

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.

<b>Printing/Copy Volume</b>		<b>Print Serv. Cost/copy</b>		<b>Kinko's Cost/Copy</b>	
Copy volume	9,919,892	Black & white		Black & white	
		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.

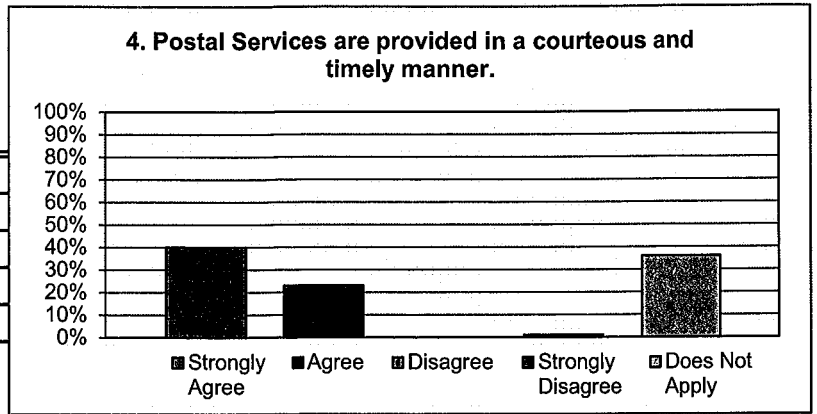
At the Student Copy Center, the student will find a pleasant and friendly environment and a courteous staff ready to help with their printing needs.

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 2013

## 4. Postal Services are provided in a courteous and timely manner.

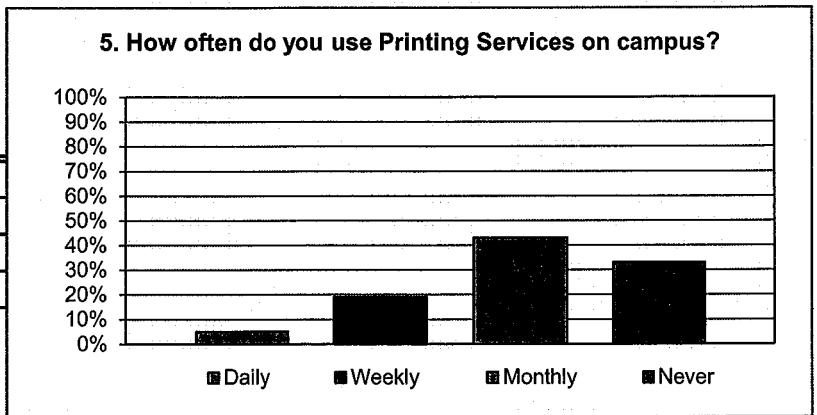
Response	N	%
Strongly Agree	74	40%
Agree	43	23%
Disagree	0	0%
Strongly Disagree	1	1%
Does Not Apply	67	36%
<b>Total</b>	<b>185</b>	<b>100%</b>



## Printing Services:

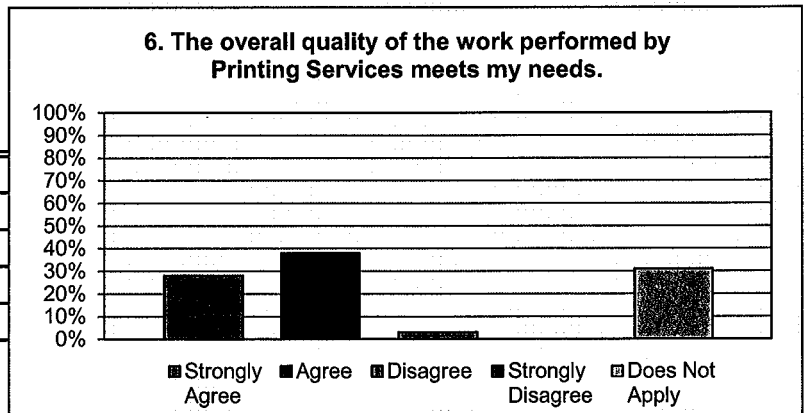
### 5. How often do you use Printing Services on campus?

