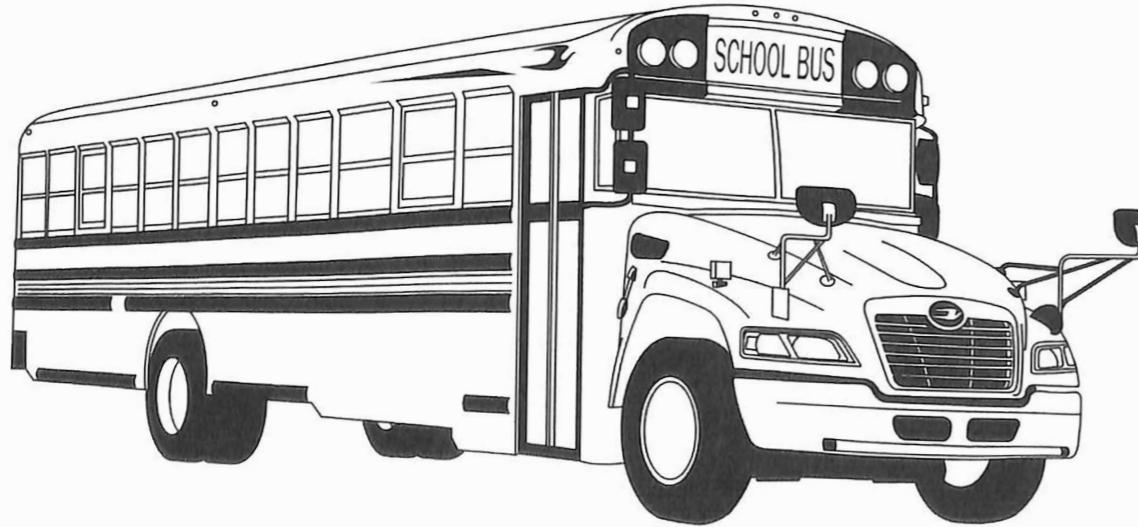
SCHOOL BUS SAFETY AWARD

This award is presented to:

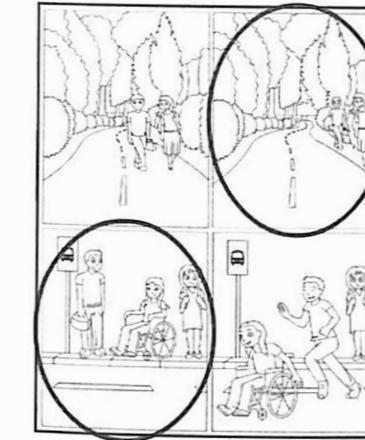
For learning how to be safe in and around the school bus!

MM/DD/YYYY

Award Presented By



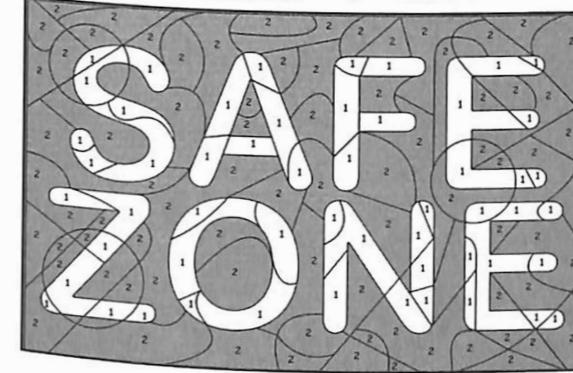
1.



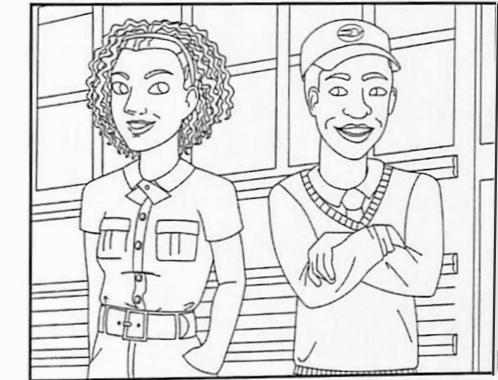
2.

(1) In the second panel of row one, the children are walking beside the street instead of in the street.(2) In the first panel of row two, the children are patiently waiting for the school bus on the sidewalk instead of playing out in the street.

1 = Yellow 2 = Blue

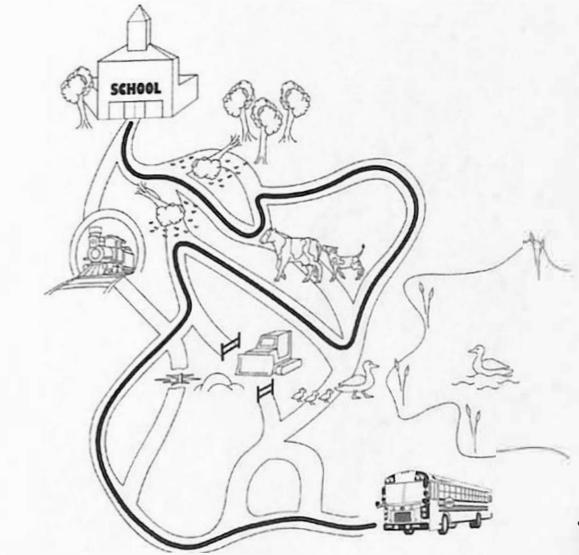


4

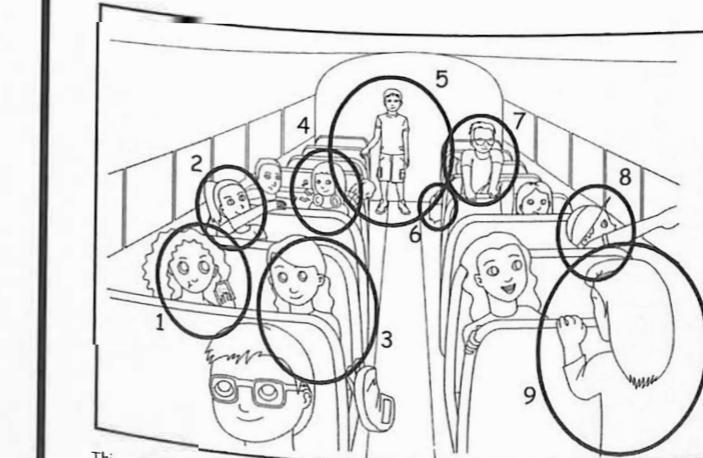


TWHRX BDUSSG DXRYIBVKEPRW
THE BUS DRIVER

10

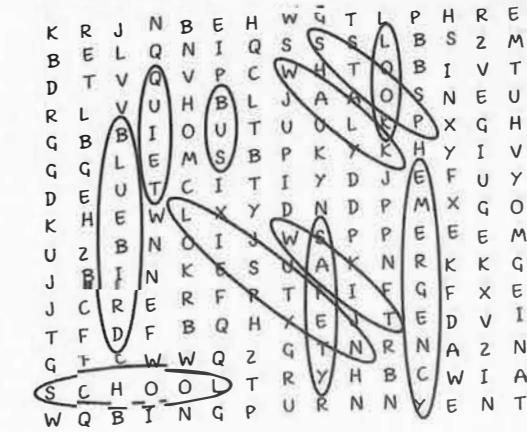


11



This child is... (1) eating on the bus (2) throwing trash (3) leaving her bag in the aisle (4) listening to loud music (5) standing up while the bus is driving (6) hanging out of her seat (7) climbing over the seats (8) reaching out the window (9) turned around in her seat

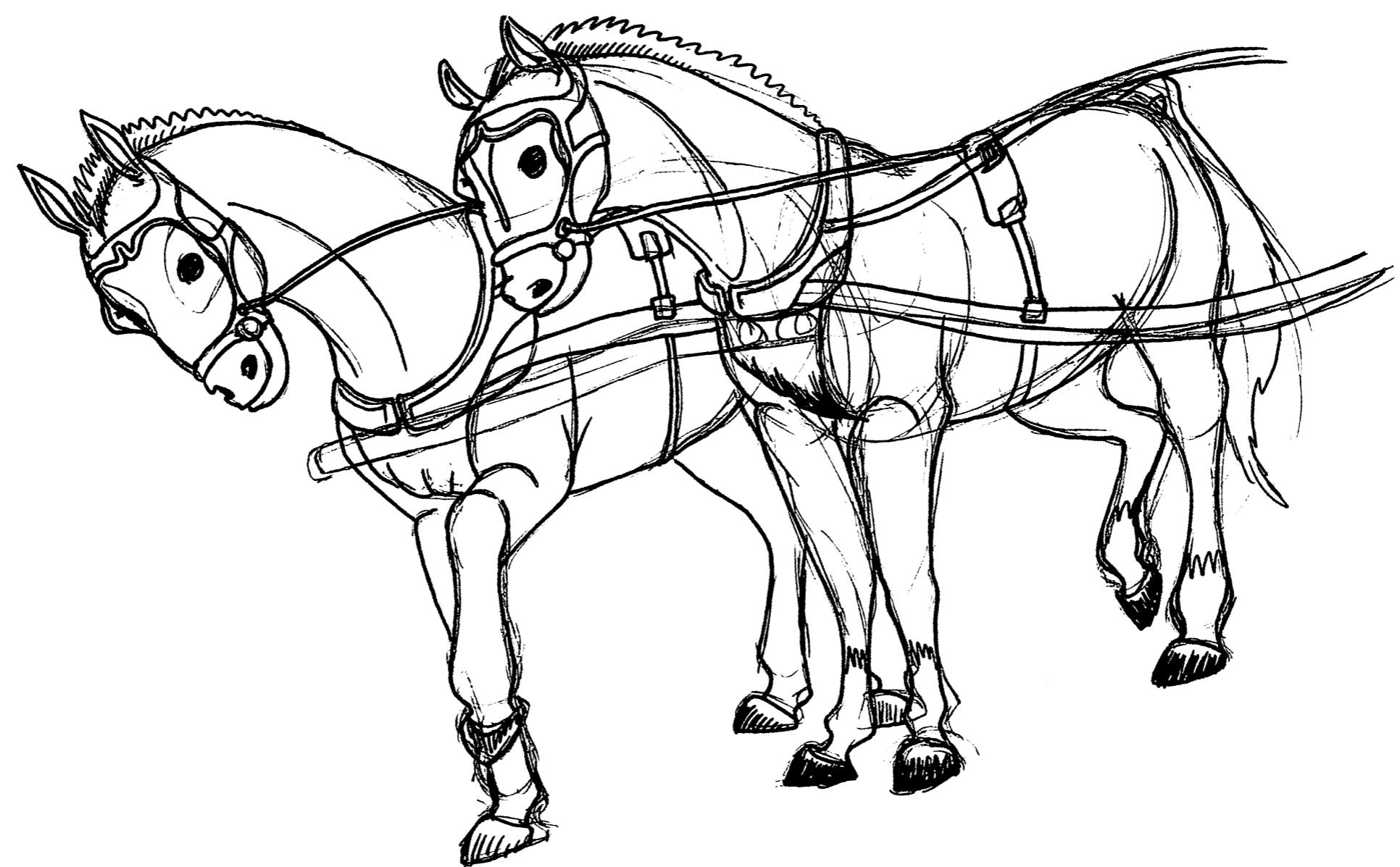
9



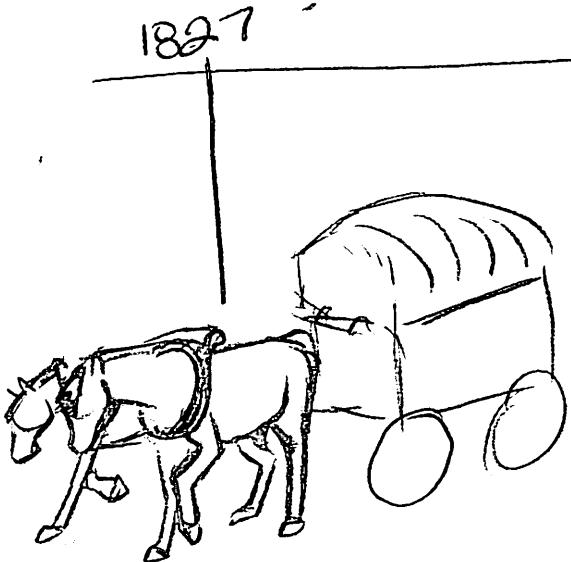
'BLÜEBIRD "LISTEN
BUS EMERGENCY LOOK
EMERGENCY QUIET
SCHOOL SCHOOL
STOP WALK
STOP WAIT'

