



**Printing Services  
Educational Resources & College Operations  
Program Review  
December 2008**

**Printing Services**

Administrator: Jose F. Menéndez, Director

**Mission**

De Anza College Printing Services is committed to provide unsurpassed excellence in customer service while delivering the highest quality in printing, copying and imaging services; at a competitive price, and timely manner to Foothill-De Anza Community College District, faculty, staff, and students.

**Printing Services Personnel**

At the present time the total contract FTE for Printing Services is 4 employees including the Director, and 8 hourly work-study students per quarter.

Director  
Printing Services office coordinator  
Senior Press Operator  
Press Operator II  
8 Hourly work study students

**Budget Summary**

The total revenue and expenses during fiscal year 2005–06 / 2006-07, and 2007-08 is as follow:

	<u>05-06</u>	<u>06-07</u>	<u>07-08</u>
Revenue	\$796,753	\$822,216	\$908,683
A/R account	\$ <u>69,341</u>	\$ <u>51,068</u>	\$ <u>45,043</u>
Total Income	\$866,094	\$873,284	\$953,726
Expenses	\$ <u>738,593</u>	\$ <u>766,984</u>	\$ <u>754,682</u>
<b>Net Profit</b>	<b>\$127,501</b>	<b>\$106,300</b>	<b>\$199,044</b>

**Revenue Source**

72.8% of our income is from De Anza College and Foothill-De Anza District.  
27.5% of our income is from Students and the Community.

<b>Printing/Copy Volume</b>	<b>Print Serv. Cost/copy</b>	<b>Kinko’s Cost/Copy</b>
Xerox copy volume 33,454,696	Self Service \$0.06	Self Service \$0.10
Offset presses <u>8,400,000</u>	Production center \$0.05	Production center \$0.11
Total copy volume 41,854,696		

**Role and Function**

The primary function of Printing Services is to support the instructional and informational needs of De Anza College and the Foothill/De Anza Community College District with outstanding service, combine with reliability and dedication to excellence.

The second function is to be a fee base enterprise, servicing the students, and the community.

Printing Services is also available to Foothill-De Anza students, staff, City of Cupertino, non-profit organizations and other school districts throughout the State.

## **Strengths**

- Fully equipped Printing facility located in 4000' feet of production space.
- Highly qualified staff devoted to meet the printing needs of a college environment on a timely and efficient manner.
- Excellent customer service
- Services include full color printing, black and white Offset Printing, Digital printing, and a full array of bindery services.
- Printing equipment is tailored to fulfill the needs of faculty and students.
- Easy access with convenient parking for our internal and external customers
- Low cost printing
- Convenience billing with internal charge-back system
- Fast turn around of print orders
- Technical support available to all district community
- On-demand printing for students and faculty

## **Weaknesses**

- Existing plan to relocate Printing Services to the Baldwin Winery to smaller location of only 2,852sq feet.
- The space limitation at the Baldwin Winery building will result in the elimination of Offset Printing presses.
- The elimination of Offset printing Services will result in lost of revenues.
- The elimination of Offset Printing Services will result in the outsourcing of the following types of jobs: De Anza/District business cards, Envelops, NCR forms, Letterhead, Tickets, high quality 4 color printing, posters, flyers, large format printing such as banners and oversize posters.
- Equipment weight is too heavy for the existing floor to support the weight of the equipment.
- Insufficient staff (Staff was reduced from 7 employees to 4).
- Economical hard ship due to:
  - High cost to maintain operation.
  - High cost of salaries, and benefits
- Continuous training of hourly student employees
- Excessive cost of new equipment
- Frequent training of employees due to new technologies

## Addressing Weakness

- Printing Services will up-grade existing digital equipment with 2 new Xerox Nuvera digital printers, one Xerox 700 digital color printer (The above equipment will manage part of the production load currently being done on the offset presses)
- Printing Services will outsource the following type of work: De Anza/District letterhead, 4 color printing, NCR forms, envelopes, business cards oversize posters, and large format printing.
- Printing services will broaden services to the student by introducing a Web to print Xerox software.

