



2010 Publications Quick Facts

You work hard, and our job is to support your efforts. District Publications is here to effectively and efficiently meet your printing needs.

In 2010, District Publications completed a total of 7,707,747 printing impressions, including color and black and white (b & w) printing. These included flyers, posters, postcards, business cards, NCR (carbonless) forms, brochures, booklets, course packs, exams and other instructional materials.

Customers are charged for color printing; however, the cost of b & w printing to meet campus and district needs is included in Publications' budget. Here's the skinny on how many copies were printed and the volume of paper used per location:

Site	Total B & W Impressions	Total Sheet Count of Paper	Cost -- Covered by District Budget	Price Had Jobs Been Printed at Kinko's*
Centennial Education Center	182,803	120,238	\$6,919	\$31,965
Santa Ana College (SAC)	4,785,730	2,780,810	\$163,535	\$650,248
Orange Education Center	848,021	467,372	\$26,574	\$91,670
Santiago Canyon College (SCC)	639,348	378,785	\$24,240	\$122,835
District Office	409,505	233,238	\$17,270	\$74,139
SAC Bookstore**	667,695	347,986	NA	\$74,912
SCC Bookstore**	124,188	63,233	NA	\$17,360

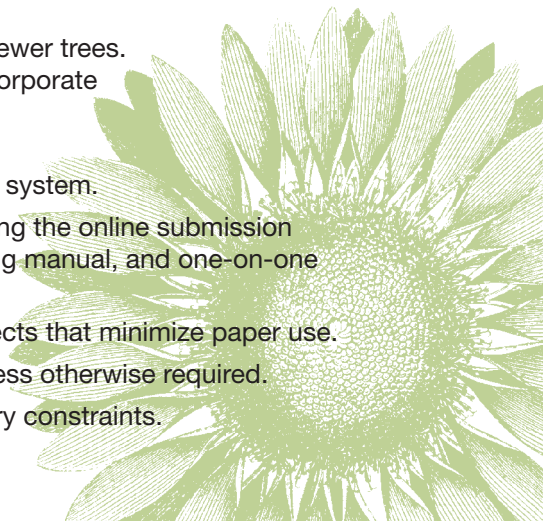
*Base pricing provided by Kinko's.

**Bookstores are charged for b & w printing as costs are recovered through sales to students.

Improved Green Practices

We are conscious that printing means paper, which equates to fewer trees. As such, we have taken initial steps to consider how we can incorporate green practices in our day-to-day operations.

- Updated our 24/7 paper-free online b & w printing submission system.
- Continued to encourage increased numbers of employees using the online submission system, WebCRD, through flex presentations, an online training manual, and one-on-one guidance.
- Worked with graphic designers and customers to design projects that minimize paper use.
- Established a two-sided printing standard for all materials unless otherwise required.
- Researching sustainable paper options that fit within budgetary constraints.





RSCCD Publications Can Save You Money on Your Color Print Jobs

When printing is key to your success, contact Publications before sending your print job to an outside vendor. Although District Publications no longer provides offset printing services, we do offer a reasonably priced option—color digital printing. (The costs of color printing are passed on to the customer for reimbursement to Publications.)

By printing in our shop, you'll save about 40-50 percent over outside printers. For example, 3,000 copies of a typical three-fold brochure would cost you nearly \$800 printed outside. We could print that same job for you for about \$480—saving you 40 percent. And, if a job surpasses our capacity, we will help you get competitive outside printing bids.

We will work with you to:

- Ensure that your print job meets district and college graphic standards;
- Format your print job to minimize the number of clicks needed to cut your costs;
- Find special paper if our regularly stocked papers do not meet your needs; and
- Provide a quality product delivered within established timeframes.

Print Jobs: Helpful Hints

Changes in Ordering Business Cards

Due to budget cuts, Publications discontinued offset printing services during summer 2009. Before we lost this service, we stockpiled a significant supply of color business card templates. Since that time, we have used those templates and imprinted names on our black and white digital copiers.

Now that the stockpile of templates has been depleted, we have begun printing business cards on our in-house digital color press. As with other color printing, we will charge back the printing of business cards to the requesting department/division. The cost for printing business cards is \$4.55 per 250 one-sided cards and \$7.75 per 250 two-sided cards. For more information, please contact Publications at (714) 628-5955.