14



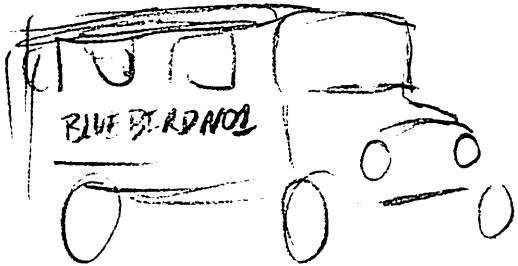


~ A History of School Buses

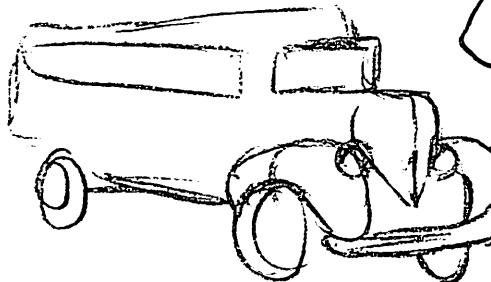


↓
George Stribley
- first bus was horse
- drawn

1927



1937

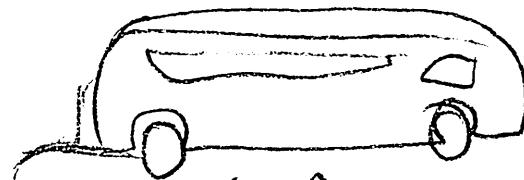


1939

"School Bus Yellow"
paint became the
standard color
for school buses



1948



All American
Transit style
overhead
introduced



School Bus Safety Certificate

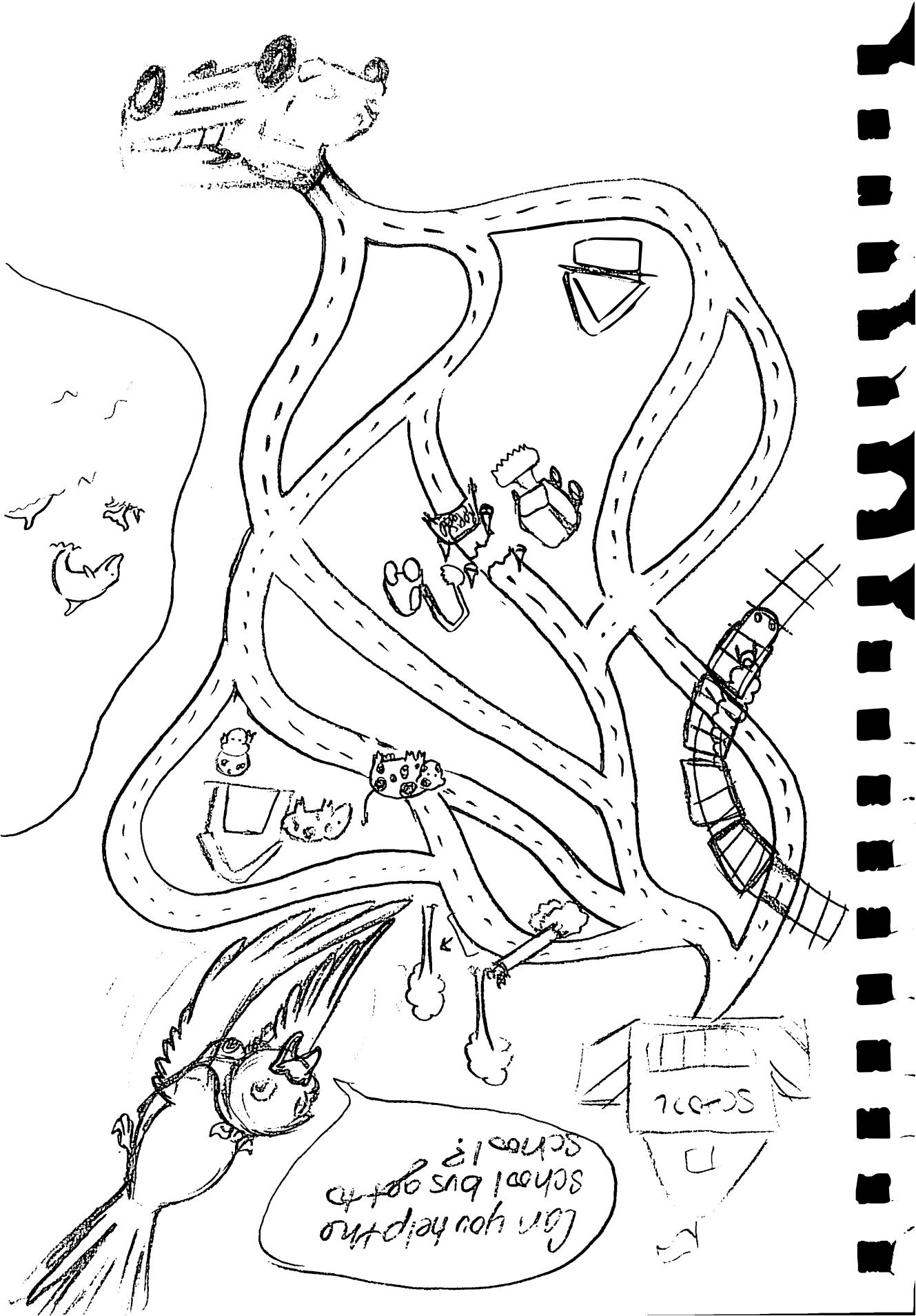
This Certificate is awarded
to:

For their completion
of the School Bus Safety
Book on

20

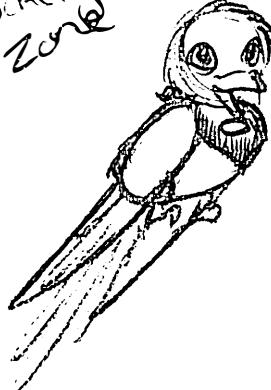
Congratulations for
being safe while riding
on your school bus!



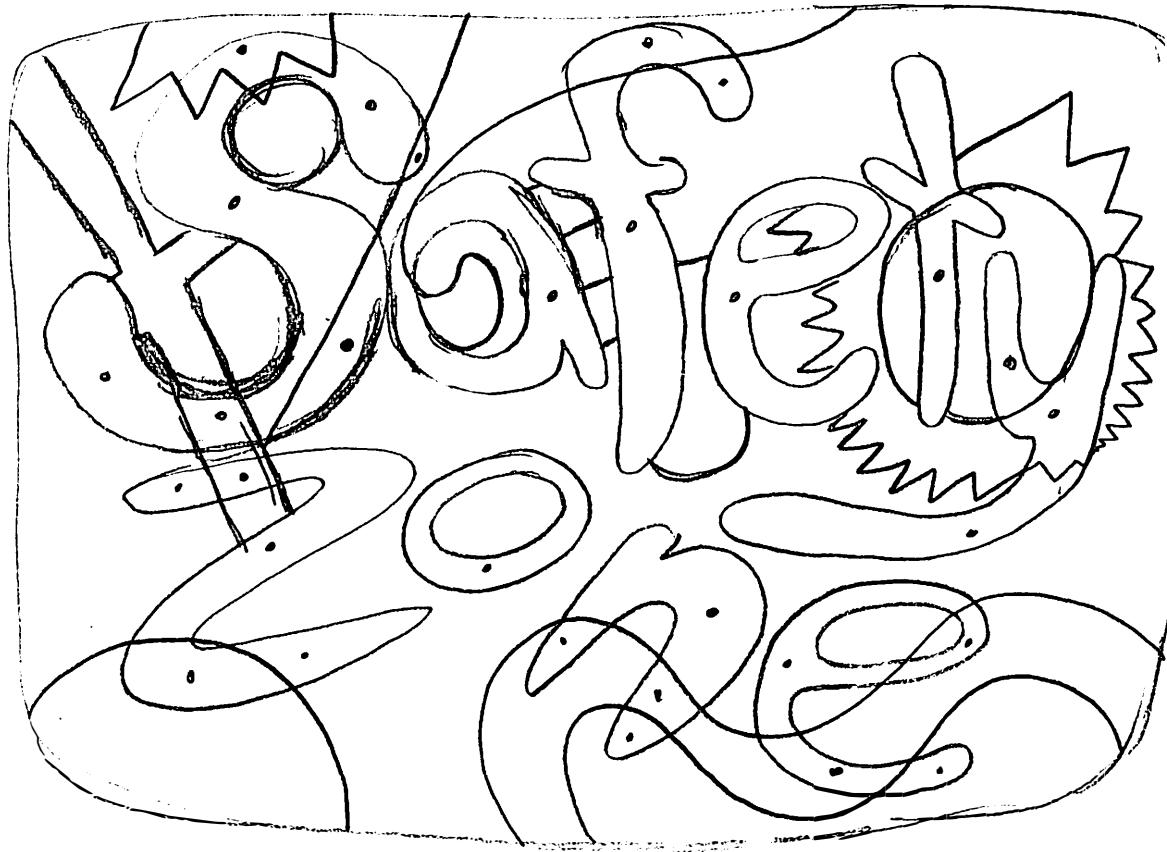


Can you help me
get my school bus out of
school?

Safety
Zone



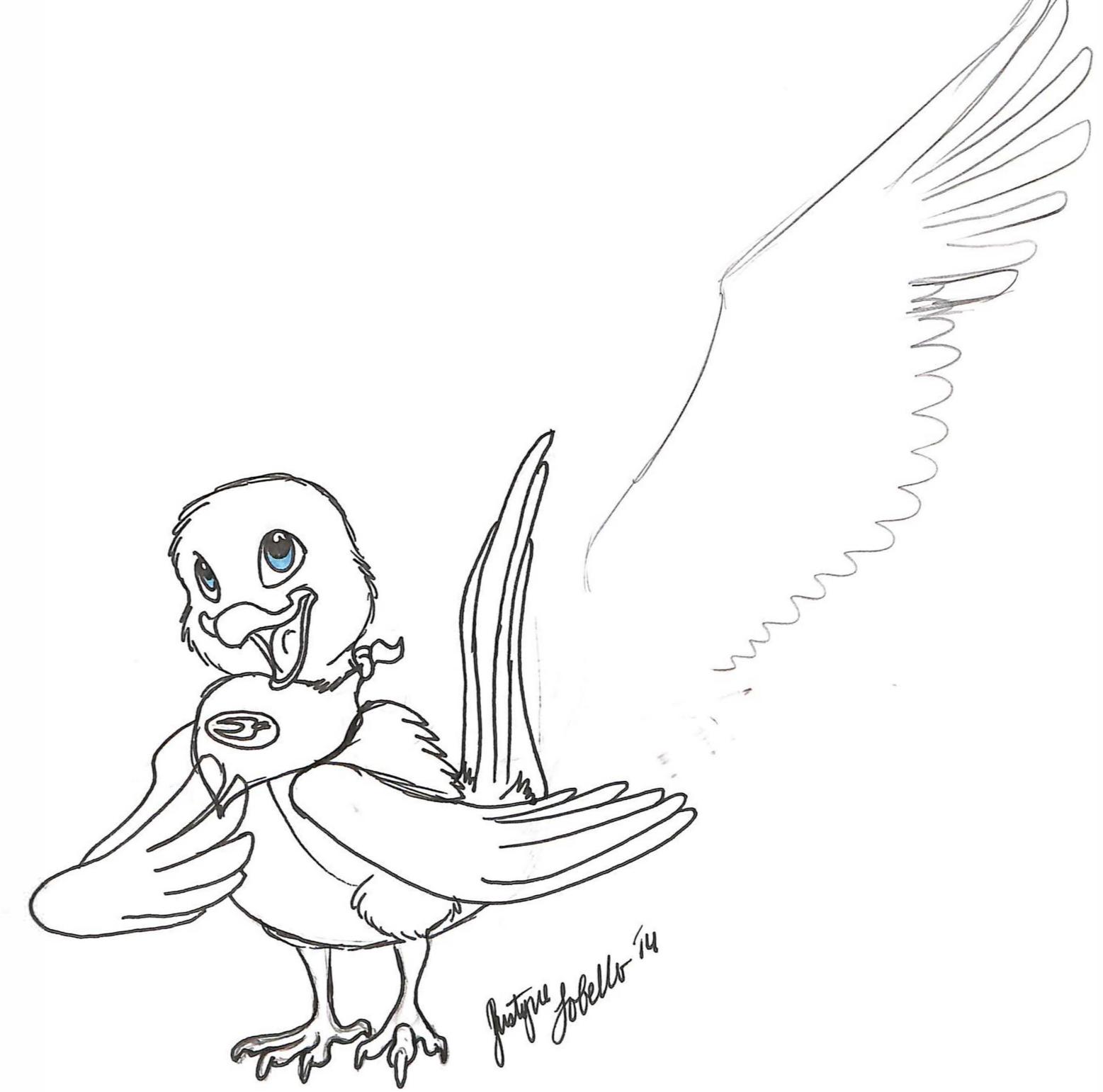
What's the most important thing to keep in mind when entering and exiting a school bus? Fill in the shapes with dots on them to display the answer!



Why is this important?

Because you want the Bus _____
to see you!

15x11x1



Website Competitive Comparison



BLUE BIRD
A heritage of looking ahead.

Private & Confidential

<https://www.blue-bird.com/>



Areas in need of improvement

>Design

- Home Page
 - Shop
 - Video Gallery
- Our Buses
- Alternate Fuels

>Interface Notes

- Rollover Text
- Clickable Items
- Current Bus Owners
- The Yellow Box

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<https://www.blue-bird.com/>



Home Page Suggestions

- Tabs: Use images or icons for tabs to grab the user's attention
- Callouts: Use larger graphics to make callouts stand out from tabs
 - Bus Finder: This should really stand out as it is a defining feature
 - Shop: Blue Bird Enthusiasts doesn't directly come across as the Shop
 - consider renaming the tab and creating a larger callout
 - Video Gallery: Access to the Video Gallery could benefit the Home page
 - consider featuring a video or a large callout link to the gallery
 - Video Gallery: The Video Gallery contain more content than just videos
 - consider renaming Media Gallery and adding subsection like Videos, Product Literature, and Press Releases

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Our Buses

There are many different elements to Our Buses, making it often difficult to follow unless frequently used

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<https://www.blue-bird.com/>



Our Buses

- Main Page: The Our Bus main page is a mix of both the Application page and the Product page with no Features page content
 - consider making the Bus Finder the main page for Our Buses; it's a great feature that our competitors lack

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<https://www.blue-bird.com/>



Our Buses

- Application Page: The Application page is missing icons for Specialty (a star?) and Special Needs (helping hands?)
- These icons should be added to stay consistent with the drop-down menu and side menu and so that the rows stay evenly 3 across, an All Products icon could be added to just display everything
- Inversely, in order for the drop-down menu and side menu to stay consistent with the icons, consider making Alternative Fuels tab into subsection under Applications instead

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<https://www.blue-bird.com/>

Alternate Fuels

- Tab vs Application Subsection
 - Making alternate fuels a subsection will keep consistent with the products search by Application and allow for other tabs like a Shop tab to be added
- Product Layout
 - Though this is a special product, there still needs to be some consistency with layout. The layout for the products like the Motorcoach Fuels differs from that of the products listed under Our Buses and should be uniform
 - If a design similar to that of the Alternate Fuels product page is chosen to display products, text wrapping around the images would be preferable



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Interface Notes

- Rollover Text
 - mousing over linkable/clickable text options is far more visually appealing when the text color changes or its background color changes compared the text receiving an underline
- Clickable Items
 - only on some product pages are bus images clickable that redirect to the product
- Current Bus Owners
 - the info for Current Owners does not have a drop-down menu option though it has a callout on the Home page and a side menu option when the About Blue Bird page is being accessed
- The Yellow Box
 - a yellow box appears next to the Bus Finder and the Request a Quote callouts



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Competitor Websites: Thomas and IC



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<http://www.thomasbus.com/>

- ❖ Basic and spacious design, sometimes feeling empty



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<http://www.thomasbus.com/>

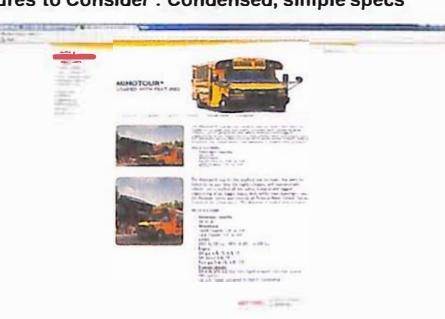
- ❖ Features to Consider: TCO Page



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<http://www.thomasbus.com/>

- ❖ Features to Consider : Condensed, simple specs



Private & Confidential

<http://www.icbus.com/bus>

❖ Too many flashy graphics, sometimes feels congested



Private & Confidential

<http://www.icbus.com/bus>

❖ Features to Consider: Eye-catching graphics/images



Keep Your Buses On Road, On Route and On Time.