Response	N	%
Daily	9	5%
Weekly	34	19%
Monthly	78	43%
Never	60	33%
<b>Total</b>	<b>181</b>	<b>100%</b>



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

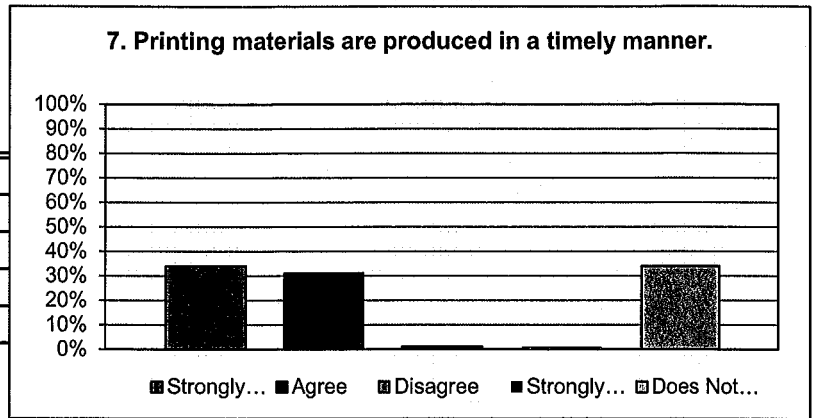
Response	N	%
Strongly Agree	51	28%
Agree	68	38%
Disagree	6	3%
Strongly Disagree	0	0%
Does Not Apply	55	31%
<b>Total</b>	<b>180</b>	<b>100%</b>



# AUO Faculty and Staff Survey, Fall 2013

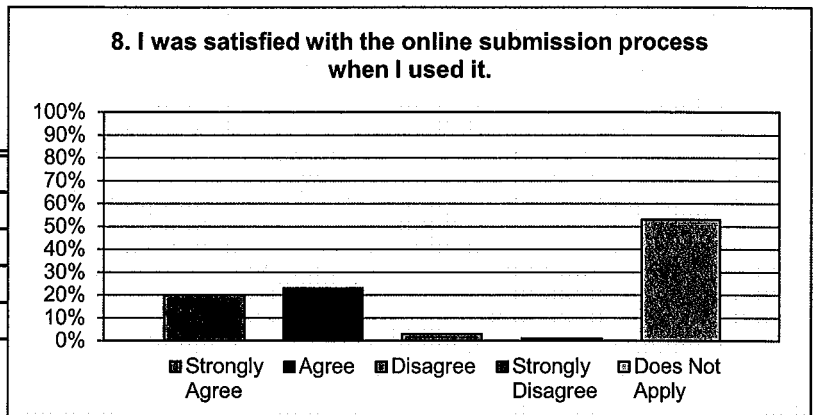
## 7. Printing materials are produced in a timely manner.

Response	N	%
Strongly Agree	62	34%
Agree	57	31%
Disagree	2	1%
Strongly Disagree	1	1%
Does Not Apply	62	34%
<b>Total</b>	<b>184</b>	<b>100%</b>



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

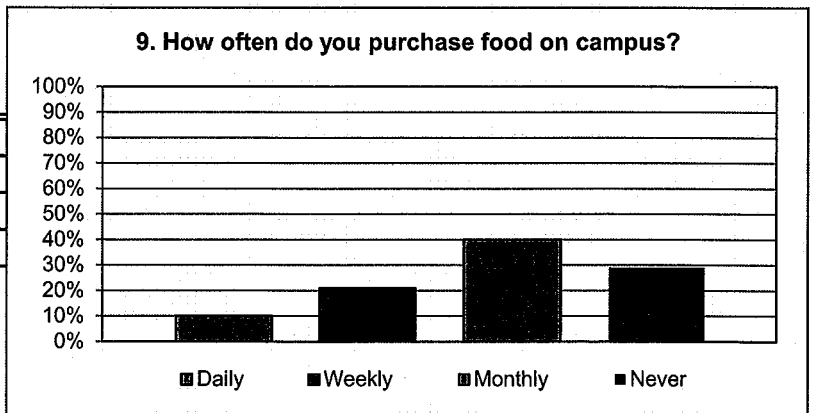
Response	N	%
Strongly Agree	36	20%
Agree	41	23%
Disagree	6	3%
Strongly Disagree	1	1%
Does Not Apply	96	53%
<b>Total</b>	<b>180</b>	<b>100%</b>



