

Education Solutions

Move To Equitrac For Prints and Copies Boosts College's Document Efficiency, Accounting and Student Conservation



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EXECUTIVE SUMMARY

ORGANIZATION

The College of New Jersey, a four-year state college in Ewing, New Jersey.

CHALLENGE

To simplify copy and print services and implement document cost accountability in the face of growing use of computer lab printers, while also reducing waste and improving document resource management.

SOLUTION

Equitrac Solution for Education.

RESULT

The school assigned print quotas for computer lab prints, converted copiers from coin to card and billing through Blackboard, and improved student awareness of conserving document production resources, on the way to an anticipated reduction

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Like many universities, The College of New Jersey was facing a document production challenge. For years, the school had used coin operated copiers in the school's libraries, and free printers in its computer labs. Professors increasingly were steering the 6,500 students to online curricula and other courseware materials, which would be printed at the school's expense – to the tune of five million prints a year. One industrious student even generated 23,000 prints one weekend. Such use and abuse forced the school to subsidize the print budget from other funding resources.

Even the coin-operated devices were a cost drain. Each day, workers had to visit 10 copy devices to empty the change and tally the number of copies made.

The college's experience is common in higher education. Courseware is driving up printer usage, leaving administrators wondering how to control costly volumes. Administrators needed a way to address printing's growing importance, and assign or recover costs for student printer use.

So the school worked closely with Equitrac to create a solution that was flexible and simple to use, yet powerful enough for both print and copy applications. The school installed the Equitrac Express Solution for Education on its fleet of digital copy devices with the campus control gateway into the Blackboard campus commerce platform. Students now use their existing magnetic stripe student activity cards day or night to debit copy costs, like they do meals or books, using a solution seamlessly integrated into their daily lives. Staff, faculty and administrators still have unlimited access to the school's network of printers and copiers.

“From grade schools to universities, academic institutions realize the need to control their printing and copying expenses, while also helping instill better resource management in their faculty, administration, teachers and students,” says Michael Rich, CEO of Equitrac Corp. “Equitrac integrates with Blackboard to help accomplish all those goals in a seamless solution that is quickly implemented, easy to use

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and which can deliver immediate results for the school and its students."

With Equitrac, the school has improved accounting of actual copies being generated; clicks and coins often didn't compute to the same copy count, says Frank Nardoza, Associate Director for Information Technology with the College. With the conversion to copy cards and tracking, and a recent move to print quotas and tracking, students and faculty have found the cash-less copy system simple to use. The elimination of coin handling has removed a time-consuming chore for school staff.

Equitrac also serves the school's print needs. Some 80% of students make fewer than 600 prints a semester. Copy volumes have decreased to around 400,000 a year – from two million several years ago. At the same time, the Equitrac Express Server is accounting for five million prints generated each year on the 100 printers in the school's public computer labs. That number is growing as students turn to the Internet and school resources to generate coursework. As prints outpace copies, Equitrac solutions are tracking both at the college. This provides administrators a flexible, integrated solution that tracks all the school's document production needs.

In the school's computer labs, students are provided an allotment of 600 prints per semester, with each print costing five cents thereafter. The Equitrac server pulls student account information off the network and deducts the appropriate usage from each student's account. And with Equitrac's Follow You™ simplicity, student printing is immediately released to any Equitrac networked printer in the lab – eliminating delays from long lines, jams or malfunctions.

The College of New Jersey

PrintSense

My PrintSense Account
Available only on Campus

FAQs

Feedback Form

Computer Labs

Help Desk

Information Technology

TCNJ Home | Services | PrintSense

Text Size: A A A

PrintSense
Information Technology
Green Hall
The College of New Jersey
2000 Pennington Rd.
P. O. Box 7718
Ewing, NJ 08628
E) Contact us

10 Ways to Save Paper

1. Save the document to a floppy, Zip disk or network drive.
2. E-mail the document to yourself to open on your own computer.
3. Read documents directly on the screen.
4. Print Preview web pages and other documents and print the pages you need.
5. Write information such as library call numbers, phone numbers on scratch paper.
6. Cut and paste into Notepad or Word only the information you need to print.
7. Collaborate. Create a web page to share information with others in your class.
8. Print Handouts in Powerpoint instead of slides
9. Avoid printing multiple drafts. Complete editing online, instead.
10. Avoid printing email messages and web pages.

The College of New Jersey maintains 22 state-of-the-art computer labs throughout the campus. The demand for lab printing continues to rise each year. The increase is attributed to new requirements from academic instruction and improvements to our computer lab environment such as:

- Hours of availability
- Number of workstations
- Internet resources
- Courseware

The need to reduce printing is not only a monetary issue but an environmental issue as well. Lab printing consumed over 23 tons of paper last year. While the majority of printing is legitimate, there is an unnecessary expense associated with printing supplies and precious environmental resources.

The program will allocate each student 600 pages per semester. Starting in the Fall Semester of 2005, users that exceed their allocation will pay an overage charge of \$.05 for each additional page printed. The overage fee will be added to their student bill at the end of each semester.

Examples of the allocation and overage charges:

Allocated	Overage	Total	Change
600	0	600	\$0.00
600	100	700	\$5.00
600	200	800	\$10.00
600	300	900	\$15.00
600	400	1000	\$20.00

The allocation is based on an average of students who printed in labs between August 2003 and May 2004; the actual numbers showed an average use of 353 pages per student per semester. It is important to point out that 71% of the students never printed more than 400 pages, 6% were between 400 and 500 pages and 5% were between 500 and 600 pages but 18% were between 600 and 23,777 pages. **The 18% printed 60% of the total amount of pages.**

PrintSense Feedback Form
Please provide comments on the PrintSense program so we can improve it.

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Student print habits likely will change with print tracking. Print volumes in the computer labs are expected to drop. Students have realized that by depleting their allotment of 600 prints per semester, each print thereafter costs five cents. To help students discover and use the simplified printer solution, called "PrintSense," a quick reference guide to using the terminals and interface to the system was created. Lab staff is trained on how to assist students.

Equitrac solutions also have reduced consumable waste and negative impacts on the environment. Students rarely reach their document allocations, and most even are becoming more savvy about printing pages from Websites. Many print only the specific content they need, instead of entire documents. Students are advised to log on to their accounts to review each month's activity, which heightens student awareness of their use of document production.

Next up: College administrators are considering bringing existing color devices onto the Equitrac solution, and assessing quotas to faculty and administration as well. They also are planning to install Equitrac's Print Assistant, which calculates the cost of each print job and then presents a pop-up message requiring students to accept or decline the transaction. The goal is to decrease the school's print budget allocation by 40% to 50% by reducing print output (accomplished, in part, through eliminating students' unlimited free prints), and recouping costs for prints over the 600 print quota.

Such favorable reactions to printing and copying solutions will aid the finances at schools like The College of New Jersey, which has seen double-digit percentage growth in document production. "Going to the Equitrac print tracking solution, we have real reports that reflect real dollars," Nardoza said. "The idea was not really to charge students, but to control costs."