FIND A DEALER

Private & Confidential

<http://www.icbus.com/bus>

❖ Features to Consider: Content regarding children



SIGN UP FOR EMAILS

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CONTACT US | SHOP BLUE BIRD | BLUE BIRD VANTAGE

SEARCH

Our Buses Alternative Fuels Parts & Service Find a Dealer Video Gallery About Blue Bird Financial Solutions Investor Relations

Home > Our Buses > Features > Blue Bird Connect

Application
Products
Fleet
Bus Finder
Blue Bird ESC
Cummins Engines
ROUSH CleanTech
Blue Bird Camera
Product Literature



GPS/Fleet Management Solution

Factory Installed - Exclusive - No Upfront Cost

Through an exclusive relationship with Syntech Solutions, you can now order your new Blue Bird bus straight from the factory with Blue Bird Connect™ - simply, the best GPS fleet management solution in the business. This integrated solution has proven, time and time again, to reduce total cost of ownership.

Blue Bird's commitment to safety, quality, durability, and serviceability combined with decreased costs makes Blue Bird Connect the optimal GPS fleet management system.



DOWNLOAD PDF

Not sure which bus fits your needs?

Try our find a bus selector GO

Request a Quote

Request a Quote on your next bus purchase today!
[Learn More](#)



Here Comes the Bus™ is an easy-to-use website and app that lets you view the real-time location of your child's bus on your smartphone, tablet or computer.

With Here Comes the Bus™, you can send your child to the bus stop at just the right time, helping to avoid missed buses or long waits in freezing temperatures, pouring rain, the heat, sun, strong winds or rush-hour traffic.



Core GPS

- Assess idling, speeding, location, mileage, zone entry/exit, etc.
- Monitors stop arm/med flashers, amber flashers, panic button, pre/post trip inspection verification, etc.
- Use bus scorecards, map replays and reports to quickly rate your fleet



Facebook Twitter YouTube



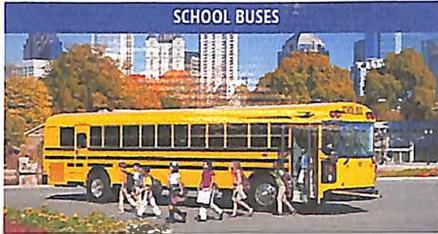
CONTACT US | SHOP BLUE BIRD | BLUE BIRD VANTAGE

SEARCH

Our Buses Alternative Fuels Parts & Service Find a Dealer Video Gallery About Blue Bird Financial Solutions Investor Relations

Home > Our Buses > Application > Schools

Application
Schools
Activity/Commercial
Child Care
GSA
Global
Flexibility
Special Needs
Products
Features



SCHOOL BUSES

Blue Bird sets the bar for school transportation with its full line of school bus products: the All American® Forward Engine, the All American® Rear Engine, the Blue Bird® Micro Bird® and the Micro Bird®. From our best-in-class fuel economy to our best-in-class driver visibility and maneuverability, Blue Bird's industry-leading features establish the benchmark for parents, superintendents, transportation directors, drivers and service technicians alike. Blue Bird is the only manufacturer to offer a full line of alternative-fuel school buses that provide our customers with clean, efficient, affordable and environmentally-friendly school transportation solutions in a variety of custom options and coloring schemes.

"We have had phenomenal success with our Blue Bird buses. The Blue Bird buses provide our students with the greatest safety, are easy to service, include a comfortable driving cockpit and have fantastic maneuverability."

John Nunes
Assistant Director of Transportation
Vail USD
Vail, Arizona

Narrow down your search!
BUS FINDER

Get an estimate on your next purchase TODAY!

800.558.2888

Products for School Needs

STANDARD CAPACITY	VISION® - DIESEL	Micro Bird® - Diesel
Capacity Up to 70 Fuel Tank Varies Horsepower 362 hp @ 4750 rpm GVWR Up to 13,000 lbs	Capacity Up to 78 Fuel Tank 60 or 109 Gallons Horsepower 200-260 rpm GVWR Up to 13,000 lbs	Capacity Up to 25 Fuel Tank 20 Gallons Horsepower 275 rpm GVWR Up to 10,300 lbs
View Details	View Details	View Details

Micro Bird® - Gas/Diesel	Micro Bird® G5 - Propane	Micro Bird® G5 - Gas/Diesel
Capacity Up to 20 Fuel Tank 33 or 40 Gallons Horsepower 255-324 rpm GVWR Up to 10,100 lbs	Capacity Up to 30 Fuel Tank 33 or 40 Gallons Horsepower 300-360 rpm GVWR Up to 14,500 lbs	Capacity Up to 30 Fuel Tank 33 or 40 Gallons Horsepower 255-324 rpm GVWR Up to 14,500 lbs
View Details	View Details	View Details

All American® RE - Diesel	All American® RE - CNG	All American® FE - Diesel
Capacity Up to 84 Fuel Tank 60 or 100 Gallons Horsepower 250-280 rpm GVWR Up to 36,200 lbs	Capacity Up to 84 Fuel Tank 7000 SCF Horsepower 250-280 rpm GVWR Up to 36,200 lbs	Capacity Up to 90 Fuel Tank 60 or 100 Gallons Horsepower 200-280 rpm GVWR Up to 36,200 lbs
View Details	View Details	View Details



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SEARCH

Our Buses Alternative Fuels Parts & Service Find a Dealer Video Gallery About Blue Bird Financial Solutions Investor Relations

Home > Our Buses > Features > Bus Finder > Vision - Diesel

Application
Products
Locations
Bus Finder
Blue Bird ESC
Cummins Engines
ROUSH CleanTech
Blue Bird Connect
Product Literature



As a leader in the school bus industry, the Blue Bird Vision continues as a trendsetter in school bus safety. The unique, purpose-built angled hood offers the greatest loading and unloading zone field of vision in a conventional front-engine school bus. The ergonomic and comfortable driver's cockpit includes a driver-information-display panel that provides a wealth of system information to both drivers and service technicians. With capacities ranging from 35-78 students, the Blue Bird Vision offers the availability needed for today's transportation needs, along with the safety, quality, durability and serviceability to ensure that this one-of-a-kind continues to meet those needs throughout the life of the vehicle.

“
We have hundreds of Blue Bird Visions in our fleet because our bus drivers love them. The buses are built up to their standards and they're able to get up and see thoroughly around the bus. The drivers also really appreciate how user friendly the cockpit is, and I can appreciate the great fuel economy we get from our Visions.”

Leslie Sheldon
Operations Manager
All-Star Transportation
Waterbury, CT

RELATED PRODUCTS



[View Details](#) [Learn Details](#)

SAFETY



Blue Bird's Vision body combines our renowned safety and durability advantages with a one-piece, integrated front end, forming one-piece wheel wells and full, off-the-chassis undercoating. The new, standard front end is more serviceable, ergonomic, comfortable, and stylish, modern design.



Tabbed Navigation

For again a little anyone who loves or pursues or desires to obtain part of itself, because it is part, but because occasionally,

But I must return to you how all this mechanized idea of denouncing pleasure as evil and pain as good and I will give you a complete account.

QUALITY AND DURABILITY



Building off Blue Bird's purpose-built product strategy for maximum quality and optimization, the Blue Bird Vision body design includes exclusive features that direct enhance safety and durability for increased overall value.



Tabbed Navigation

For again a little anyone who loves or pursues or desires to obtain part of itself, because it is part, but because occasionally,

But I must return to you how all this mechanized idea of denouncing pleasure as evil and pain as good and I will give you a complete account.

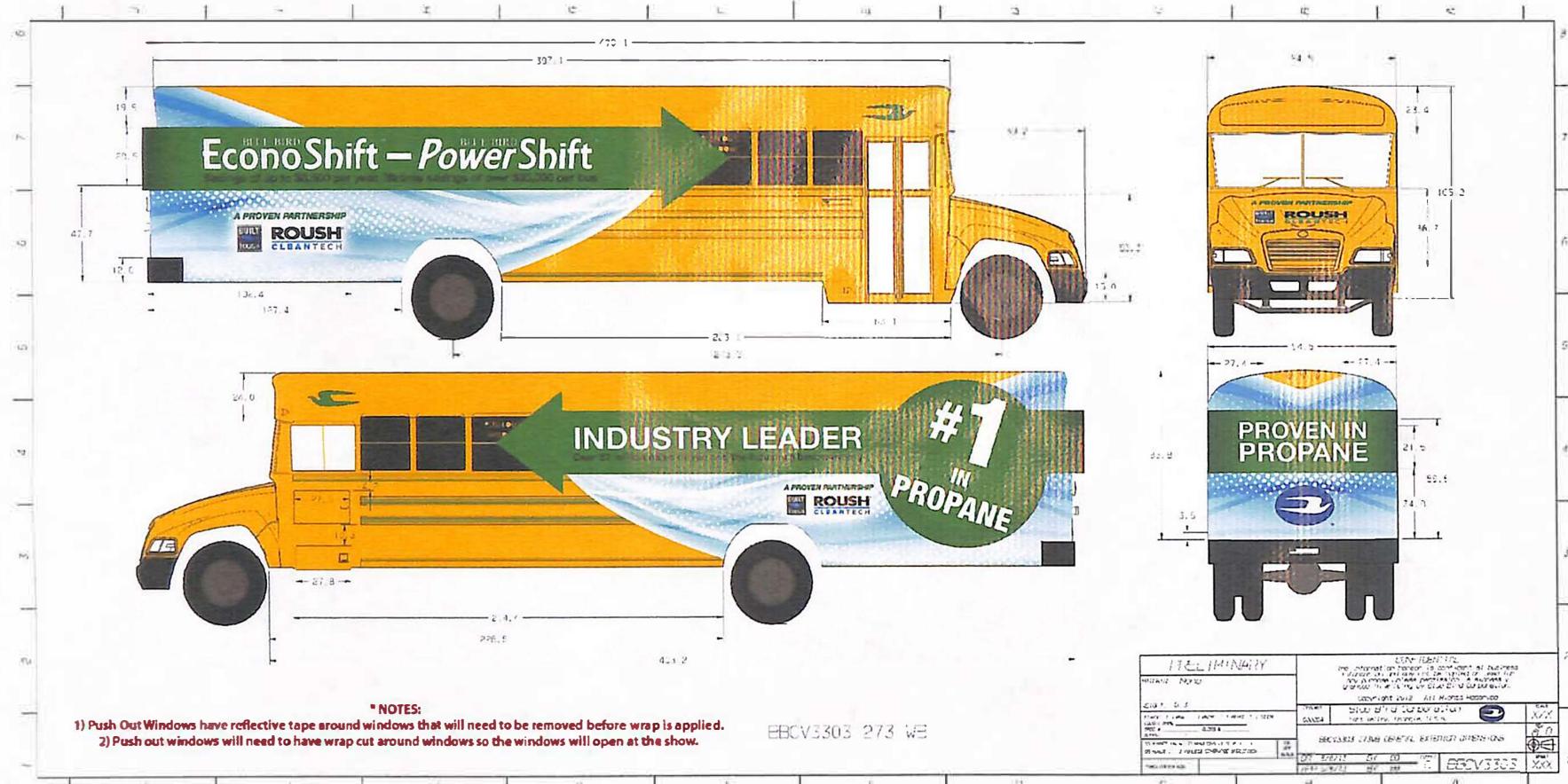


Terms & Conditions Privacy Policy



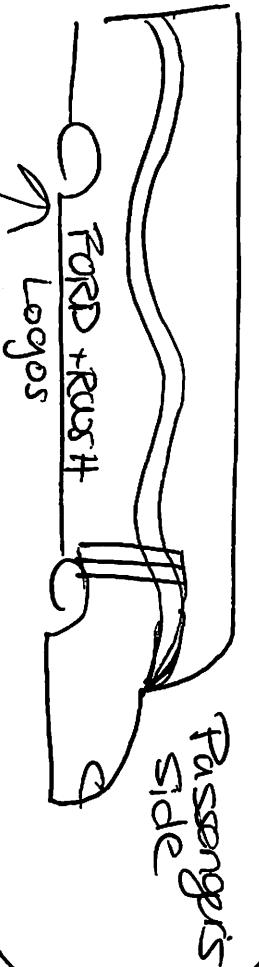
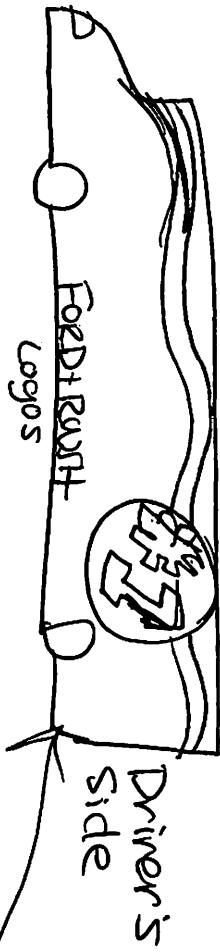


