

January 15, 2014

Printing Services

Administrator: Jose F. Menéndez, Director

De Anza College Mission Statement

De Anza College provides an academically rich, multicultural learning environment that challenges students of every background to develop their intellect, character, and abilities; to realize their goals; and to be socially responsible leaders in their communities, the nation, and the world.

De Anza College fulfills its mission by engaging students in creative work that demonstrates the knowledge, skills, and attitudes contained within the college's Institutional Core Competencies:

- * Communication and expression
- * Information literacy
- * Physical/mental wellness and personal responsibility
- * Global, cultural, social and environmental awareness
- * Critical thinking

Printing Services 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 2 hourly work-study students per quarter.

Director
Printing Services Office Coordinator
Senior Press Operator
Press Operator II
2 Hourly work study students

The total revenue and expenses during fiscal year 2009-10, 2010-11, 2011-12, 2012-13 is as follows:

	<u>09-10</u>	<u>10-11</u>	<u>11-12</u>	<u>12-13</u>
Revenue	\$716,879.00	\$634,64.78	\$714,798.66	\$652,265.76
A/R account	<u>\$ 49,351.00</u>	<u>\$ 56,798.38</u>	<u>\$ 74,753.29</u>	<u>\$ 72,219.47</u>
Total Income	\$766,230.00	\$691,463.16	\$789,551.95	\$724,485.23
Expenses	<u>\$743,778.00</u>	<u>\$768,686.75</u>	<u>\$750,586.67</u>	<u>\$704,666.42</u>
Net Profit/Loss	\$ 22,452.00	(\$ 72,223.59)	\$38,965.28	\$19,818.81

Revenue Source

60% of our income is from De Anza College and Foothill-De Anza District.
25% of our income is from Students, and 15% from the Community.

Printing/Copy Volume		Print Serv. Cost/copy		Kinko's Cost/Copy	
		Black & white		Black & white	
Copy volume	9,919,892	Self Service	\$0.06	Self Service	\$0.15
		Production center	\$0.05	Production center	\$0.10
Total copy volume	9,919,892			Plus 8.63% sales tax	

Printing Services Administrative Unit Outcomes

1. Students and staff will report that Printing Services offers a comprehensive array of printing and finishing options at competitive prices with outside commercial businesses.

At the Student Copy Center, the student will find a pleasant and friendly environment and a courteous staff ready to help with their printing needs.

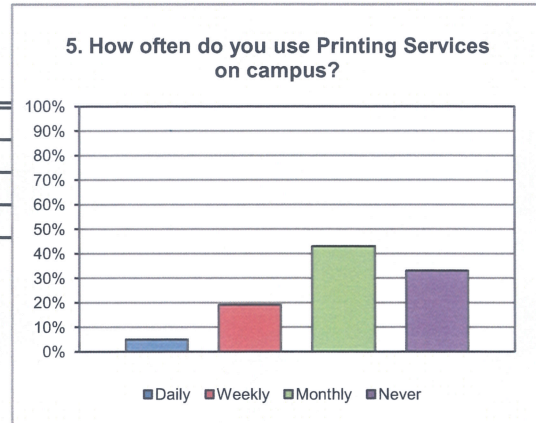
2. Students and staff will report that Printing Services makes it convenient for them to fulfill their print needs by providing a self serve copy center, a 24 hour turn around time for completion of print orders, and an online method for print order submission (the online service is the preferred method by the majority of faculty members with 90% of the faculty using it.)

AUO Faculty and Staff Survey, Fall 2012

Printing Services:

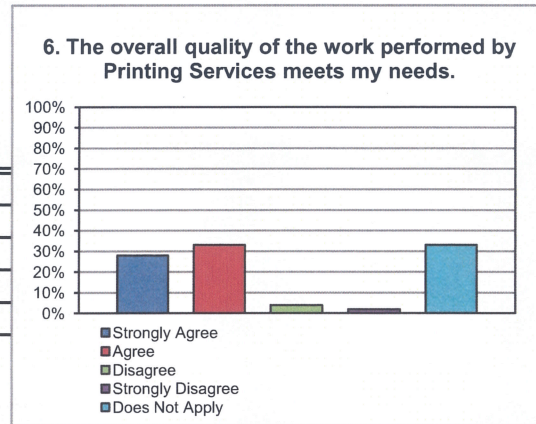
5. How often do you use Printing Services on campus?

