

# David Douglas School District Print Guidelines and Standards

Effective September 2011

## Multi-Function Copy/Print/Scan Devices (MFDs) and Printers

### SUMMARY

Our District has an opportunity to work together to realize significant cost savings and improve the processes we use to copy, print, and scan documents, and the process for making these improvements has already begun. Beginning with a fleet-wide Document Output Assessment completed in January 2011, the District Office took active steps to implement Best Practices. Last spring, the District conducted a Request for Quotation which resulted in a new contract for multifunction hardware and services as well as a service and supplies contract for the networked printer fleet, and this summer, the plan was implemented with new MFD hardware installations, the re-tooling of the District Print Shop, and the rearrangement of the networked printer fleet.

### Potential Savings

The results of the contracting process will allow for savings of several hundred thousand dollars over the next five years as the Best Practices are implemented. The Best Practices that will be implemented are being done successfully by other K12 school districts around the county. Rather than forging into unknown territory, the District is choosing a well-trod and proven path for reducing the cost of this equipment that is a necessary component of educating our students.

### Standards

The District will ensure that all District employees have the right equipment in the right place for the right purpose to help employees achieve their work in as efficient a manner as possible.

Multi-functional devices (MFDs) and network printers will be utilized for all printing, copying, faxing and scanning.

- All devices must be connected to the network.
- All color devices will be set to b/w as the default.
- There will be on-going data collection and analysis for each device on the network.
- All contracts will be actively managed.
- All purchasing and maintenance contract renewal decisions will be made by the District Cabinet.
- Devices equipped with faxing will have the "fax forward to email" feature enabled.

## Pages Per Student Per Day (PPSPD)

The initial targets are as follows:

- 10.50 PPSPD on the Xerox multi-function devices (including the Print Shop devices)
- 1.00 PPSPD on the b/w networked printers
- 0.06 PPSPD on the color networked printers
- 11.56 Total PPSPD

## **District Print Shop**

The District has implemented a total re-tooling of Print Shop capabilities (including personnel, software and hardware) to better support teaching and administrative goals. The result is a service which will be available to every District employee on a 24/7 basis, from any desktop or laptop computer located anywhere in the world. It is expected that at least 60% of all pages printed by any means within the District be done via the Print Shop.

There will no longer be a need to spend valuable prep-time in a utility room making copies of most classroom materials. Documents requiring reproduction will be uploaded directly from any PC located anywhere and sent electronically to the Print Shop using a software tool called Skyline.

The upload process is extremely simple. Complete instructions will be provided in a separate document. In short, here is the process:

1. Locate the document you wish to have printed
2. Log onto the print shop web site
3. Complete a simple work request and you're done!

The operational goal is that your job will be delivered to your location via District courier within 2 working days. More complex jobs may take longer, and a Print Shop agent will contact you if that is the case.

The guidelines are:

- Plan ahead and send all your typical "classroom set" jobs as well as all large jobs (50 pages or more) to the print shop
- If you have an atypical job or you need the job done within the next two days, run the job on the appropriate device in your building

One benefit of Skyline is that each user will have a personal document storage library. If a document has been created which is intended to be reused, it can be stored in the library for a simple re-order. Documents that currently exist in paper form will need to be scanned into PDF format and sent to your desktop. You are encouraged to store these documents in your Skyline library for access from anywhere at any time.

Training on this process will take place utilizing written materials which will be distributed via email and made available on the District's website as well as training provided by CTX - Copytronix.

## Printing Guidelines

- With the few exceptions noted, all printing and copying is to be made in black & white, with double-sided (duplex) printing as the standard. Defaults will be set as such (where possible) on all desktops. Single sided printing should only be used in exceptional situations.
- Color printing should primarily be used by Administration for curriculum-specific documents where color enhances content understanding, by students in the computer labs for reports and documents where color is needed for presentation or content clarity, and by the office staff in each building for specific reports and documents where color is necessary.
- All new Xerox devices will be equipped with a secure printing feature. Documents printed to the Xerox devices will be sent using a secure print code when printing to a shared device to minimize waste and allow for security as needed.
- No print device should be moved, removed, or added without first contacting the District Office IT team.

## Procedures for New Device Purchases / Replacements

All requests for new multifunction devices or printers must be approved by the District Cabinet.

If the service company cannot repair your device, and they suggest bringing you a loaner device or a replacement device, please notify Optimizon. We have a process for this and Optimizon will help you get the device swapped out as quickly as possible.

If you think you need a new copier or printer, please submit a request to the District Cabinet. We will work with Optimizon to analyze your workflow and needs determine how to help you get what you need.