BLUE BIRD
SCHOOL BUS FOUNDATION



- Driver's side needs to take up the side of bus

- Passenger's side cant take up half



- Proven in Propane

- The Leader in Propane

> Over 57 million Miles

Driven 

- The industry's best warranty

- Proven Propane Powertrain

- Econoshift + Powershift

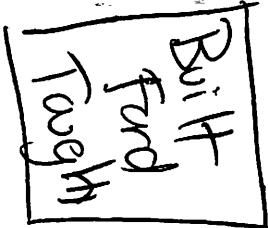
logos

- Fuel Calibration Options

- Savings of up to \$3,500 per bus

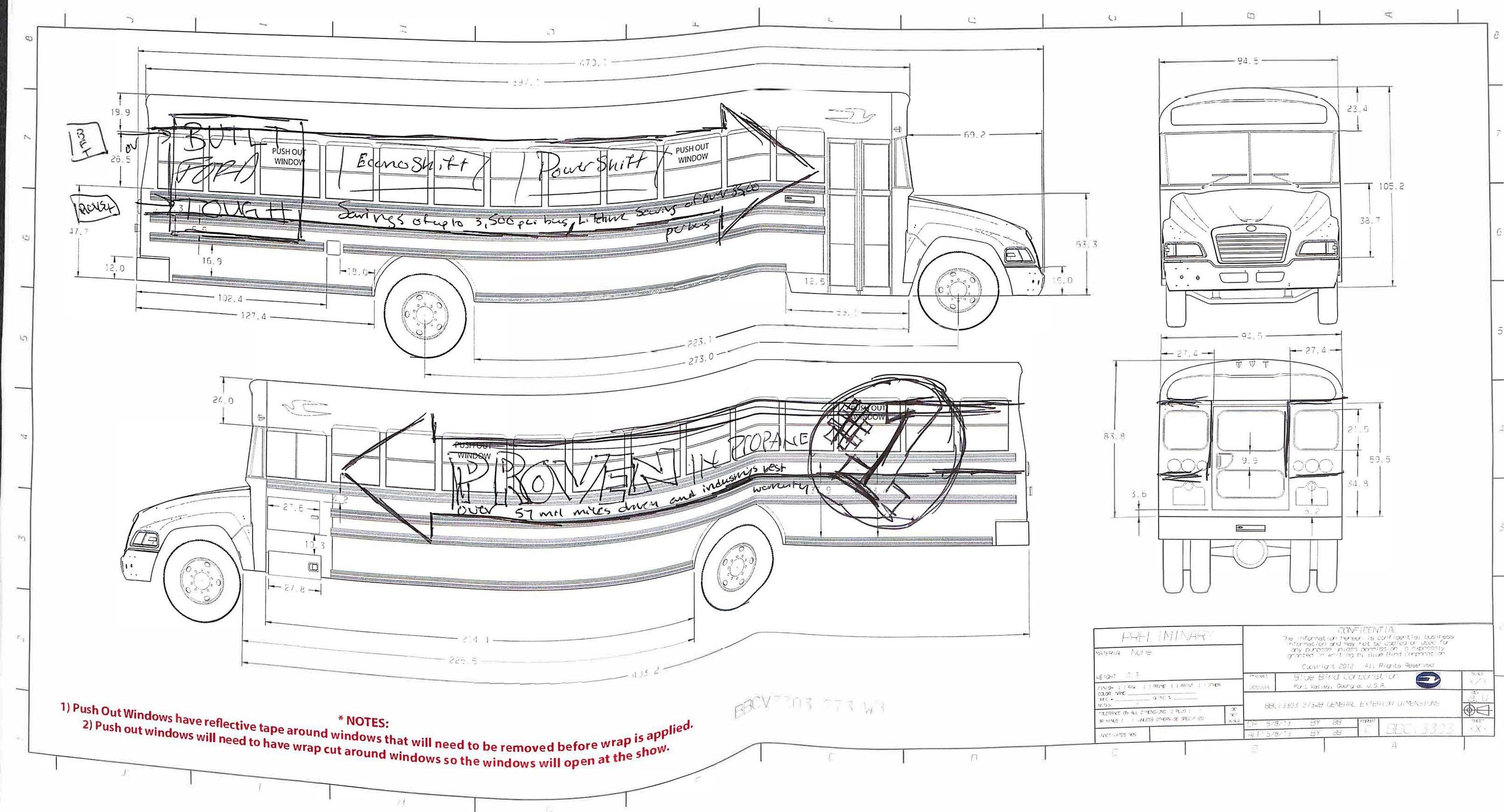
per year*

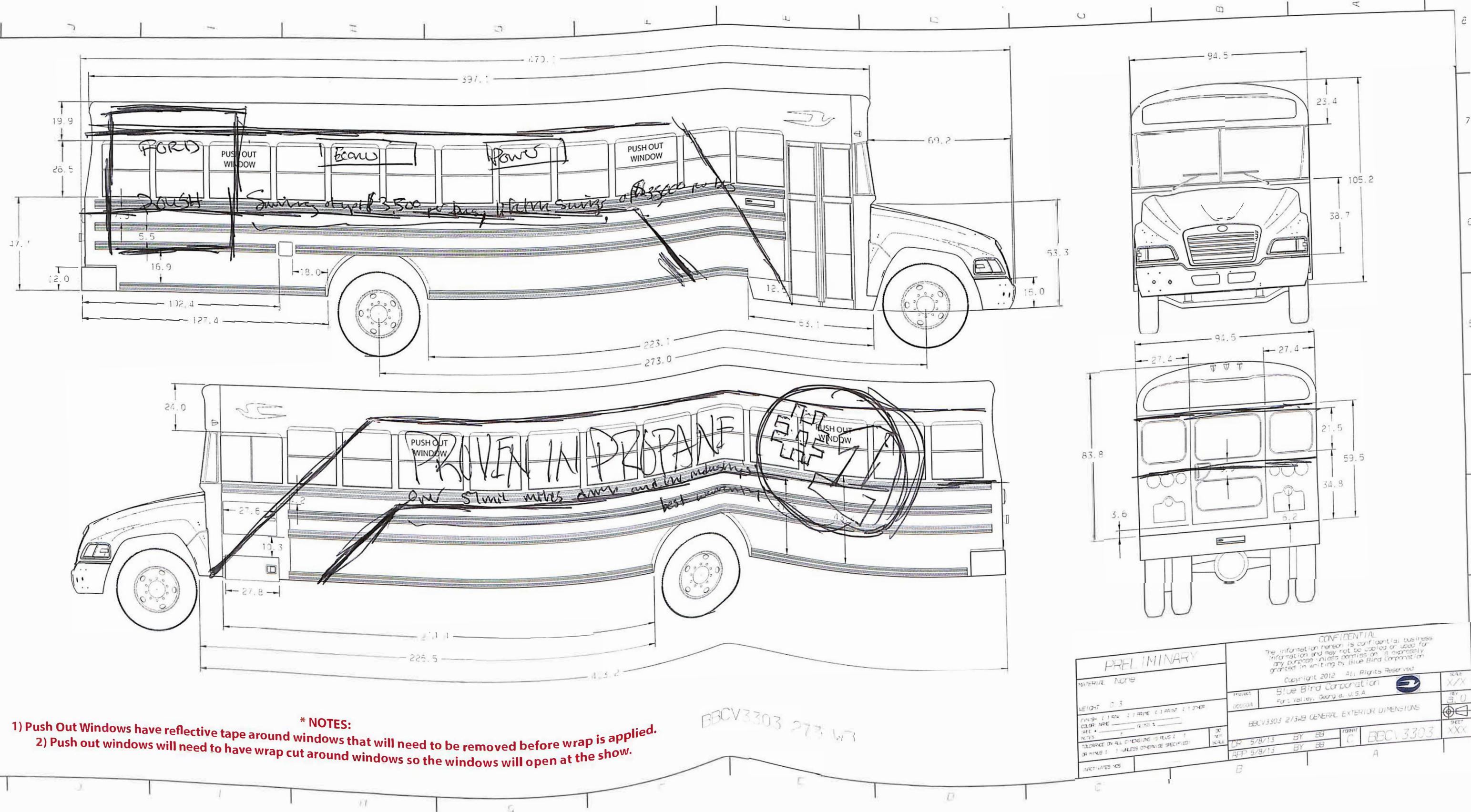
- Lifetime savings of over \$35,000 per bus*