Web to print benefits:

- **Provide** easy, intuitive ordering
  - **Create** estimates instantly
  - **Accept** payment online without additional data entry
  - **Automate** workflow
  - **Reduce** operator error
  - **Create** comprehensive internal and customer reports
- Printing Services will continue to reduce cost of salaries during 2009-2010 by using work-study students. However we must seriously consider reinstating at least one of the positions previously eliminated once the financial crisis is under control.
  - Printing Services will continue marketing our services to students and outside customers (Advertising on campus newspaper, flyers and poster in classroom, banners, and telephone marketing to community business).
  - Printing Services will up-grade all digital equipment (We plan to replace existing Xerox DocuTech 6115 and Xerox 2101 by leasing the newest technology, Xerox Nuvera Digital printers and Color printer Xerox 700)
  - Continue to partner with community business and non profit organization

## Quantitative Workload Measurements

Printing Services maintain:

- Meeting Financial target obligations). **Please see 7-year budget analysis**
- Computerize database of daily production. Productivity is measure by total number of daily impression.
- Statistic of equipment monthly production
- Press operators maintain daily production standards

## **Qualitative Measurements**

- Quality control guidelines (Follow standard quality guidelines recommended by the National Association of Printers and lithographers)
- Job satisfaction survey distributed to customer. (1/2006)  
continue to evaluate online printing service
- Introduce Web to print document submission
- Introduce a Production Pre-Flight, Pre-Press Automation System Software Workflow.

## **Planning Agenda**

### **How does Printing Services respond/address the College's strategic initiatives?**

Printing Services is a support unit which help the College in addressing the strategic initiatives by providing voluble printing services to the Instructional areas, Student Services, Outreach department, Counseling, International Students Office, this is in addition to services provided to all other sectors of the school.

### **Printing Services respond to the following initiatives:**

Outreach  
Individualize Attention to Student Retention and Success  
Cultural Competence  
Community Collaborations

### **The service and support Printing Services provide to the Colleges initiatives can be measured or evaluated in the following manners:**

Level of satisfaction for the services or goods provided.  
Quality of the services  
Cost of the services  
Convenience of the services  
Ability to generate revenues

## **Outreach and Individualize Attention to Student Retention and Success**

-Printing Services respond to increased access, growth, and retention of student by providing in a timely manner high quality low cost printed materials use by Marketing, Outreach office, counseling and the International Student Office to recruit new students and to retain existing students.

-Printing Services respond to Student equity, by providing faculty with printed materials such as exams and quizzes to fairly evaluate and assess student progress.

-Printing services is available to all students at a discounted price.

-Printing Services promotes fairness and equality in the hiring of student employees.

### **Printing Services works closely with the following department to accomplish the strategic planning initiatives:**

Outreach  
Instructional Programs  
International Students Office  
Financial Aid  
College Book store

## **Cultural Competence**

-Printing Services offer services to a very diverse population of faculty, staff and students.

-Printing Services staff pride on providing highly professional customer services, we value our clients and strive to treat them with sensitivity and respect.

## **Community Collaboration**

- Our printing service is available to all sectors of the community.

- It is important to understand that Printing Services is a vital service to the following areas of De Anza:

**-Instructional programs:** With the printing of exams and quizzes, Printing Services provides the means for faculty to access and evaluate students learning progress. It also with the printing of class materials, facilitates teaching and learning.

**-Student Services:** Printing Services assist with the promotion of school events by printing flyers newsletters. It also provides printing support to the students clubs and activities.

**-Outreach program:** Printing Services works closely with Outreach program for the printing promotional and marketing materials.

**-Financial Aid:** Printing Services works with Financial Aid office to facilitate part-time work and training to students.

**-Book Store:** Printing Services partnered with De Anza Bookstore to produce low cost course readers to Students. The total number syllabus printed for the bookstore and sold to students each quarter is at present time 8888.