We've all got a lot on our plates; sometimes submitting print jobs either online or in person can be confusing. But it shouldn't be. We have cobbled together some frequently asked questions:

What is the turnaround time on print jobs? Typically, the turnaround for black and white printing is 48 to 72 workday hours. Please give us a week to get your color printing job completed. Oftentimes we complete work much sooner, but we figure in time for equipment malfunction, peak production periods, and delivery off-site.

How do I submit print jobs for 3-part carbonless forms? Because we actually print three copies of the same sheet, you must submit three pages that are exactly the same. To do so, create the first page of your document; then make a hard page break; copy the first page and paste it on the second page; then make a second hard page break; and copy the second page and paste it on the third. Then select "Print Preview" and make sure that your formatting is correct for all three pages as each page of the carbonless form must match exactly.

If I submit a print job on Thursday night, can I expect to receive it on Monday morning? Depending on the volume and number of print jobs already in our queue, it may be possible. However, to ensure that you get your job on Monday morning, please submit it to us by Wednesday morning.

How can I find out the correct Datatel account number to include in my WebCRD profile? Please contact your division or department to request this number, which should end in -5940. Although there is no chargeback for black and white print jobs, the Datatel accounts help us track our production. Please note that your old IFAS number won't do.

If I give you my division phone number when I submit a print job, why do you need my personal phone? If we have any question about your job, we will need to reach you as soon as possible to meet your deadline. Please provide your 5-digit campus office number and your mobile number. Your e-mail, office and mobile numbers should be included in your WebCRD personal profile.

If you have any other questions, please contact RSCCD Publications at (714) 628-5955.

Kudos to WebCRD Adopters

Since the implementation of the new and improved WebCRD, the online Publications submission system, we are grateful that many have embraced the new methodology.

To date, 245 RSCCD employees have enrolled at <http://webcrd.rsccd.org/>. Since submission of black and white print jobs is immediate, there is no need to wait for mail delivery getting completed work to you that much quicker.

We have received feedback that many appreciate the ease of the new system once they have installed the SurePDF print driver, which is necessary when using WebCRD from home. Filling out your profile enables our staff to reach and get your job delivered correctly. If you have any questions about WebCRD, please contact Reprographics Technicians Mark Hutchison and Ann Odle at (714) 628-5955. We are also available for onsite WebCRD group training.

Hats off to the following employees for embracing the new technology!

Top Ten Employees--Jobs Submitted

1. **Christy MacBride**, Santa Ana College (SAC) Math Professor
2. **Kitty Keith**, SAC English as a Second Language (ESL) Professor
3. **John Ross, Jr.**, SAC Pharmacy Technician Assistant Professor
4. **Mike Everett**, SAC Math Associate Professor
5. **Jane Frances**, Santiago Canyon College (SCC) Math Professor
6. **Ronald Pai**, SAC Math Instructor
7. **Kathleen Takahashi**, SAC Microbiology Associate Professor
8. **Eduardo Cervantes**, SCC High School/Community Outreach Specialist
9. **Amy Styffe**, SCC Administrative Secretary
10. **Ruth Cossio-Muñiz**, Director, ACT Center/Corporate Training Institute

WebCRD by the Numbers

Total Jobs Submitted Since September 2010: 2,216
Total Copies Requested Since September 2010: 274,991
Total Impressions Since September 2010: 1,164,513

Important News

With a staff of two reprographics technicians, we complete approximately 650,000 copies every month. Although budget cuts led to the elimination of offset printing, we strive to meet your printing needs to the fullest extent possible through our in-house shop.

To get your print jobs completed as quickly as possible, here are a few tips:

- Let us know when you have a special need well in advance. We will work with you to find special paper or meet another printing requirement.
- Be aware that when submitting print jobs over a weekend or spring break and expecting that the job be ready on Monday morning or the first day back to work is unlikely as the reprographics technicians will only have two to three hours to complete your work and deliver it to your campus. We're fast, but not that fast.
- If our production schedule allows, sometimes we are able to meet rush orders. Please speak to us directly to inquire about this possibility. We may ask you to pick up your job at the Orange Education Center.

Thank you for understanding our limitations.

Questions?

Please call us at (714) 628-5955.



Meet the Staff!

Judy Iannaccone (top left)
Director, Communications
& Internal Affairs

Mark Hutchison (top right)
Reprographics Technician

Ann Odle (bottom left)
Reprographics Technician

Sally Vizthum (bottom right)
Administrative Secretary