### Food Services:

## 9. How often do you purchase food on campus?

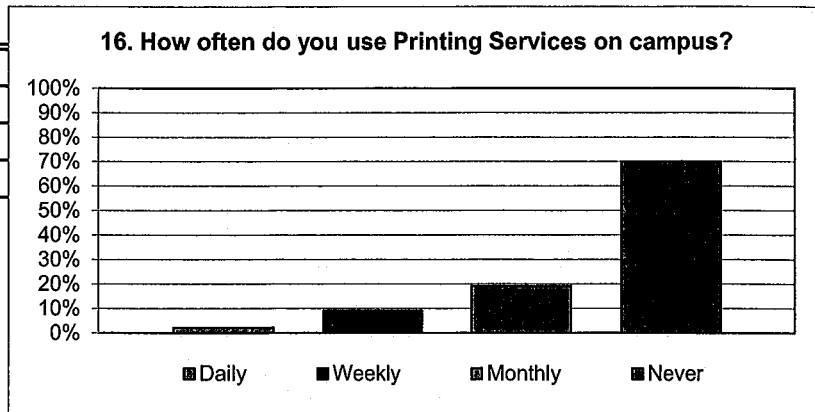
Response	N	%
Daily	19	10%
Weekly	39	21%
Monthly	73	40%
Never	53	29%
<b>Total</b>	<b>184</b>	<b>100%</b>



# AUO Student Survey Result, Fall 2013

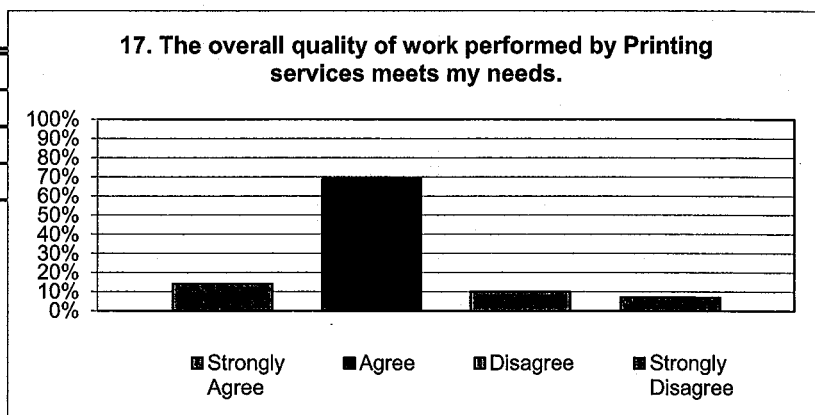
## 16. How often do yo uuse Printing Services on campus?

Response	N	%
Daily	6	2%
Weekly	28	9%
Monthly	59	19%
Never	222	70%
<b>Total</b>	<b>315</b>	<b>100%</b>



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

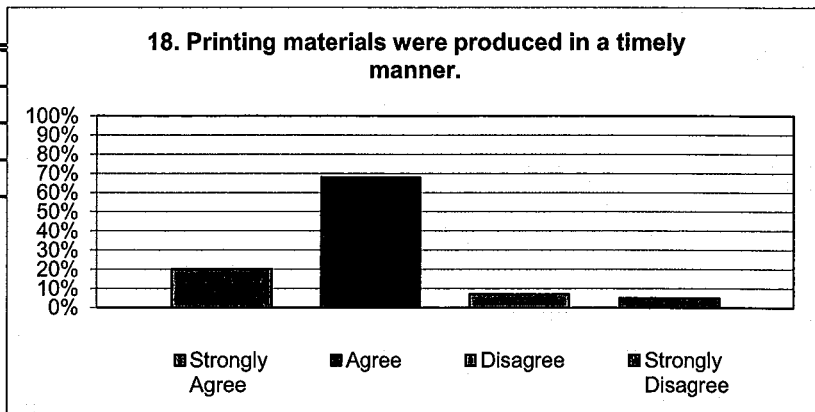
Response	N	%
Strongly Agree	15	14%
Agree	72	69%
Disagree	10	10%
Strongly Disagree	7	7%
<b>Total</b>	<b>104</b>	<b>100%</b>



Note: Percentages calculated on respondents that utilized the service, omits responses for Does Not Apply. 207 respondents chose Does Not Apply.