Ford logo

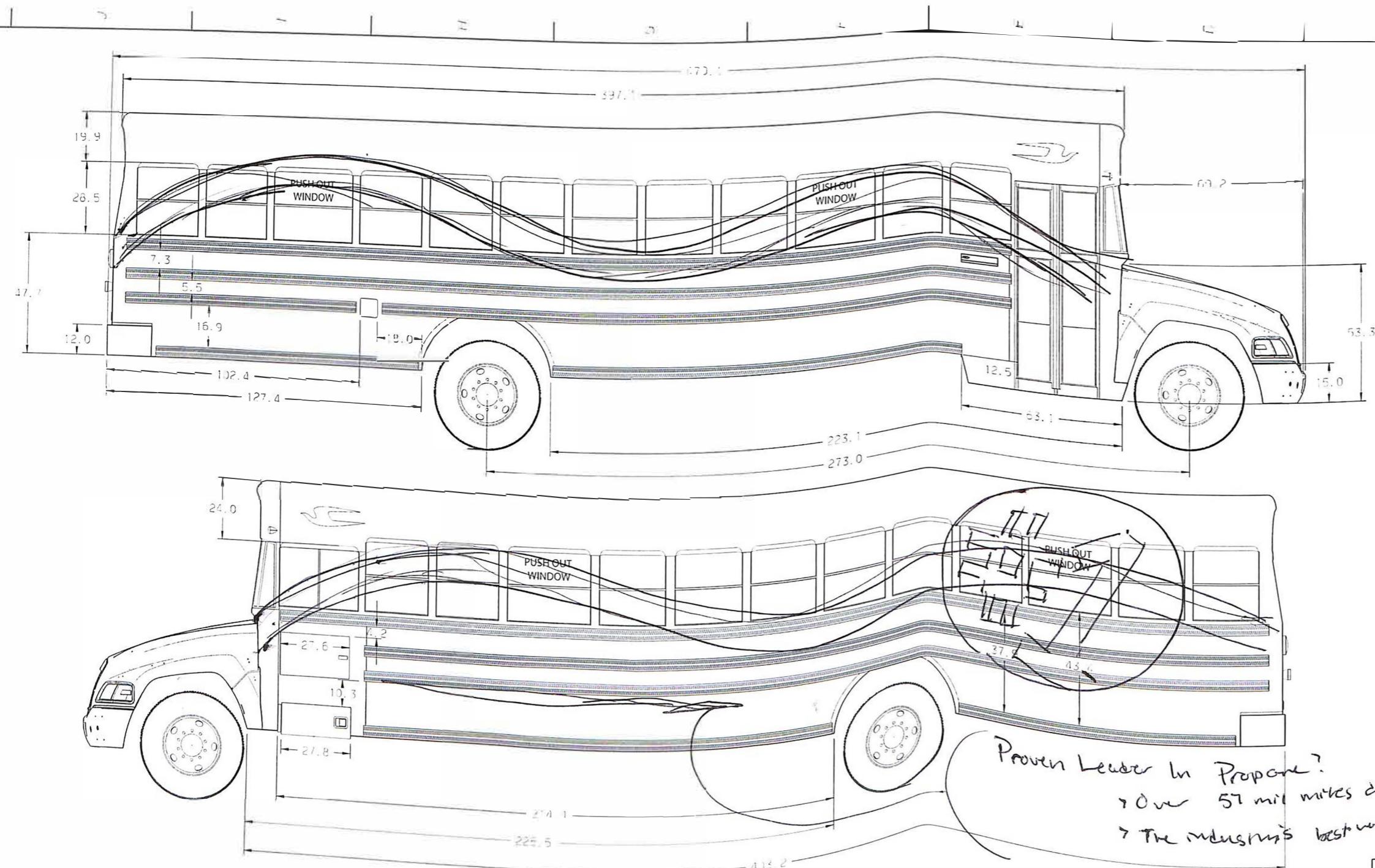
Built
Ford
Tough





*** NOTES:**

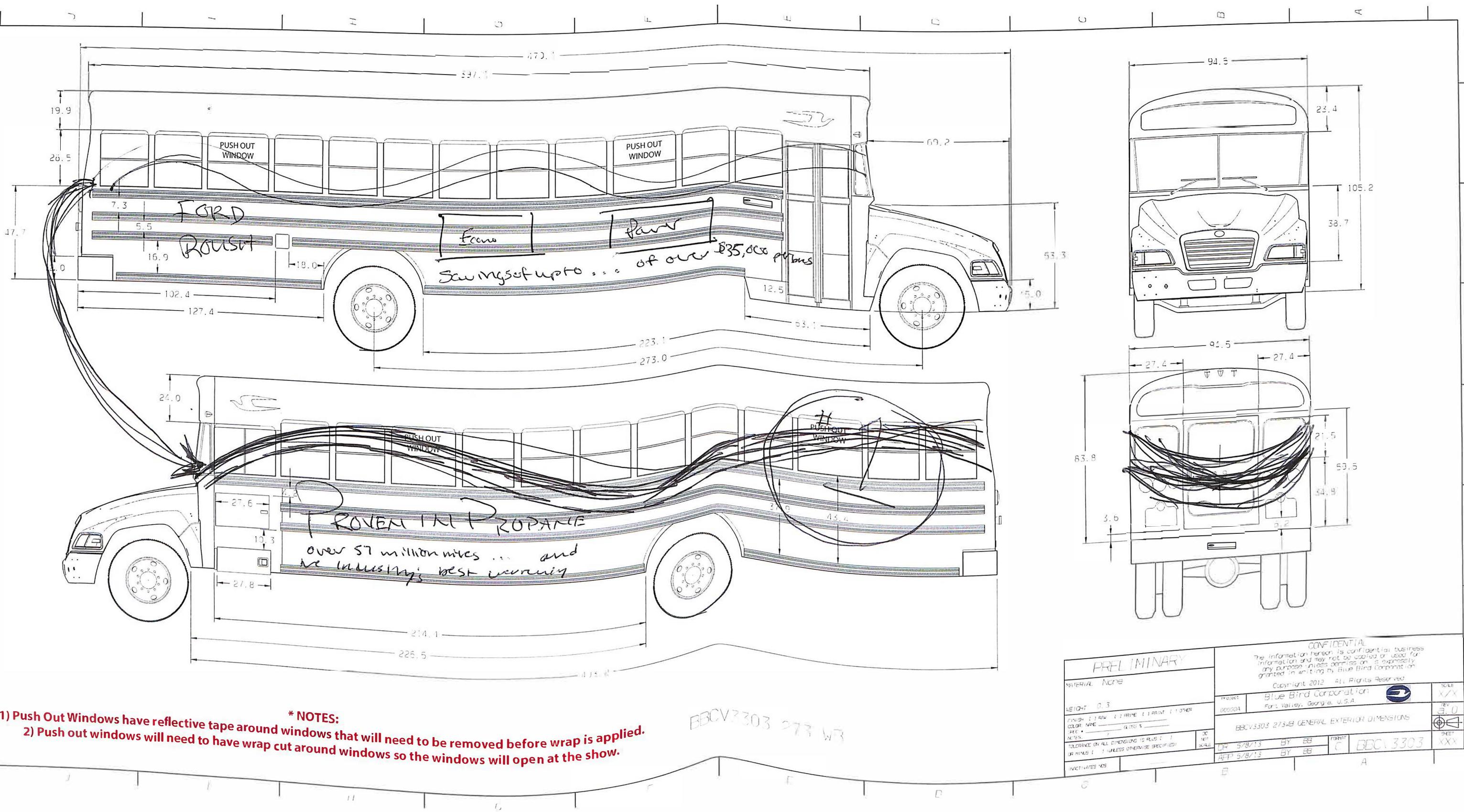
- 1) Push Out Windows have reflective tape around windows that will need to be removed before wrap is applied.
- 2) Push out windows will need to have wrap cut around windows so the windows will open at the show.

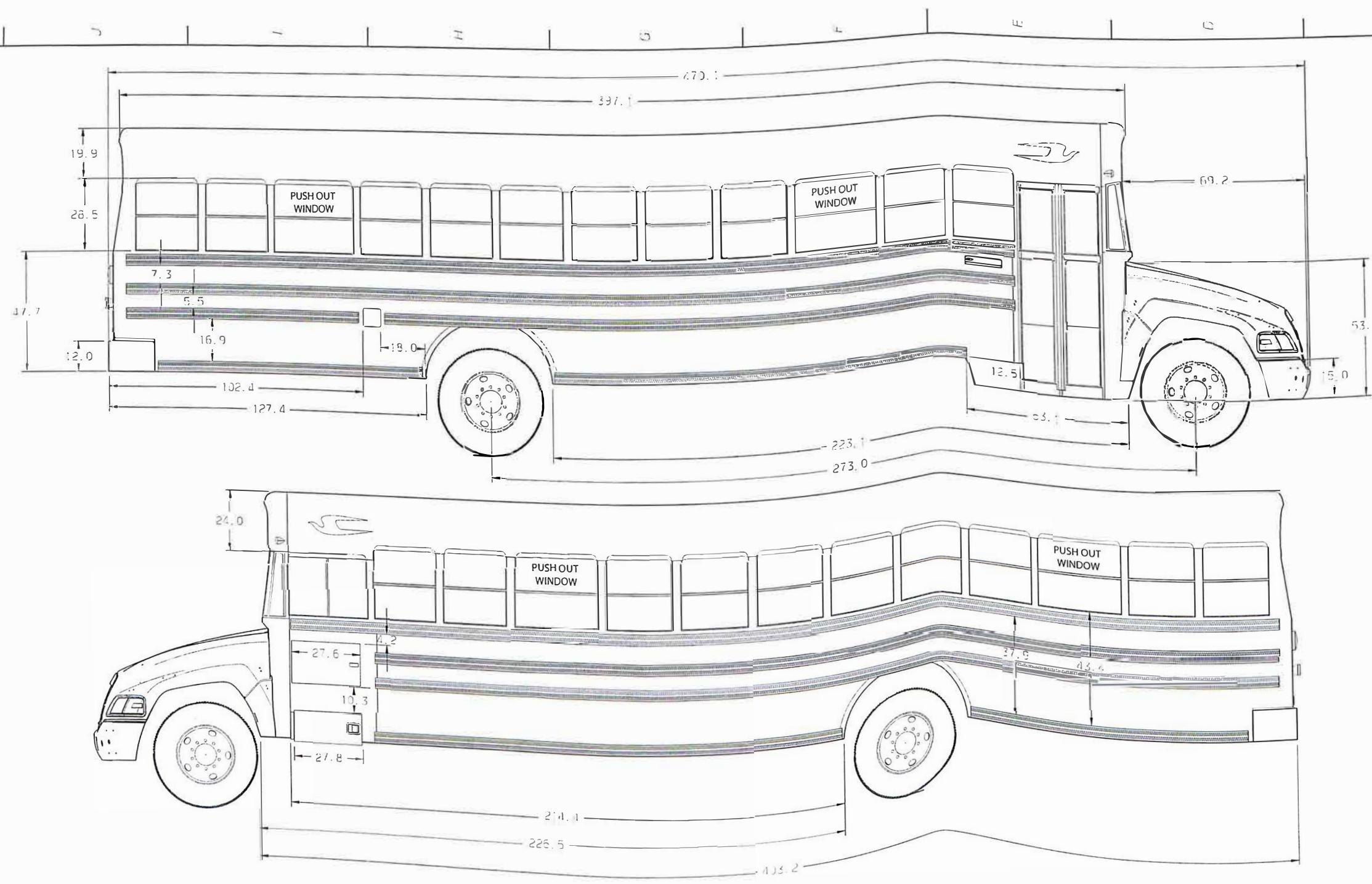


1) Push Out Windows have reflective tape around windows that will need to be removed before wrap is applied
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* NOTES

BBCV 2703 273 W





- * NOTES:**
- 1) Push Out Windows have reflective tape around windows that will need to be removed before wrap is applied.
 - 2) Push out windows will need to have wrap cut around windows so the windows will open at the show.

BBCV3303 273 WR

PRELIMINARY		CONFIDENTIAL	
MATERIAL: None		The information herein is confidential business information and may not be copied or used for any purpose unless permission is expressly granted in writing by Blue Bird Corporation.	
WEIGHT: 0.3	Copyright 2012. All Rights Reserved		
FINISH: CLEAR LUMINE LUMIN LUMIN		Project: Blue Bird Corporation	
COLOR: N/A		Fort Valley, Georgia, U.S.A.	
MATERIAL: N/A		SCALE: X/X	
NOTES: N/A		REV: G.0	
TOLERANCE: ON ALL DIMENSIONS IS PLUS & MINUS 1/8 INCH UNLESS OTHERWISE SPECIFIED		DATE: 5/8/13 BY: BB	
INSTRUCTIONS: N/A		APR 5/8/13 BY: BB	
		FORMAT: C B B C V 3 3 0 3 XXX	
		A	



BLUE BIRD
ARMORTM

Blue Bird: PROVEN IN PROPANE



The Most Options Available

- All wheelbases from 169"-280"
- 3 fuel tank sizes available: 50-gallon, 70-gallon, 100-gallon extended range
- Propane is available on Blue Bird's MicroBird G5 and Vision Conventional
- New Blue Bird EconoShift™ and PowerShift™ fuel system calibration options

INTRODUCING NEW FUEL SYSTEM CALIBRATION OPTIONS

Your Choice of Fuel Economy or Performance

BLUE BIRD EconoShift™

- ✓ Increase fuel economy by 5-6%*
- ✓ Best option for urban driving conditions and flat terrain
- ✓ Better acceleration than a diesel bus**

BLUE BIRD PowerShift™

- ✓ The power you expect from a Blue Bird Propane bus
- ✓ Best option for highway driving conditions and mountainous/hilly terrain.
- ✓ Currently the standard on all Ford/ROUSH Propane bus models***



*Fuel economy increase may vary based on driving conditions and bus driver habits.
**Blue Bird EconoShift™ vs Blue Bird Diesel bus

***Blue Bird PowerShift™ is the standard calibration on all current ROUSH CleanTech and Ford propane buses.

Blue Bird: PROVEN IN PROPANE



The Most Options Available

- All wheelbases from 169"-280"
- 3 fuel tank sizes available: 50-gallon, 70-gallon, 100-gallon extended range
- Propane is available on Blue Bird's MicroBird G5 and Vision Conventional
- New EconoShift and PowerShift fuel system calibration options

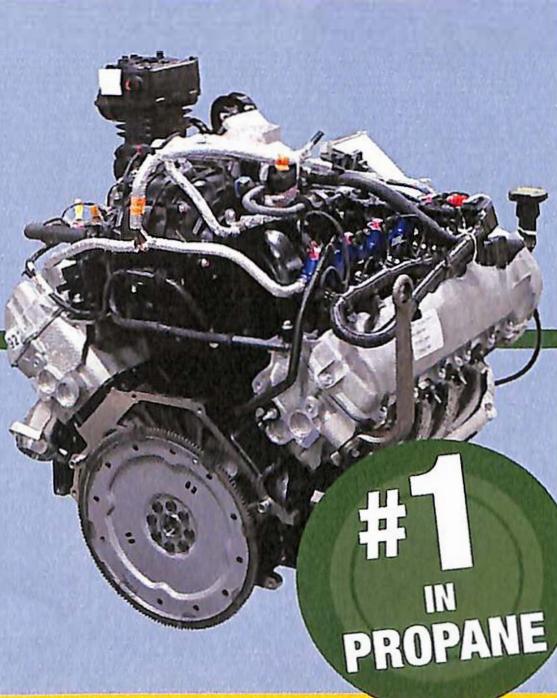
Improve Your Fuel Economy Introducing New Fuel System Calibration Options

BLUE BIRD EconoShift™

- Increase fuel economy by 5-6%*
- Best option for urban driving conditions and flat terrain
- Still more powerful than a diesel bus**

BLUE BIRD PowerShift™

- The power you expect from a Blue Bird Propane bus
- Best option for highway driving conditions and mountainous/hilly terrain.
- Currently the standard on all Ford/ROUSH Propane bus models**



*Fuel economy increase may vary based on driving conditions and bus drivelines.

**Blue Bird EconoShift™ has a higher RPM than a Blue Bird diesel bus.

***Blue Bird PowerShift™ is the standard calibration on all current ROUSH CleanTech and Ford propane bus models.

Blue Bird: PROVEN IN PROPANE



The Most Options Available

- All wheelbases from 169"-280"
- 3 fuel tank sizes available: 50-gallon, 70-gallon, 100-gallon extended range
- Propane is available on Blue Bird's MicroBird G5 and Vision Conventional
- New EconoShift™ and PowerShift™ fuel system calibration options



Improve Your Fuel Economy

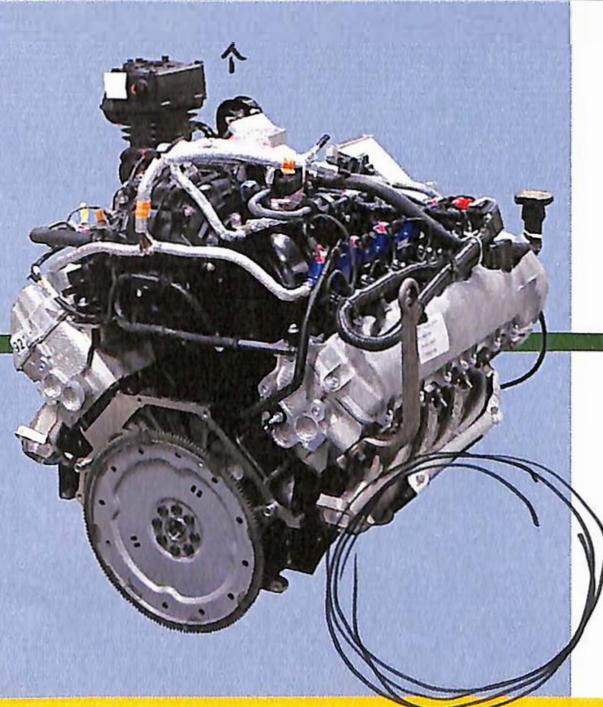
Introducing New Fuel System Calibration Options

BLUE BIRD EconoShift™

- ✓ Increase fuel economy by 5-6%*
- ✓ Best option for urban driving conditions and flat terrain
- ✓ Still more powerful than a diesel bus**

BLUE BIRD PowerShift™

- ✓ The power you expect from a Blue Bird Propane bus
- ✓ Best option for highway driving conditions and mountainous/hilly terrain
- ✓ Currently the standard on all Ford/Roush Propane bus models**



BLUE BIRD

*Fuel economy may vary based on driving conditions and other factors. Blue Bird PowerShift™ is not available on all Blue Bird bus models.