Response	N	%
Daily	8	5%
Weekly	34	19%
Monthly	76	43%
Never	58	33%
Total	176	100%



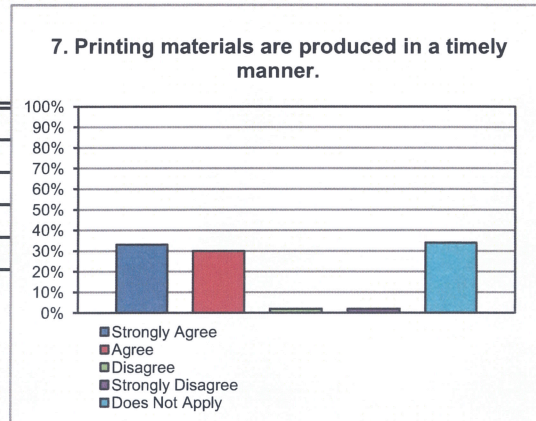
6. The overall quality of the work performed by Printing Services meets my needs.

Response	N	%
Strongly Agree	49	28%
Agree	58	33%
Disagree	8	4%
Strongly Disagree	4	2%
Does Not Apply	59	33%
Total	178	100%



7. Printing materials are produced in a timely manner.

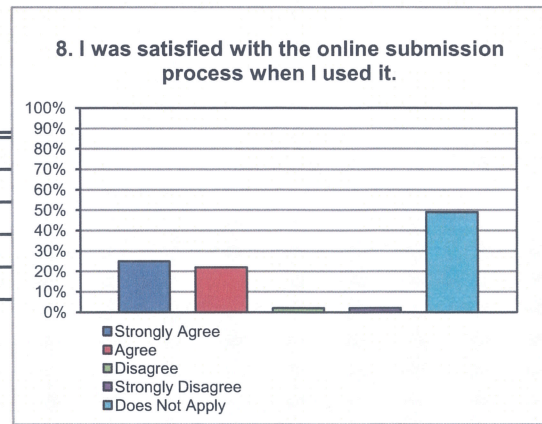
Response	N	%
Strongly Agree	57	33%
Agree	52	30%
Disagree	3	2%
Strongly Disagree	3	2%
Does Not Apply	60	34%
Total	175	100%



AUO Faculty and Staff Survey, Fall 2012

8. I was satisfied with the online submission process when I used it.

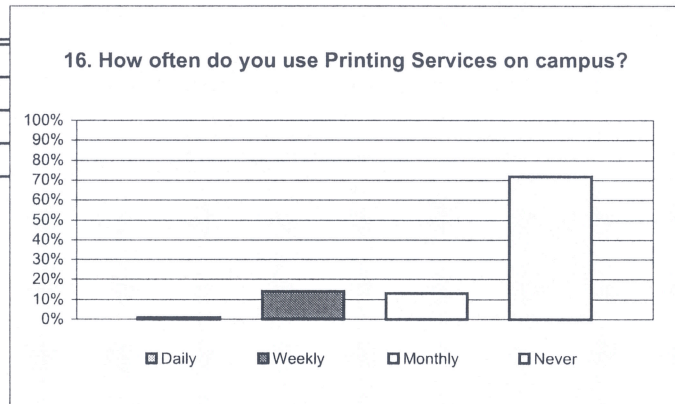
Response	N	%
Strongly Agree	44	25%
Agree	39	22%
Disagree	3	2%
Strongly Disagree	3	2%
Does Not Apply	86	49%
Total	175	100%



AUO Student Survey Result, Spring 2011

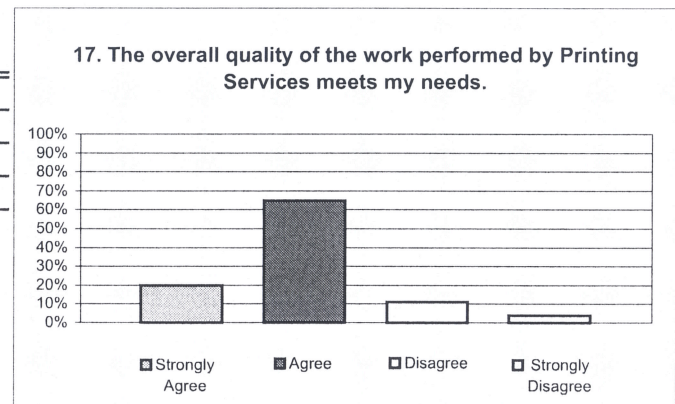
16. How often do you use Printing Services on campus?