**-Students:** Printing Services provide printing services to the entire student population by making Coin-Op copy machines available to them. We also provide direct services to approximately **8000** students per quarter. Students are help with class project such as the printing of transparencies, power point presentations, sales or courses readers, and bookbinding. Printing services print for students an average of **2417** readers each quarter.

**To The Community:** Printing Services has for many years extended its services to most sectors of the community including The City of Cupertino, other schools, local churches, community business and none profit organizations such as SCORE.

In addition to the above is necessary to understand that Printing Services is not only a fundamental service to De Anza College, but also to the entire Foothill-De Anza Community College District.

**What is the consequence to the college if Printing Services is discontinued or reduce?**

- The college will have to continue paying for the cost of instructional, administrative and promotional printing.
- College will have to outsource printing.

- The college will lose the loyalty and expertise of a highly competent and dedicated staff that knows and understand the needs of a college environment. (70 years combined experience and dedication to achieve the printing needs of De Anza College)
- The college will lose the ability to control the completion and delivery of orders.
- Faculty will complain if exams and class materials are not completed when needed.
- Students will no longer have the customized services offered to them by Printing Services.
- Student will have to leave the campus to go to Kinko's for printing needs such as transparencies, printing of class reports, book binding projects, printing of power point presentations.
- The Bookstore will pay higher cost for the printing of Course Readers.
- Students will pay higher prices for course readers.

### **Ensure Fiscal Soundness and Accountability**

Strive for profitability

### **7 Years Budget Analysis**

<u>Fiscal Year</u>	<u>Revenue</u>	<u>Expense</u> <u>s</u>	<u>P/L</u>	<u>Reserve ending Fund Balance</u>
<b>99-00</b>	\$899,999.68	\$884,823.93	\$15,175.75	\$168,104.18
<b>00-01</b>	\$890,946.00	\$914,950.00	(\$24,004.00)	\$144,099.96
<b>01-02</b>	\$941,311.88	\$956,846.48	(\$15,534.60)	\$128,565.36
<b>02-03</b>	\$794,170.68	\$877,651.89	(\$83,480.80)	\$45,084.15
<b>03-04</b>	\$746,078.96	\$866,914.80	(\$120,835.84)	(\$75,751.69)
<b>05-06</b>	\$886,094	\$738,593	\$127,501	(\$59,617.96)
<b>06-07</b>	\$873,284	\$766,984	\$106,300	\$165,917.88
<b>07-08</b>	\$953,726	\$754,682	\$199,044	\$364,962.16



Although we have experienced an increase in revenues, we will continue to take steps to cut cost. Our staff was reduced by two FTE; we need look at the possibility of reinstating at least on position in order to alleviate the excessive workload and hardship on the remaining staff.

**Increase External Resources to Support Innovation and Entrepreneurship**

- Continue to partner with community non-profit organizations.
- Continue to promote printing services to students

**De Anza College Printing Services**

**Three Years Plan to Address  
Future College Needs  
2009-2012**

Recommendations:

**Objectives**

- I To increase revenues by aggressively selling printing to students and the community.
- II To continue partnership with the Bookstore, and to continue to sell on demand course readers to students.
- III To continue evaluate staff needs.
- IV To lease purchases Xerox newest technology, Nuvera 120 and Xerox 4112 digital printers to up-grade our existing equipment Xerox DocuTech 6115 and Xerox 2101 Printers.
- V To lease purchase Xerox 700 Color digital printer to replace offset presses.
- VI Introduce a **Web to Print Document Submission Solution**  
(This solution will provide easy, intuitive ordering, creates estimates instantly, accept payments online without additional data entry, and automate workflow.

- VII Acquire a **Pre-Press Automation Software System**  
**(This solution will allow for** automated PDF conversion and joining/composition of multiple files into single jobs. Automated Pre-flight check to De Anza Print Shop specifications of PDF files submitted to the print shop, with pre-flight report highlighting file problems and where the problems are in the document)
  
- VIII Continue to plan for the relocation of Printing Services to the Baldwin Winery
  
- VIII To continue to enhance Printing services ability to serve the Foothill-De Anza Community with the highest quality service, and to generate more revenues. **(On-going efforts)**