**Blue Bird PowerShift™ is not available on all Blue Bird bus models.

+lpt

Custom Built to Your Needs

Blue Bird: PROVEN IN PROPANE



The Most Options Available

- All wheelbases from 169"-280"
- 3 fuel tank sizes available: 50-gallon, 70-gallon, 100-gallon extended range
- Propane is available on Blue Bird's MicroBird G5 and Vision Conventional
- New EconoShift and PowerShift fuel system calibration options

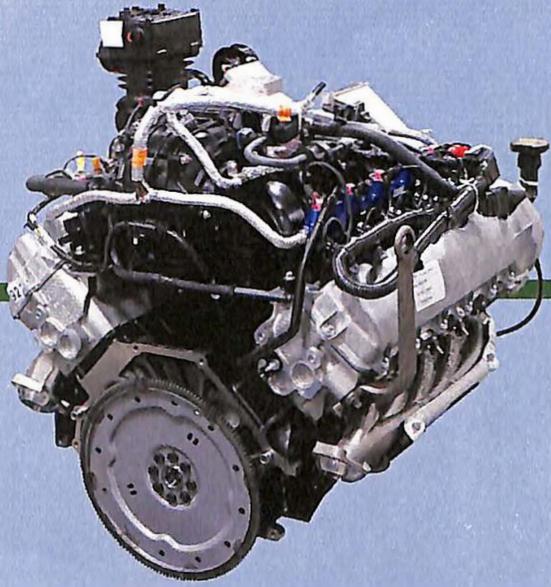
» Improve Your Fuel Economy

Introducing New Fuel System Calibration Options

Fuel Economy or Performance: You Choose

BLUE BIRD EconoShift™

- Increase fuel economy by 5-6%*
- Best option for urban driving conditions and flat terrain
- Still more powerful than a diesel bus**



BLUE BIRD PowerShift™

- The power you expect from a Blue Bird Propane bus
- Best option for highway driving conditions and mountainous/hilly terrain
- Currently the standard on all Ford/Roush Propane bus models**



BLUE BIRD

*Fuel economy increase may vary based on driving conditions and bus driver habits.
**Blue Bird EconoShift™ is more powerful than a Blue Bird diesel bus.
Blue Bird PowerShift™ is the standard conversion on all current FORD 4.6L V8 Clean Tech and Ford propane bus models.

Blue Bird: PROVEN IN PROPANE



The Most Options Available

- All wheelbases from 169"-280"
- 3 fuel tank sizes available: 50-gallon, 70-gallon, 100-gallon extended range
- Propane is available on Blue Bird's MicroBird G5 and Vision Conventional
- New EconoShift and PowerShift fuel system calibration options

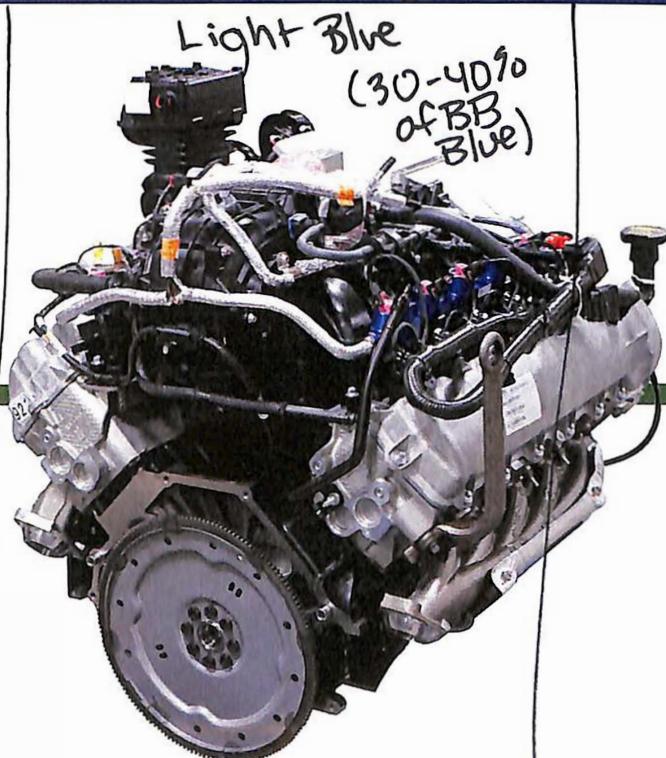
» Improve Your Fuel Economy Introducing New Fuel System Calibration Options

BLUE BIRD EconoShift™

- Increase fuel economy by 5-6%*
- Best option for urban driving conditions and flat terrain
- Still more powerful than a diesel bus**

BLUE BIRD PowerShift™

- The power you expect from a Blue Bird Propane bus
- Best option for highway driving conditions and mountainous/hilly terrain
- Currently the standard on all Ford/Roush Propane bus models**



*Inicitio pedis aut aditibeaque venisque dolut optatia ectaliqu osaperum liatur, ut quates culloreno te porporum ex est,
**que re sinitas plenit et optat? Quia porepudis moluptatem. Ro et ullaspel is estia ne omniminictis endaeperate sa
***olorit laut ipist, sapelia tlatquam que molut abo. Ximus dolo eat dolori a inuscid que ma pliquia ndipis ex etur autatur

- * Fuel economy increase may vary based on driving conditions and ^{bys} driver habits.
- * * Blue Bird Econo Shift™ has a higher RPPM than a typical Blue Bird diesel bus.
- * * * Blue Bird PowerShift is the standard calibration on all current ~~ROBES~~ H Clean Tech and Ford propane bus models.

Blue Bird: PROVEN IN PROPANE



Even More Options! or... Even More Choices!

The Most Options Available!

Blue Bird has a remarkable record of industry-leading milestones which show our proven, reliable history with propane bus solutions. Our buses are now in their third generation of production, and we continue to improve our product to continue to be the best alternative fuel option available. ~~by adding new features to our propane product offering, that enhance the quality, sa capabiliti of your fleet.~~

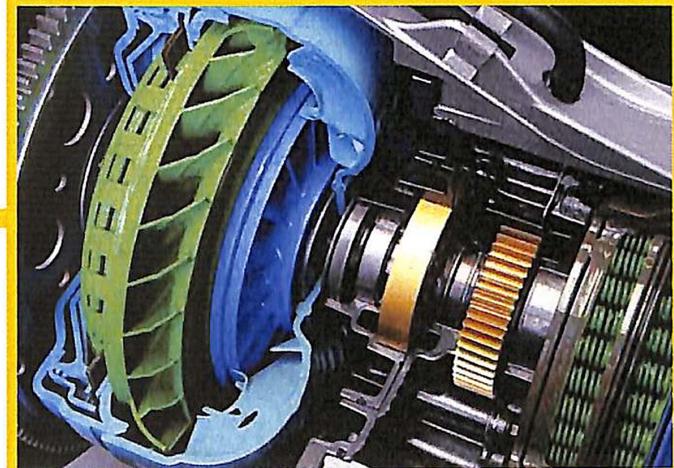
» Fuel System Calibration Options

BLUE BIRD EconoShift™ PowerShift™

- The Roush CleanTech fuel system in our Vision Propane buses can be calibrated to fit your needs.
- Our EconoShift option allows for improved fuel economy, while our PowerShift option is best suited for operating conditions that require more power.

Improved Fuel Economy Optimizer

The torque converter helps improve fuel economy and directly links the segment-first live drive power take-off to the crankshaft.

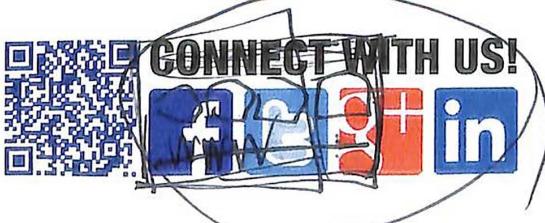


PROPANE AUTOGAS:



Proven to save districts
THOUSANDS per year!

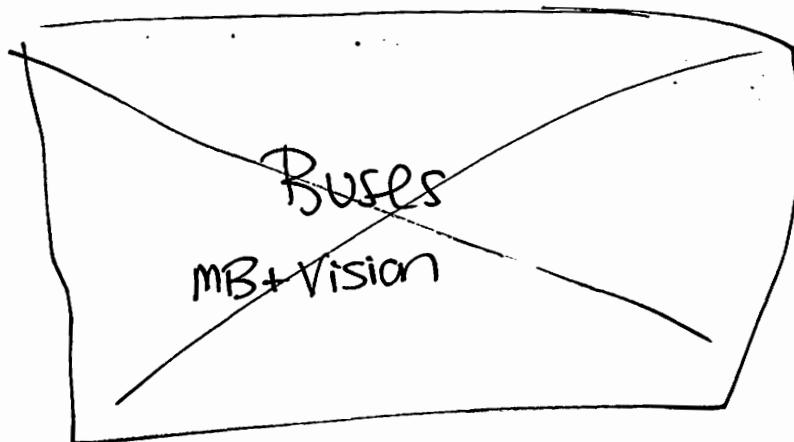
- Districts have logged savings of up to **\$.37 PER MILE**
- Significantly lower maintenance costs save districts thousands per bus, per year
- Infrastructure is typically installed free-of-charge with a propane fuel contract
- The most options available- all wheelbases, 3 tank size options, and more



A heritage of looking ahead.

BLUEBIRD

PROVEN IN PROPANE



The Most Options Available!

- All wheelbases from 169"-280"
- 3 fuel tank sizes; 50gal, 70-gal, 100-gal extended range
- Available Propane is available on BlueBird's Type A and Type C buses, with BlueBird G5 Vision Conventional fuel system calibration options
- NEW EconoShift™ and PowerShift™

(condensed Black (Bigger))

>> Introducing Improve Your Fuel Economy

Improvements in Fuel Economy
Introducing Fuel System Calibration Options

EconoShift

1. Increases fuel economy by 5-6%*

2. Best option for flat terrain

2. Best option for Urban Driving conditions + Flat Terrain

PowerShift

Still more powerful than a Diesel bus*

Engine Trans
Pic

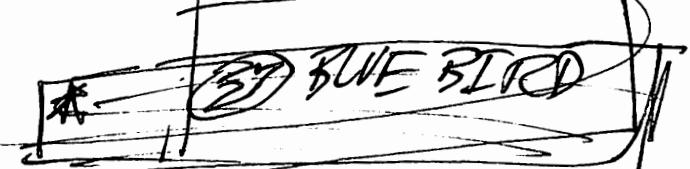
PowerShift

1. The power you expect from a Blue Bird Propane bus

2. Best option for highway Driving Conditions + Mountainous/ hilly Terrain

3. Currently standard on all Propane bus models*

Social Media





AFFORDABLE. VERSATILE. INNOVATIVE.

GASOLINE

THE BLUE BIRD GASOLINE POWERED SCHOOL BUS



The Blue Bird Gasoline Powered Vision will have a lower acquisition cost than other fuel types



Maintenance and repairs are easy when a majority of technicians are trained to work on gasoline engines and you can refuel almost anywhere



A proven partnership with Ford and ROUSH CleanTech makes the Blue Bird Gasoline Powered Vision another reliable choice for your fleet

Available
in 2016!

PROVEN TECHNOLOGY

A STRONG PARTNERSHIP

At Blue Bird, we work with partners who deliver the best results. Working with powerful, long-time partners ROUSH CleanTech and Ford on our propane autogas solution has proven that these companies are the best choice for our gasoline-powered school bus. The Blue Bird Gasoline Powered Vision will also share operational similarities to our propane bus, such as smooth, quiet engine operation and reliable cold weather startup.



RELIABLE ENGINE TECHNOLOGY

The **Ford 6.8L V10 Engine** has been utilized in over two decades worth of Ford products, certifying their durability and reliability in the truck market. It comes with the industry's best 5-year, unlimited mile warranty, and a network of service centers throughout the United States and Canada to allow for quick turnaround on service.

Ford has produced over 1.3 million of these engines since introduction, a testament to their quality and reliability. Paired with their 6R140 transmission and engine fuel system, the 6.8L V10 engine from Ford is the perfect fit for a school bus application. The gasoline-powered bus will utilize the same powertrain as Ford's new F650/750 medium duty commercial truck and delivers industry segment performance and durability leadership for Blue Bird's gasoline bus offering.



THE IMPORTANCE OF POWERTRAIN MATCHING

Power. Safety. Reliability. These are just a few qualities that are on your mind when deciding on a bus purchase. Blue Bird's gasoline powered Vision will deliver best-in-class results with a reliable powertrain that delivers all the qualities that are sought after in a bus. With over 1 million Ford 6.8L engines and 6R140 transmissions working together on the road today, there's no question that Ford's powertrain match is perfect for a school bus application.



The Gasoline Powertrain and Fuel System Includes a
5-year, Unlimited Mile Warranty:
The Industry's Best!

Centered top page

AFFORDABLE. VERSATILE. INNOVATIVE.

GASOLINE

THE BLUE BIRD GASOLINE POWERED SCHOOL BUS



AFFORDABLE

- The Blue Bird Gasoline Powered School Bus is expected to have a lower up-front cost than our other fuel types

VERSATILE

- Maintenance and repairs are easy when a majority of technicians are trained to work on gasoline engines.
- Refuel almost anywhere.

INNOVATIVE

- A proven partnership with Ford and ROUSH CleanTech makes the Blue Bird Gasoline Powered School Bus a reliable choice for your fleet.

Proven Reliability?

A PROVEN PARTNERSHIP

A. A Proven Partnership

Built
for
Tough

ROUSH CleanTech

C.B.