Response	N	%
Daily	3	1%
Weekly	35	14%
Monthly	34	13%
Never	185	72%
Total	257	100%



17. The overall quality of the work performed by Printing Services meets my needs.

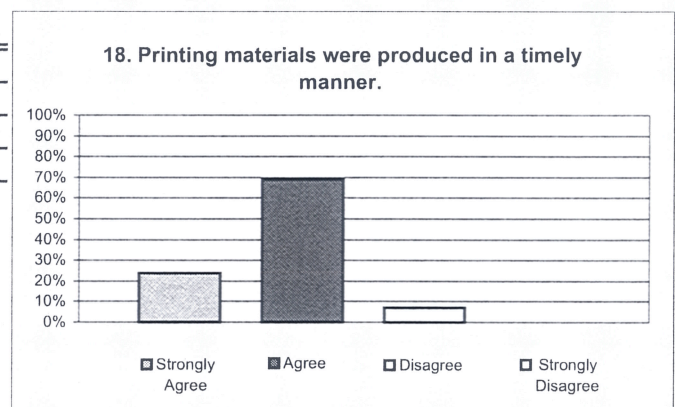
Response	N	%
Strongly Agree	16	20%
Agree	52	65%
Disagree	9	11%
Strongly Disagree	3	4%
Total	80	100%



NOTE: Percentages calculated on respondents that utilized the service, omits responses for Does Not Apply. 178 respondents chose Does Not Apply.

18. Printing materials were produced in a timely manner.

Response	N	%
Strongly Agree	18	24%
Agree	51	69%
Disagree	5	7%
Strongly Disagree	0	0%
Total	74	100%



NOTE: Percentages calculated on respondents that utilized the service, omits responses for Does Not Apply. 181 respondents chose Does Not Apply.

Strengths

- Fully equipped Printing facility located at the heart of the school in 2852 sq 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 with courteous staff ready to respond to questions in an informative manner.
- Services include a comprehensive array of printing and finishing options which include digital color printing, black and white printing, Digital printing, and a full array of bindery services.
- Printing equipment is tailored to fulfill the needs of faculty and students.
- Parking, our customers can park in the visitors parking lot that is within walking distance from our facility.
- Pricing is competitive with outside commercial business.
- Billing is convenient with the internal charge-back system
- Turn around for most print orders is 24 hours.
- Technical support available to all district community
- On-demand printing for students and faculty

Weaknesses

- 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 continues to improve the services to the students by introducing a new computer rental program

Benefits to students:

- Easy access
 - Courteous staff ready to assist
 - Self Service copying
 - Computer/Printer stations
 - Color copies
 - Print on Demand
 - Banners, Posters, and imaging transfer.
- Printing Services continues to market services to students and outside customers (Advertising on campus, flyers and posters in classroom, banners, promotional calendars and telephone marketing to community business).
 - Continue to partner with community business and non-profit organizations

Planning Agenda

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

Printing Services is a support unit which helps the College in addressing the strategic initiatives by providing valuable 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
Cultural Competence

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 Bookstore

- Cultural Competence

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

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

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

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

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

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

-Bookstore: Printing Services partnered with De Anza Bookstore to produce below cost course packs to Students. The total number syllabuses printed for the bookstore and sold to students each quarter is, at present time, 9000.

-Students: Printing Services provides printing services to the entire student population by making Coin-Op copy machines available to them. We also provide direct services to approximately **10,000** students per quarter. Students are helped with class projects such as the printing of transparencies, power point presentations, and bookbinding. Printing Services makes computer and printers available for the convenience of students.

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 businesses and non-profit organizations such as SCORE.

In addition to the above, it 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.

• **Ensure Fiscal Soundness and Accountability**

Strive for profitability

5 Years Budget Analysis

Fiscal year	<u>Revenue</u>	(2002 –2013) <u>Expenses</u>	<u>P/L</u>	<u>Reserve ending Fund Balance</u>
08-09	\$824,554.00	\$784,721	\$ 39,833.00	\$404,795.00
09-10	\$766,230.00	\$743,778.00	\$ 22,452.00	\$465,452.00
10-11	\$691,463.16	\$768,686.75	(\$72,223.59)	\$3845,431.39
11-12	\$789,551.95	\$750,586.67	\$38,965.28	\$427,396.67
12-13	\$724,485.23	\$704,666.42	\$19,8718.81	\$447,215.48

Printing Services has been able to maintain the fund balance over a period of 10 years with an average profit of approximately \$46,545.00 per year.

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 Fiscal Planning and Cost Cutting
Future College Needs
2013-2016**

Objectives

- I To increase revenues by aggressively promoting services to students.
- II To cut cost by negotiating new equipment leases at lower cost, and to continue to evaluate staff needs.
- III To continue the partnership with the Bookstore, and to encourage faculty compile course packs to sell at the Bookstore.
- IV To replace existing Xerox equipment with newer and faster technology.

Future Challenges:

- The elimination of material fees
- E-Print

Negative impact due to the elimination of material fees and the implementation of e-print.

1. The elimination of material fees will result in lost of revenues derived from faculty printing.
2. The implementation of e-print will also result in Printing Services losing revenue from work currently provided to students.