

Pueblo City School District Case Study.

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Xerox® digital printing solutions help Pueblo City Schools Document Services Center do the work of two districts.

Pueblo City Schools Document Services Center

Document Services Center (DSC) is Pueblo City Schools' full-service, in-plant print shop. It operates as an internal service fund, printing for both the city and county school districts. Its main purpose is to provide high-quality, low-cost educational and support materials for students, staff, and teachers. In-house printing saves the district an average of 25-30% compared to outsourced, private printing.

DSC has eight full-time employees and one part-time employee, and oversees the district-wide copier program, which helps streamline all copying to control costs and provide full accountability.

Direct instructional materials account for 65% of DSC's total printing volume, and include student workbooks, writing journals, practice sheets, and tests. Recently, DSC printed more than 10,000 district science books at a fraction of the cost of outsourcing.

Non-instructional support materials represent 25% of DSC's print volume, including diplomas, certificates, report cards, newsletters, and student handbooks. DSC produces other non-instructional support materials that help the district raise revenue, such as elementary yearbooks, sporting event programs, cookbooks, and calendars.

"Customers know that we can meet their deadlines, even exceed their expectations. And thanks to our Xerox® solutions, the quality is always there as well."

Mary Bocchietti
Support Coordinator
Pueblo City Schools (#60)
Document Services Center

Challenge

The Pueblo City School District's Document Services Center (DSC) faces daily challenges that most school district print shops encounter: high job volumes, short turnaround times, tight budgets, and demanding customers. With an average of nearly 25 million impressions per year, efficiency, scheduling, and workflow management are constant challenges.

"Everyone needs something yesterday," says Mary Bocchietti, Document Services Center Support Coordinator—and the customer base includes a lot of "everyones." Following a recent merger with the Pueblo County District 70, DSC now serves 60 different schools with 1,500 teachers and a total of 2,000 customers.

Over the years, the District had to outsource some work, such as school yearbooks. It was just too time-consuming during a busy season, too costly, and beyond the capability of existing equipment. Customers were disappointed because the outsourced books were expensive for students to purchase—and the schools had to purchase a minimum quantity, so many were left with unsold inventory.

Solution

DSC has employed Xerox® digital printing solutions since 1993, upgrading when needed to handle increases in volume and take advantage of new capabilities. Those solutions have allowed the print operation to bring yearbook production back in-house, as well as to provide other time- and money-saving applications.

Today, DSC's production equipment includes five digital printers that operate with Xerox® FreeFlow® Makeready Software: a Xerox® 700 Digital Color Press, Xerox® DocuTech® 6135 and 6155 Production Publishers, a Xerox® Nuvera® 100 EA Digital Production System, and a Xerox® DocuColor® 255 Digital Color Printer/Copier.

The robust capabilities of the Xerox® 700, in particular, have helped DSC boost its in-house color production volumes while reducing costs. "I love it," Bocchietti says. "The 700 is just perfect. The quality is outstanding, and it's rarely ever down. We're extremely happy with the return we're getting on our investment."

Benefits

With the help of Xerox® digital printing solutions, DSC was not only able to handle the workload of two school districts, but also to bring jobs back in-house; add value to their customers; save the district money; and cement their strategic relevance in the organization.

Ironically, it was a devastating flood that proved just how valuable it had become. "We had three feet of water in the shop. We were displaced for nearly three months," Bocchietti remembers. "Given the economic climate, we were concerned that we might be moved, or given fewer resources to work with." However, the school superintendent concluded that DSC was "invaluable" to the school district.

During the cleanup, work had to be outsourced to local printers. It took 11 shops to handle the daily volume that DSC produces in-house—and proved that DSC produced work at 25-30% less cost than outside sources. "It made everyone say, 'wow—how do you do what you do?'," Bocchietti says.

Since DSC's partnership with Xerox began in 1993, they have been able to:

- Increase DSC's copy volumes versus site copiers. In 1993, DSC produced 12 million copies annually compared to 20 million on site copiers. By 2005, DSC was producing 33 million copies, while site copiers were down to 10 million.



- Offer 24-hour service on most jobs. DSC's driving force is customer satisfaction, and they have been able to meet and exceed expectations.
- Eliminate mass printing and storage. Digital solutions allowed them to offer just-in-time printing to keep waste and cost down throughout the school district—while still delivering what the customer wants, when they want it, and maintaining a high level of quality.

Building trust.

Previously, teachers ordered the instructional materials for the entire year all at once, creating a crushing workload over the summer months. Once DSC proved it could deliver critical materials on time, DSC was able to convince teachers to order only what they needed for the first six weeks, and to do so by a specified date in June. This evened out the workload, while assuring that teachers received the materials that they really needed—when they needed them. "The best part is that we have mutual trust. We work together now," Bocchietti says.

Cutting costs.

To save the district significant dollars, DSC produces supplemental educational materials.

For example, the print shop recently produced three science books. Covers were printed offset while the DocuTechs were used to print the inside pages—all at a cost of \$3.00 per book, as opposed to buying them for \$40 each.

In addition, the print shop has been able to help the district save on student/parent communications such as postcards and newsletters. Streamlining the order process and printing names and addresses inline with mail merge saves a significant amount of time and labor, which translates to budget dollars.

Reversing the outsourcing trend.

Increased color capabilities allowed DSC to bring yearbook production back in-house. A template was created to allow schools to set up, design, and customize the yearbooks to their needs—choosing the number of pages, color pages, and content.

This enables schools to offer students a high-quality yearbook at a low cost—which is important since more than half of district schools serve low-income families. In 2010, DSC produced 11 yearbooks, with an average sale price of \$3.00-\$5.50 for black and white, and

Pueblo City Schools Awards



To the long list of terms that would be necessary to describe all that DSC does, you can now add "award-winning." The department recently captured two prestigious National School Public Relations Association (NSPRA) awards.

NSPRA's Publications and Electronic Media Awards program recognizes outstanding education publications and electronic media programs. DSC was recognized in two categories: Annual Report and Special Purpose Publication.

\$10.00-\$11.50 for full color. Building on this success, DSC has applied the same format to help schools produce sports photo books.

Adding value.

DSC benchmarks its services to make sure it's offering its customers the best value. "Even when local printers gave us their bottom line, near-zero profit price, we were still lower," Bocchietti says. And DSC provides higher quality: thanks to familiarity with its customers and applications, it produces jobs that are more complete with drastically lower error rates. Plus, DSC recently launched an online system that allows customers to place orders, track job status, and monitor costs in real time.