## Purchasing a Desktop Printer

The low initial cost of personal inkjet or laser printers make them attractive for personal prints, but they are designed for home use, and the cost of operation (in particular, the ink) is very high. The cost to print a page is between \$0.10 and \$0.75, which is significantly higher than an appropriate workgroup printer. Even though the monthly cost is low due to low usage, having these printers in our fleet will increase the overall pricing that vendors will offer for a contract for service and supplies on our printer fleet.

- **As of the effective date of this document, the purchase of a personal desktop printer is not permitted.** The District Cabinet will work with IT to assist users in either accessing an existing network printer or obtaining a new networked printer for use by all staff in the department or area as needed.
- In locations where a user already has access to a reliable, networked printer, the printer will be removed. In locations where personal printers already exist, the District Office IT team will actively seek to replace them with shared networked printers as soon as a networked printer is available to the user(s).

- A personal printer may be appropriate in a location where one or two staff members have a significant physical separation from the rest of department (i.e. on a different floor or in a different building). In this case, a workgroup-grade network printer is still recommended.

**Any exceptions to these guidelines must be approved in writing (in advance of purchase) by the District Cabinet. Any unique or critical needs of a particular department will be considered.**

## **Paper and Supply Ordering**

Supplies will ship to you from the service company automatically, but if you put your last spare toner in the machine and you don't have any more on hand, please do the following:

1. Call CTX - Copytronix and order toner. The phone number and device ID are on the tag on the device.
2. Notify Optimizon that you had to order supplies. (The fact that you had to order supplies is an indication that something in the process is not working correctly and Optimizon will work to get it sorted out.)

### Toner

The fees for the service and supplies contract are based on the number of copies and prints that are made, and the fees include toner – there are no separate charges for toner. If you receive any invoices for supplies or repairs on any of your devices, please forward the invoice to Optimizon.

Supplies will ship to the attention of the key operator automatically based on the usage of each device, and the shipments will be marked with the device ID # that matches the ID # on the device tag. Please try to use the toner in the order that you receive it, so the spare is always the “freshest” one you have.

You should have a designated area to store spare toner. The number of spare toner cartridges to keep on hand will depend on the volume being run on each device. Though most devices will only need to keep one spare on hand, any high-volume devices should have an appropriate number of spare toners. The toners are very expensive and should be stored appropriately. Please do not lose any spare toner. Doing so will force the service company to limit the number of spares we keep on hand.

\*If you are unsure of how many spare toner cartridges your device should have, contact Optimizon and they will help you figure it out.

### Staples

Staples for the Xerox devices are not included in the contract; they must be purchased separately. You can order staples for a device by calling the phone number on the service tag.

### Paper

The District will be working to establish a new paper contract. In the meantime, please continue to order paper as you have in the past.

**Printer supplies, such as toner, may not be purchased. Printer supplies for all networked printers that are supported by the District are included in the contract at no additional cost. Printer supplies may not be expensed or reimbursed through expense accounts, credit cards, p-cards, purchasing cards, or open accounts.**

## Surplus Toner

Any toner for printers that are no longer in use should be placed in a designated spot for pick up by the District Office IT team or for proper disposal if the toner cannot be utilized.

## Meter Readings

Meter reading for the devices will be pulled automatically using a software tool on our network, and you will not have to provide meter readings to anyone.

## Placing Service Calls

Each of the devices in our fleet will have a “key operator”. The key operator is the primary person responsible for placing service calls, receiving toner, and placing orders for additional toner if needed. Generally the key operator will be a regular user of the device and will be able to report on how well the device is running. The key operator is also responsible for notifying Optimizon when there is a service call placed for a device.

For the elementary and middle schools, as a general rule, the secretaries will be the key operators for the Xerox devices, and the lab assistants will be the key operators for the networked printers. At the High School, District Office, and South Powellhurst complex, the key operators will all be assigned based on the location of the devices.

When service on any device is needed, the key operator will:

1. Call the service company listed on the tag on the device and place a service call. The phone number and device ID are on a sticker on the device.
2. After the service company responds to the service call, fill out the “Service Call Cover Sheet” (which will be provided by Optimizon) for the device, and email the sheet along with any paperwork that the service company gives you to Optimizon at [meters@optimizon.com](mailto:meters@optimizon.com).

Optimizon will also be collecting monthly service reports from the service company. However, submitting service call information to Optimizon as service calls occur is the best way to ensure that issues will be resolved quickly. As Optimizon receives information from the key operator, Optimizon is able to intervene with the service company as needed to make sure the District is receiving the appropriate level of support.

## User Access Codes and Volume Limits

All printing and copying on the Xerox devices will require the use of an access code. Access codes have been assigned for all current users as of the date of this document. For the immediate future, access codes for new users will be added by Josh Gray. Please contact Josh if you need a code for a new user.