## 18. Printing materials were produced in a timely manner.

Response	N	%
Strongly Agree	21	20%
Agree	72	68%
Disagree	7	7%
Strongly Disagree	5	5%
<b>Total</b>	<b>105</b>	<b>100%</b>



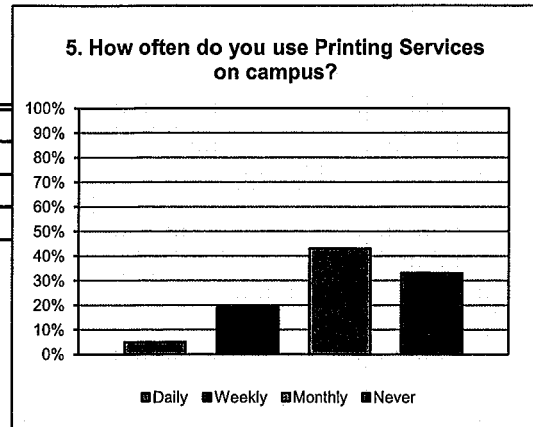
Note: Percentages calculated on respondents that utilized the service, omits responses for Does Not Apply. 207 respondents chose Does Not Apply.

# AUO Faculty and Staff Survey, Fall 2012

## Printing Services:

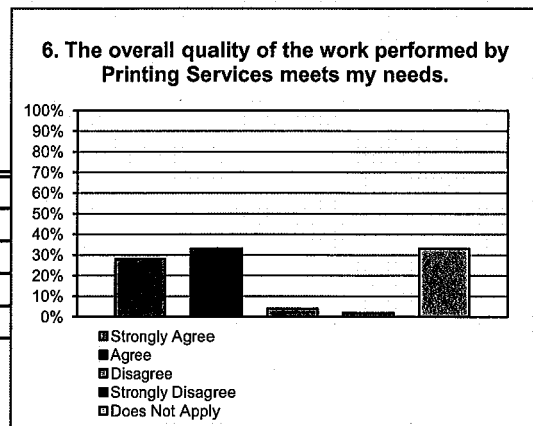
### 5. How often do you use Printing Services on campus?

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



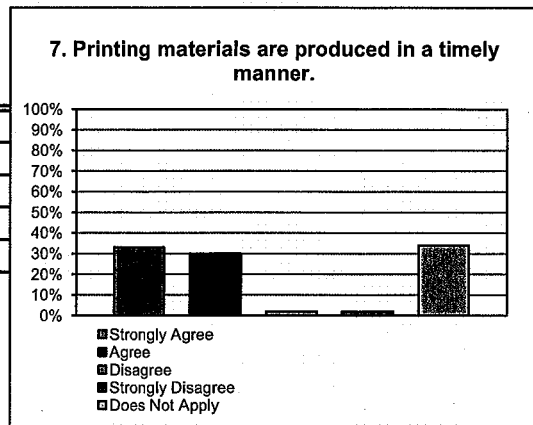
### 6. The overall quality of the work performed by Printing Services meets my needs.

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



### 7. Printing materials are produced in a timely manner.

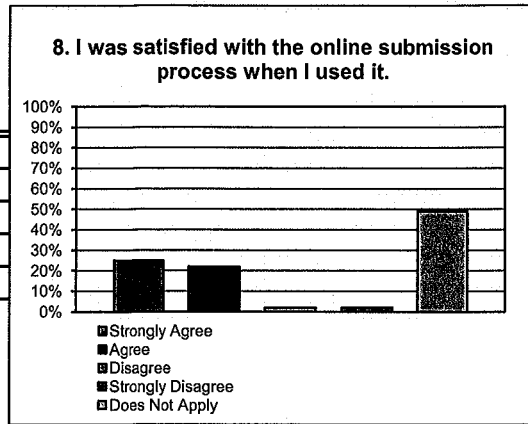
Response	N	%
Strongly Agree	57	33%
Agree	52	30%
Disagree	3	2%
Strongly Disagree	3	2%
Does Not Apply	60	34%
<b>Total</b>	<b>175</b>	<b>100%</b>



