

UNIVERSITY REDUCES PRINT WASTE, ENCOURAGES RESPONSIBLE PRINTING



Sacred Heart University in Fairfield, Connecticut, believes so much in providing students with access to the latest technology that tuition for all full-time undergraduates includes their choice of a Mac or PC laptop computer, received upon enrollment and then replaced after two years, for them to keep after graduation. Fully wireless — indoors and out — Sacred Heart ranked 11th in the nation on Intel's most recent list of "Most Unwired College Campuses."

While the cost to acquire ever-improving computer technology seems to hold steady or even decline, one cost of using technology at Sacred Heart — printing — was continuing to increase.

"I was looking for a way to control printing costs in my labs. We don't limit or charge for students' prints. Costs were going up and up, and we had recycle bins that were getting filled up every day," said Academic Computing Systems Support Manager Bryan Palmer. Palmer's solution was to deploy Equitrac Express® 4 print management and cost recovery software.

"We wanted a way to get students to think twice before printing," said Palmer.

"The main reason we went with the Equitrac print management system was to reduce waste — and that has happened."

Encouraging Responsible Printing

The successful deployment of Equitrac Express software in 2006 to reduce waste from the computer labs' printers followed a less successful earlier attempt by the university's Mail and Duplicating Center to automate and centralize the tracking and departmental billing of faculty copiers. Previously, tracking had required Mail and Duplicating Center staff to manually retrieve copy counts from each copier.

When Palmer decided it was time to do something about computer lab print waste, he decided to put an Equitrac solution to work — at first, simply tracking print activity.

"With Equitrac, everything was recorded," Palmer explained. "And we could see which students were printing an exceptionally high number of documents. Equitrac gave us the ability to know who that is and talk to them about what they're printing."



SACRED HEART UNIVERSITY

Organization: Sacred Heart University in Fairfield, Connecticut — with 5,800 full-time, part-time, undergraduate and graduate students — is the second largest Catholic university in New England.

Challenge: To reduce the high volume of print waste in the 2.3 million free pages per year printed by students, to control rising print costs, and promote efficient use of resources.

Solution: Deploy Equitrac Express® 4 software, Follow-You Printing® and Equitrac PageCounter® terminals in a print tracking and cost recovery solution seamlessly integrated with students' Blackboard campus cards.

Result: Immediate reduction of print waste and widespread acceptance by users, with Follow-You Printing allowing students to release print jobs at their choice of conveniently located printers.

Client Comment: *"The main reason we went with the Equitrac print management system was to reduce waste — and that has happened."*

Expanded Control

Based on the early positive results with the computer lab printers, Palmer says the Information Technology Department decided to try again to increase control over the university's copiers — the fleet of 49 new Océ multifunction printers (MFPs) being installed over the summer of 2007. There was significant reason to believe that centralized control and tracking of the new MFPs would succeed where the previous attempt to control copiers had been resisted.

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“We had renewed support from our VPs mandating that users would have to use their cards to release print jobs,” Palmer said.

But, according to Palmer, it was not a foregone conclusion that the expanded print management system would be Equitrac.

“Even though we already had Equitrac software on campus, we did look at some other products out there,” he said. “But they didn’t integrate as well with Blackboard, and didn’t offer the breadth of support — especially Mac support. We were increasing the use of Macs on campus, and we were happy to see the enhanced Mac support in Equitrac Express 4.” Based on the combination of price, performance, support and experience, Sacred Heart stayed with Equitrac for managing its new MFPs and increasing control over the computer lab printers.

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Less Waste, More Convenience

The new Océ MFPs were deployed on an Equitrac-managed network covering eight different academic buildings, some as far away as 15 miles from the main campus. With card-reader-equipped Equitrac PageCounter terminals and Follow-You Printing®, students swipe their Blackboard campus cards in order to release their queued print jobs at the device of their choice. This eliminated the waste of unclaimed prints since documents were not output until users



were at the printer to claim them. Waste was further reduced by having all MFPs set to duplex output.

“Follow-You Printing is a really good feature,” Palmer said. “A lot of students take advantage of it without even realizing it.”

According to Palmer, Follow-You Printing has cut down on the congestion of lines of students waiting to release their print jobs at peak times. “Students just walk up to a machine, swipe their card and release their job,” he said. “Before, they would have to pay attention to which printer they had sent their job to.”

Blackboard Integration Important

In addition to reduced print waste and costs, the Equitrac solution has delivered additional value through its seamless integration with Sacred Heart’s Blackboard campus card system.

“It has certainly made adoption easier since everyone already had cards,” Palmer said. “And the more that students use the card, the better it is for all the services we offer that take advantage of the card.”

These services include on-campus purchases such as dining hall meals, books and laundry; access to residence halls and individual dorm rooms; and off-campus services including local stores and restaurants.

“Adding campus print services to the card just adds more value to the card,” Palmer said.

Another Blackboard-related benefit of the Equitrac solution is that while the amount of print waste has gone down, the number of pages being printed has gone up.

Palmer says that’s due in part to the faculty’s increased use of the university’s Blackboard online content system. Faculty are now posting course materials for students to print out themselves where before these might have been copied handouts. But not only is student printing replacing faculty copying, faculty are making more materials available than before.

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