About 90 days into the school year, once the usage has settled and we have an understanding of how the new and reallocated devices are being used, Optimizon will provide the building secretaries and administrators with the annual target volume for each building as well as instructions for assigning volume limits to users. Each building secretary will be responsible for distributing the volume between the Xerox device and users, assigning a volume to each user, and reviewing the usage information at the user level via the Xerox web tools. When a user uses up all of his or her volume, the secretaries can

assign the user additional volume as needed. Optimizon will provide usage reports by device and by building that show how the actual volume compares to the target volume.

## **Fleet Management/Reporting**

### Ongoing Review of Metrics

It is the responsibility of all District employees to participate in the management of print usage and its associated costs, and the District will provide quarterly reports to Building Administrators with key metrics. Administrators will have access to the detailed reports in an online reporting system.

As the District begins to implement the Best Practices, the first step for all involved is to understand where we currently are and what that means in terms of cost, equipment utilization, equipment reliability, and the number of copies and prints that are being made. The District will provide reports to Building Administrators that can be delivered to staff (electronically) that contain the key metrics in a very clear format. Buildings will be able to see not only their metrics, but also metrics for all the other buildings. The reports will be done on an ongoing basis so that everyone can see the impact to the bottom line of the changes that are taking place.

## **About Optimizon**

Optimizon is our copier/printer equipment consultant and they provide Fleet Management Services and act on our behalf in gathering and tracking information related to our fleet of copiers and printers. They will help make sure the toner is being shipped automatically and they will help you get issues resolved if your device starts having repeated problems. Optimizon is here to assist you. Any information they gather is for the District's benefit only. They are not a copier/printer vendor and do not sell anything other than their consulting services, which the District has already purchased, so you will never need to worry that they are trying to sell you something.

## **About CTX - Copytronix**

CTX - Copytronix is our MFD and printer vendor and they also provide the Skyline software being used for the Print Shop. They install the devices and provide service and supplies for the Xerox MFDs as well as the printers. They also provide training on the use of the Xerox MFDs and the Skyline software tool.

## ***Ideas for Reducing Paper Usage in Copiers and Printers***

<p>Design documents effectively</p>	<p>Before you hit the “GO” button, ask the following questions to determine if the document you need to communicate needs to go back to the “drawing board”.</p> <ul style="list-style-type: none"> <li>- What is the purpose of the document?</li> <li>- Who is my intended audience?</li> <li>- Why do I need to communicate this information to that audience?</li> <li>- What action or behavior am I expecting from the recipient?</li> </ul>
<p>Communicate information electronically</p>	<p>Can the information be e-mailed?</p> <p>Determine if the document you’re about to copy can be communicated electronically. Do you have the document in an electronic format already? If so, can you e-mail the document to the intended recipients? If the document is not already available in an electronic format, can you scan the document and then e-mail it to your intended recipients?</p> <p>Can the information be posted online?</p> <p>Can this information be conveyed using your classroom document camera, rather than making copies for all students?</p>
<p>Don’t print multiple pages you don’t need</p>	<p>Determine whether or not the information you need to communicate can be copied or printed on both sides of the paper using the device’s “duplex” feature. If so, make two-sided copies or prints. If the device you’re printing to cannot duplex, print the odd pages first and then put the pages you printed in the paper feed tray and then print the even pages on the blank side of the paper.</p>
<p>Shrink documents to half their size and print/copy 2-up</p>	<p>Determine whether or not it is feasible to shrink your original down to 50% size and put two copies on one sheet of paper or to print two pages per sheet. Use this along with the duplex feature. (Check to make sure there is a paper cutter nearby.)</p>
<p>Don’t make copies you don’t need right now</p>	<p>Are you planning on printing extra copies for future use? If possible, print only what you know you’ll use in the short-term so that if plans change in the coming weeks (or if the document undergoes a revision) there are not wasted copies.</p>
<p>Preview the document before printing it</p>	<p>Do a “print preview” before printing each document. If possible, increase the margins or change the formatting so that the document takes fewer pages. If you are printing from a web page, print to PDF (if possible) first, and then eliminate any unneeded pages.</p>

Eliminate unneeded space when printing emails	If it is necessary to print an email, copy and paste the email to another document that you can edit to remove unnecessary space and all but the relevant portions of the thread.
Re-use "half-used" paper	Create a place to store "half-used" paper, i.e. paper that has a copy or print on one side, but not the other. Use this paper when printing rough drafts or internal memos.
Establish access codes for making copies or prints	Access controls are an excellent means of holding everyone equally accountable for reducing waste.
Don't print documents to send as faxes	Determine whether or not the intended recipient has an email address you can send the document to. Additionally, there is software available for sending and receiving faxes through email which won't use any paper at all on your end.
Don't use fax cover sheets	Determine if you can use a small sticky-note designed to communicate the recipient's information or add the recipient's name to the first page of the document you need to fax.
Eliminate junk faxes	Call the number listed on the bottom of the page that is provided for removing yourself from the company's fax list.