The Ford V10 engine offers the power needed for gasoline

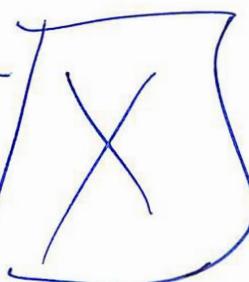
No Conversions ~~Required~~

The Ford engine is compatible to run on multiple fuel types, including propane, with just a change of the fuel rail. The fuel system itself is not changed to run propane- in fact, no fuel touches the engine at any time during the engine production process! Ford instead uses an engine assembly cold test, which sends a vacuum of air through the engine to test for leaks.

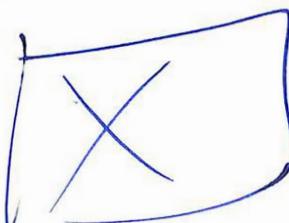
B.

Proven, Reliable Engine Technology

Ford has produced over 1.3 million of these engines since introduction, a testament to their quality and reliability. The Ford 6.8L V10 also powers Ford trucks, motorhomes, and other medium-duty applications. Paired with the Ford 6R140 transmission and ROUSH CleanTech fuel system, the 6.8L V10 engine from Ford is the perfect fit for a school bus application.

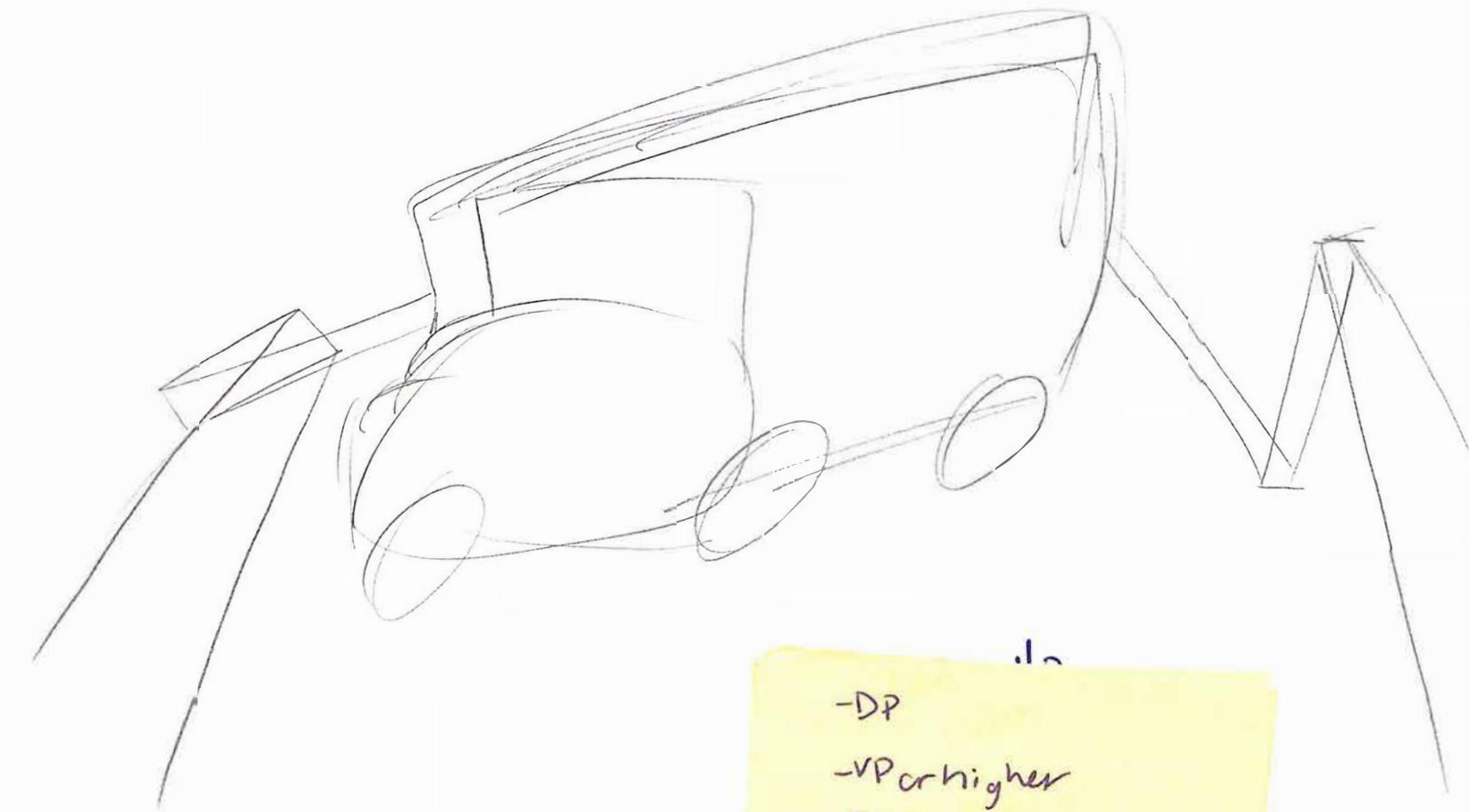


pic of engine



pic of school bus

At Blue Bird, we choose to work with partners that deliver the best results. That's why we've chosen powerful partners like Ford and ROUSH CleanTech, to make sure our gasoline powered buses deliver the power and efficiency you need, while maintaining the lowest total cost of ownership possible.



-DP

-VP or higher

-Executives

Leave July 25 @ 8:25 AM

Arrive July 25 @ 10:30 AM

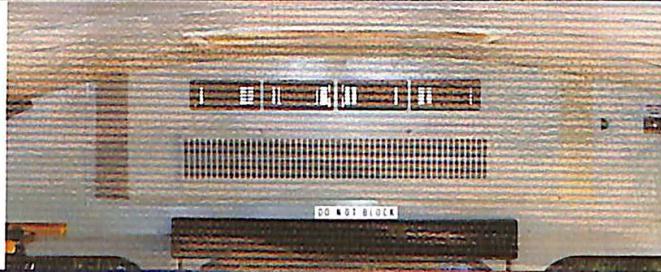
Leave @ 11 AM

Arrive @ 11:33 AM

BLUE BIRD

Air Conditioning

SAVINGS AND RELIABILITY!



COOL AIR IS BUILT IN!

OEM installed, this system is integrated into Blue Bird's wiring, preventing electrical issues some may face with an aftermarket install. Unlike most aftermarket offerings, Blue Bird Air Conditioning comes standard with driver A/C and a suction line accumulator on multiple evaporator systems.



- Driver A/C Dash comes standard
- System is not an "aftermarket" installation
- No seat or body plan limitations on special needs buses
- System does not intrude into seating area
- Larger-diameter refrigerant suction line hoses than most A/C systems
- No custom parts for ease of service

Blue Bird Air Conditioning
is now available!



blue-bird.com

Blue Bird. A heritage of looking ahead.



HERE'S WHAT'S NEW IN 2015!



BLUE BIRD ARMOR™

Shown below is Blue Bird Armor™ vs a standard steel bumper after 20 test cycles



WE'RE CONSTANTLY ADVANCING

Blue Bird never stops improving its product line. That's why we are excited to announce new features that make our products even better—continuing our tradition of being best-in-class. With our proven commitment to innovation, Blue Bird really does have a heritage of looking ahead.

- Protects exterior components from road debris and other abrasive materials
- Provides UV (ultraviolet) resistance
- Excellent impact and crack resistance
- Currently available on Blue Bird steel bumpers

STAINLESS STEEL EXHAUST



- Corrosion resistant
- Compatibility assured
- Available on Vision and All American FE models



A heritage of looking ahead.



BLUE BIRD® Product Passport



Your chance to win one of
two Apple Watches!



Directions

1. Collect at least 3 stamps from our Blue Bird stations featuring our best-in-class products and services.
2. Fill out the information at the bottom of the Passport.
3. Tear off bottom information card and place in the grand prize drawing bin.
4. If you collect the fourth stamp from the Micro Bird booth, you are eligible to enter for a second chance to win an Apple Watch by entering your Micro Bird ticket for the grand prize drawing.
5. **KEEP YOUR STUB** and return to the booth at 4:30 pm for the drawing. You must be present to win.

First Name: _____ Last Name: _____
Company/Organization: _____
Job Title: _____ Company Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Email: _____

0911



0911



Please **KEEP THIS STUB** and return to
the Blue Bird Booth at 4:30 pm for the
grand prize drawing!

0911





WHAT'S NEXT?
7.28.15

Be sure to stop by the Blue Bird booth
at 11:45 AM Tuesday morning for the
unveiling of something big!

WHAT'S NEXT?
7.28.15



Wednesday, July 30

8:00 am to 6:00 pm

Green Bus Summit Open — Stop by the Blue Bird booth, located in

Carson 1. On display will be our industry leading propane innovations.

Apple Watch Drawing — Complete our "passport" at the tradeshow

booth for a chance to win!

Fire and Ice Networking Extravaganza — Food, music and fun!

New Product Unveil — Come check out the next big thing from Blue Bird!

STN Expo Trade Show Open — Stop by the Blue Bird Booth, located in the Silver State Pavilion. Don't forget to sign up for two booth drawings. On display will be the Propane Vision, G5 Micro Bird, T-Series Micro Bird and the latest industry innovations.

11:45 am

4:30 pm

7:00 pm to 10:00 pm

Schedule of Events

11:45 am

Tuesday, July 29
11:00 am to 5:00 pm

STN Expo Trade Show Open — Stop by the Blue Bird Booth, located in the Silver State Pavilion. Don't forget to sign up for two booth drawings. On display will be the Propane Vision, G5 Micro Bird, T-Series Micro Bird and the latest industry innovations.

11:45 am

New Product Unveil — Come check out the next big thing from Blue Bird!

Apple Watch Drawing — Complete our "passport" at the tradeshow

booth for a chance to win!

Fire and Ice Networking Extravaganza — Food, music and fun!

Green Bus Summit Open — Stop by the Blue Bird booth, located in

Carson 1. On display will be our industry leading propane innovations.



BLUE BIRD

Schedule of Events

Monday, July 29
5:00 to 7:00 pm

Keynote Speaker — Bobby Bowden, Hall of Fame College Football Coach and Author Presents "Driving Leaders" Blue Bird Sponsored Reception following — hors d'oeuvres and beverages will be available.

Tuesday, July 29
11:00 am to 5:00 pm

STN Expo Trade Show Open — Stop by the Blue Bird Booth, located in the Silver State Pavilion. Don't forget to sign up for two booth drawings. On display will be the Propane Vision, G5 Micro Bird, T-Series Micro Bird and the latest industry innovations.

11:45 am

New Product Unveil — Come check out the next big thing from Blue Bird!

4:30 pm

Apple Watch Drawing — Complete our "passport" at the tradeshow booth for a chance to win!

7:00 pm to 10:00 pm

Industry Social — Food, music and fun!





BLUE BIRD®

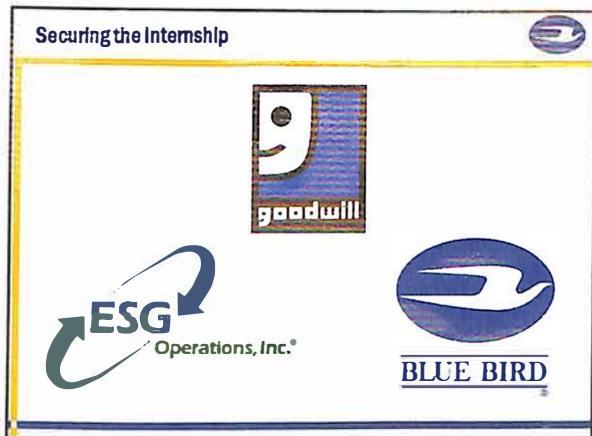
Marketing Internship

Patrick Heise • Blue Bird Corporation • September 25, 2015



Blue Bird Marketing Internship

- ❖ Securing the Internship
- ❖ Internship Environment
- ❖ Internship Work
 - ❖ Coloring Book
 - ❖ Website Redesign
 - ❖ Product Literature
 - ❖ Trade Show Marketing and Experience
- ❖ Reflection
- ❖ Recommendations to the Department
- ❖ Acknowledgements

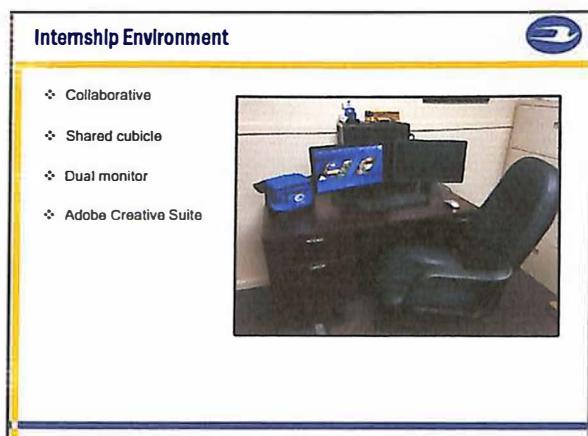


Securing the Internship



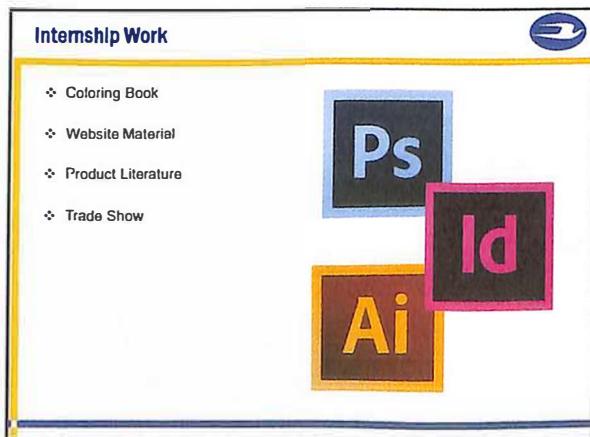






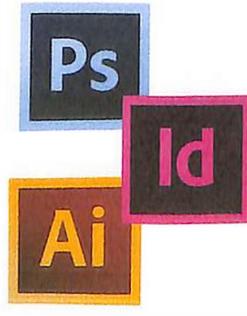
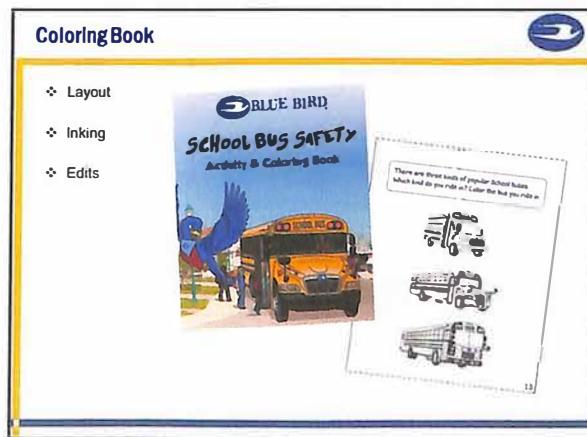
Internship Environment

- ❖ Collaborative
- ❖ Shared cubicle
- ❖ Dual monitor
- ❖ Adobe Creative Suite

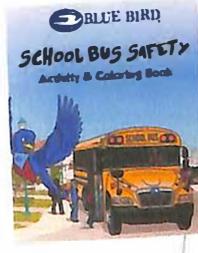
Internship Work

- ❖ Coloring Book
- ❖ Website Material
- ❖ Product Literature
- ❖ Trade Show

Coloring Book

- ❖ Layout
- ❖ Inking
- ❖ Edits



More are three kinds of popular school busses. Which kind do you ride on? Color the bus you ride on.



