

The Department of Communication and Media prepares credible, creative Christian professionals for a world where the mastery of communication skills and technologies is essential. That’s been our mission for several years, and we are always looking for ways to do it better.

The technology piece of this mission is becoming more and more important. The best internship and career opportunities often hinge on well-prepared and technologically sophisticated portfolios, and that requires more experience with better tools.

That’s why all new students in our program are required to purchase a specific Macbook with a specific software package. (A Macbook Pro is also available.) Details for ordering are included with this letter, along with answers to common questions about financing, procedure and rationale.

This hundred dollars may seem like a lot for a laptop, especially when you can find one at the office supply store for \$600. You can even buy Macbook for about \$1200. But we’ve assembled a package with the speed and muscle you will need, along with the software that matters most.

And the software is the most important and expensive part of the package, with a retail value of over \$2500.00 just for that. Fortunately, with volume discounts and educational licensing we are offering this package at two thousand dollars *below* the retail price for this machine with this software. For example, the MacBook with this software would cost you \$3780 and our price is \$1840.

In communication, the message is clearly the most important thing. Your projects will never be stronger than the ideas behind them. We understand that. We will continue to focus on speaking and writing well. But presentation and packaging are becoming more important, and in many situations provide the competitive edge.

Please review the attached purchasing agreement and **return it to us by July 1**. Of course if someone else is paying the bill (like your parents) please go over it with them. The laptops will be available the first week of school, fully configured and ready to go.

If you have any questions, please contact me at 517.750.6491 or wmetts@arbor.edu. We look forward to helping you become a credible, creative, Christian professional.