# AUO Faculty and Staff Survey, Fall 2012

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

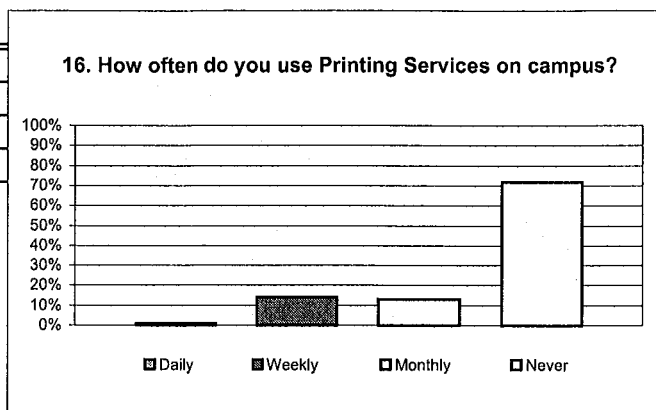
Response	N	%
Strongly Agree	44	25%
Agree	39	22%
Disagree	3	2%
Strongly Disagree	3	2%
Does Not Apply	86	49%
<b>Total</b>	<b>175</b>	<b>100%</b>



# AUO Student Survey Result, Spring 2011

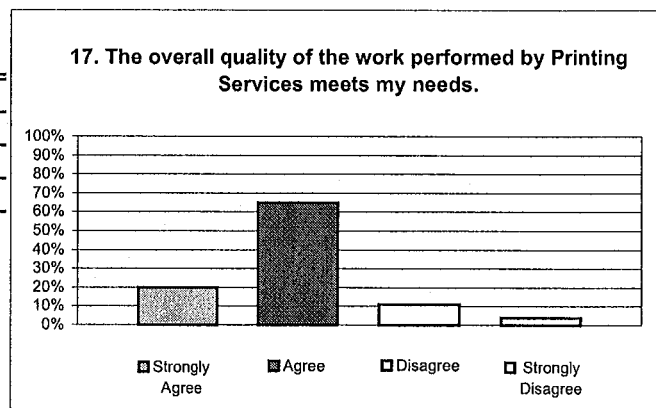
## 16. How often do you use Printing Services on campus?

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



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

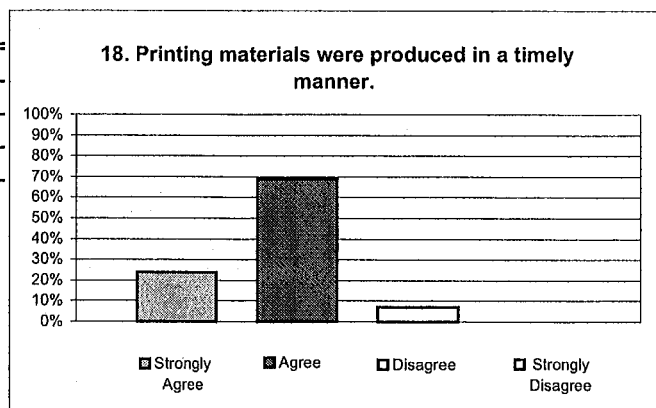
Response	N	%
Strongly Agree	16	20%
Agree	52	65%
Disagree	9	11%
Strongly Disagree	3	4%
<b>Total</b>	<b>80</b>	<b>100%</b>



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%
<b>Total</b>	<b>74</b>	<b>100%</b>



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**

<b>Fiscal year</b>	<b><u>Revenue</u></b>	<b><u>(2002 –2013) Expenses</u></b>	<b><u>P/L</u></b>	<b><u>Reserve ending Fund Balance</u></b>
<b>08-09</b>	\$824,554.00	\$784,721.00	\$ 39,833.00	\$404,795.00
<b>09-10</b>	\$766,230.00	\$743,778.00	\$ 22,452.00	\$465,452.00
<b>10-11</b>	\$691,463.16	\$768,686.75	(\$72,223.59)	\$388,431.39
<b>11-12</b>	\$789,551.95	\$750,586.67	\$38,965.28	\$427,396.67
<b>12-13</b>	\$724,485.23	\$704,666.42	\$19,818.81	\$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.