Layout and Inking

Coloring Pages

Coloring Pages

Website Material

- ❖ Search Engine Optimization
- ❖ Google Analytics
- ❖ Comparison PPT
- ❖ Redesigns
- ❖ Foundation Logo

Google Analytics

Comparison PPT

Website Competitive Comparison

Blue Bird Connect and Here Comes the Bus

Aesthetic Updates

Blue Bird School Bus Foundation

Product Literature

- ❖ Proven in Propane
- ❖ Gasoline
- ❖ What's New

Proven in Propane

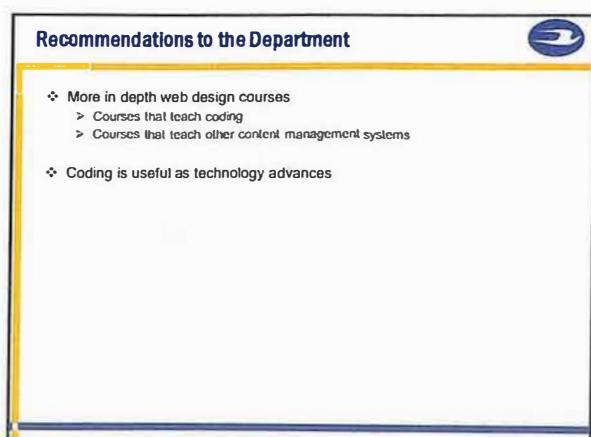
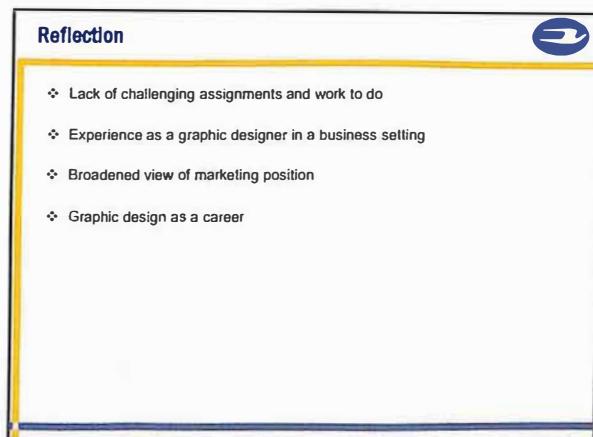
Gasoline

- ❖ Bus Wrap
- ❖ Door Hang and Postcard
- ❖ Passport
- ❖ Blue Bird Armor™



A composite image showing two views of a school bus with a custom "Propane Bus Wrap". The top left image shows the front of the bus with a yellow and orange wrap. The bottom right image shows the side of the bus with a white and orange wrap, featuring the text "BUSES FUELED BY PROPANE" and a large green circle with a white "1" and a red exclamation mark.

<h1>“Passport”</h1> 																							
																							
<p>Your chance to win one of two Apple Watches!</p>																							
																							
<h2>Directions</h2> <ol style="list-style-type: none"> Collect a stamp from each of our Blue Bird stations featuring our basic products and services. Fill out the information on the bottom of the Passport. Turn in the completed card and place in the grand prize drawing bin. If you collect all the basic stations on the Blue Bird Route, you are eligible to enter a second drawing for an Apple Watch by calling toll-free 800-390-3900 for the grand prize drawing. Grand Prize \$1,000.00 to the first person to draw a Blue Bird stamp on the passport. <p>Be present to win.</p>																							
<table border="1"> <tr> <td>First Name</td> <td>Last Name</td> </tr> <tr> <td>Company/Capacity</td> <td>Company Address</td> </tr> <tr> <td>Alt. Name</td> <td>Alt. Address</td> </tr> <tr> <td>City</td> <td>City</td> </tr> <tr> <td>Prov.</td> <td>Prov.</td> </tr> <tr> <td>Postal Code</td> <td>Postal Code</td> </tr> <tr> <td>0911</td> <td>0911</td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td>Propane</td> <td>Gas</td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td>PSFC/Utility</td> <td>PSFC/Utility</td> </tr> </table>		First Name	Last Name	Company/Capacity	Company Address	Alt. Name	Alt. Address	City	City	Prov.	Prov.	Postal Code	Postal Code	0911	0911			Propane	Gas			PSFC/Utility	PSFC/Utility
First Name	Last Name																						
Company/Capacity	Company Address																						
Alt. Name	Alt. Address																						
City	City																						
Prov.	Prov.																						
Postal Code	Postal Code																						
0911	0911																						
																							
Propane	Gas																						
																							
PSFC/Utility	PSFC/Utility																						
<p>Passport \$10.00 Blue Bird stamp and return to the Blue Bird Route at 420 York for the grand prize drawing!</p>																							



Acknowledgements



- ❖ Justyne Lobello, Matthew Rinderle, and Robert Purser
- ❖ Dr. Grady and the Technical Communication Department



Employer's Evaluation of Intern Student:

Patrick Heise

To the Employer / Supervisor:

Please complete an evaluation form for each student. Feel free to make a copy for your files.

This form should be completed by the individual(s) in the best position to evaluate the student's training, work, and attitude. Also, subsequent discussion between that person and the student to elaborate on the evaluation can be most beneficial to the student's personal and career development. If you think it appropriate, you may copy the form and have more than one person submit evaluations.

If it is not possible for you to discuss this evaluation with the student, we request that the internship supervisor be permitted to show the evaluation to the student.

The student is always interested in learning the work supervisor's assessment of job performance and welcomes constructive criticism. Your observation will assist the student in future employment endeavors, as well as help us in fine-tuning our BS degree program. As you check off the ratings below, there is room to the right to provide additional comments.

You are encouraged, on the student's behalf, to complete and return this evaluation in a timely manner. Please realize that the student's grade is pending the University's receipt of a completed employer's evaluation.

Your assistance and support of Mercer's Technical Communication program is sincerely appreciated.

Please Return Complete Evaluation Form(s) By:

Return To:

Dr. Helen M. Grady
Mercer University School of Engineering
Department of Technical Communication
1400 Coleman Avenue
Macon, Georgia 31207

grady_h@mercer.edu
478-301-2211 (voice)
478-301-5434 (Fax)

1. Demonstrated Interest in Work

- High interest in job. Very enthusiastic
- More than average amount of interest and enthusiasm for job.
- Satisfactory amount of interest and enthusiasm for job.
- Interest inconsistent. Occasionally enthusiastic.
- Little interest or enthusiasm for job.

2. Initiative

- Self-starter. Asks for new jobs. Looks for work to do.
- Acts voluntarily in most matters.
- Acts voluntarily in routine matters.
- Relies on others. Must be told frequently what to do.
- Usually waits to be told what to do next.

3. Organization and Planning

- Does an excellent job of planning and organizing work.
- Usually organizes work well.
- Does normal amount of planning and organizing.
- More often than not, fails to organize and plan work effectively.
- Consistently fails to organize and plan work effectively.

4. Ability to Learn

- Exceptionally quick.
- Quick to learn.
- Average.
- Slow to learn.
- Very slow to learn.

5. Quality of Work

- Very thorough in performing work. Errors very few, if any.
- Usually thorough. Good work. Few errors.
- Work usually passes review. Has normal amount of errors.
- More than average number of errors for a trainee.
- Work usually done in careless manner. Makes errors often.

6. Quantity of Work

- Highly productive in comparison to other students.
- More than expected in comparison to other students.
- Expected amount of productivity for students.
- Less than expected in comparison with other students.
- Very low in comparison with other students.

7. Knowledge of Modern Tools & Processes

- Highly knowledgeable in comparison to other students.
- More knowledge than expected in comparison to other students.
- Expected amount of knowledge for students.
- Less than expected in comparison with other students.
- Very low in comparison with other students.

8. Judgment

- Exceptionally good. Decisions based on thorough analysis.
- Uses good common sense. Usually makes good decisions.
- Judgment usually good in routine situations.
- Judgment often undependable.
- Poor judgment. Jumps to conclusions.

9. Dependability

- Can always be depended upon in any situation.
- Can usually be depended upon in most situations.
- Can be depended upon in routine situations.
- Somewhat unreliable; needs above average checking.
- Unreliable.

10. Interactions with Others

- Always works in harmony with others. A team player.
- Congenial and helpful. Works well with associates.
- Relations with others normally harmonious.
- Difficult to work with at times. Sometimes antagonizes.
- Frequently quarrelsome and causes friction.

11. Creativity

- Usually innovative. Seeks new/better ways of doing things.
- Frequently suggests new ideas; imaginative.
- Average amount of imagination/new ideas.
- Occasionally comes up with a new idea.
- Rarely has a new idea; is not very imaginative.

12. Communication Skills/Written Expression

- Excellent. One of the best I've seen.
- Very good. Stronger than most.
- Average. About what I would expect.
- Below Average. Needs work in some areas.
- Poor. Unacceptable.

13. Communication Skills/Oral Expression

- Excellent. One of the best I've seen.
- Very good. Stronger than most.
- Average. About what I would expect.
- Below Average. Needs work in some areas.
- Poor. Unacceptable.

14. Attendance

- Excellent
- Very good
- Average
- Below Average
- Poor

15. Punctuality

- Excellent
 Very good
 Average
 Below Average
 Poor

16. Grooming, Professional Appearance, Demeanor:

- Appropriate
 Inappropriate

17. Acceptance of Criticism and Suggestions

- Appreciative or willing
 Resentful or reluctant

18. Learning Objectives

The student reviewed his or her learning objectives for the current work term with you.

- Yes
 No

19. Major strengths I observed in this intern:

Very talented in his work, artistically creative and also has a good marketing mind. This is a very rare trait in today's workforce. Punctual and informative on whereabouts.

20. Areas for improvement for this intern:

He should concentrate on being more self-starting with his work (seeking out opportunities when his tasks are complete). I believe he has good strength in this area, and can improve it as he gains more experience in the workplace.

Overall Performance Rating:

- | | | | |
|----------------|-----------------------------|---------------------------------------|-----------------------------|
| Outstanding | <input type="checkbox"/> A+ | <input checked="" type="checkbox"/> A | <input type="checkbox"/> A- |
| Very Good | <input type="checkbox"/> B+ | <input type="checkbox"/> B | <input type="checkbox"/> B- |
| Satisfactory | <input type="checkbox"/> C+ | <input type="checkbox"/> C | <input type="checkbox"/> C- |
| Marginal | <input type="checkbox"/> D+ | <input type="checkbox"/> D | <input type="checkbox"/> D- |
| Unsatisfactory | <input type="checkbox"/> | | |

Evaluation Review

This evaluation **has been discussed** with the student.

Yes

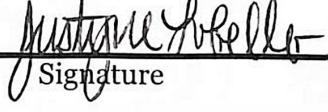
No

If additional employment were available, would you wish to have this student return to work?

- Yes
 No

Comments on Overall Performance—The Technical Communication Department considers employers' feedback very carefully, since we regard it as a measure of how well we are preparing young graduates to enter the workforce. Our goal is to prepare them to begin immediately to make contributions to companies. If you noticed any gaps in knowledge, skills, or performance in this student's preparation, we would be most appreciative if you could describe what you felt was lacking. Also, we would appreciate hearing what you found to be a significant strength, especially if you have had the opportunity to work with interns from other schools. You may respond on the back of this form, or in a separate letter.

Thank you for creating a work-learning opportunity for this technical communication intern!

Justyne Lobello Marketing Manager 08/06/2015 
Evaluator's Name Title/Department Date Signature
(print or type above line)

Christina Pham HR Benefits Coord. 08/06/2015 
Employment Coordinator Title/Department Date Signature
(print or type above line)

Blue Bird Corporation – 478-822-2763 - www.blue-bird.com

Company name, address, phone number, and other contact information

Please return this completed form directly to Dr. Grady via one of these methods:

E-MAIL: grady_h@mercer.edu

FAX: 478-301-5434, ATTN: Dr. Grady

POST :
Dr. Helen M. Grady
Mercer University
Department of Technical Communication
1400 Coleman Ave.
Macon, GA 31207