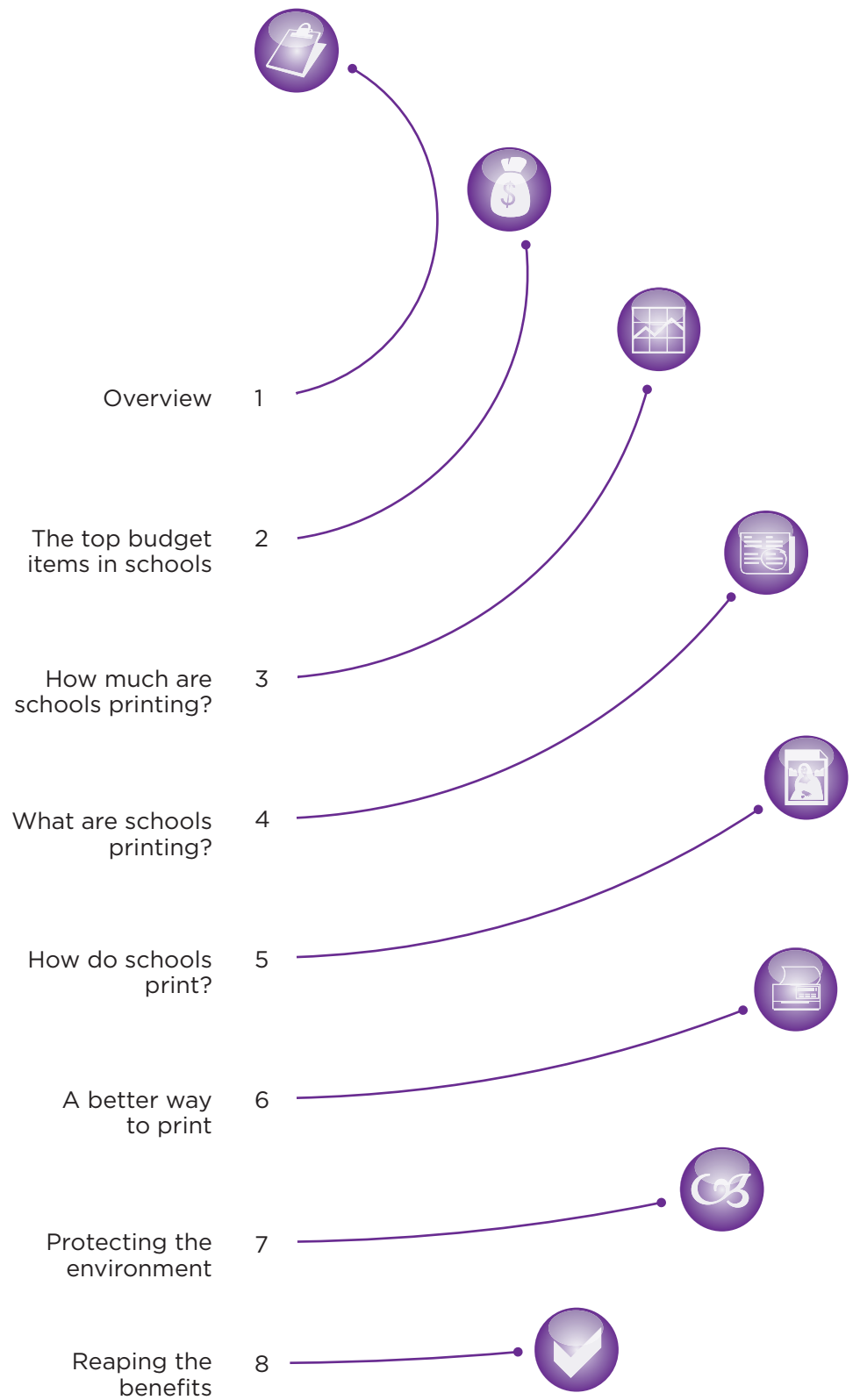


CONTROLLING COSTS ONE PAGE AT A TIME



Minimizing budget impact on students by shifting copying and printing expenses



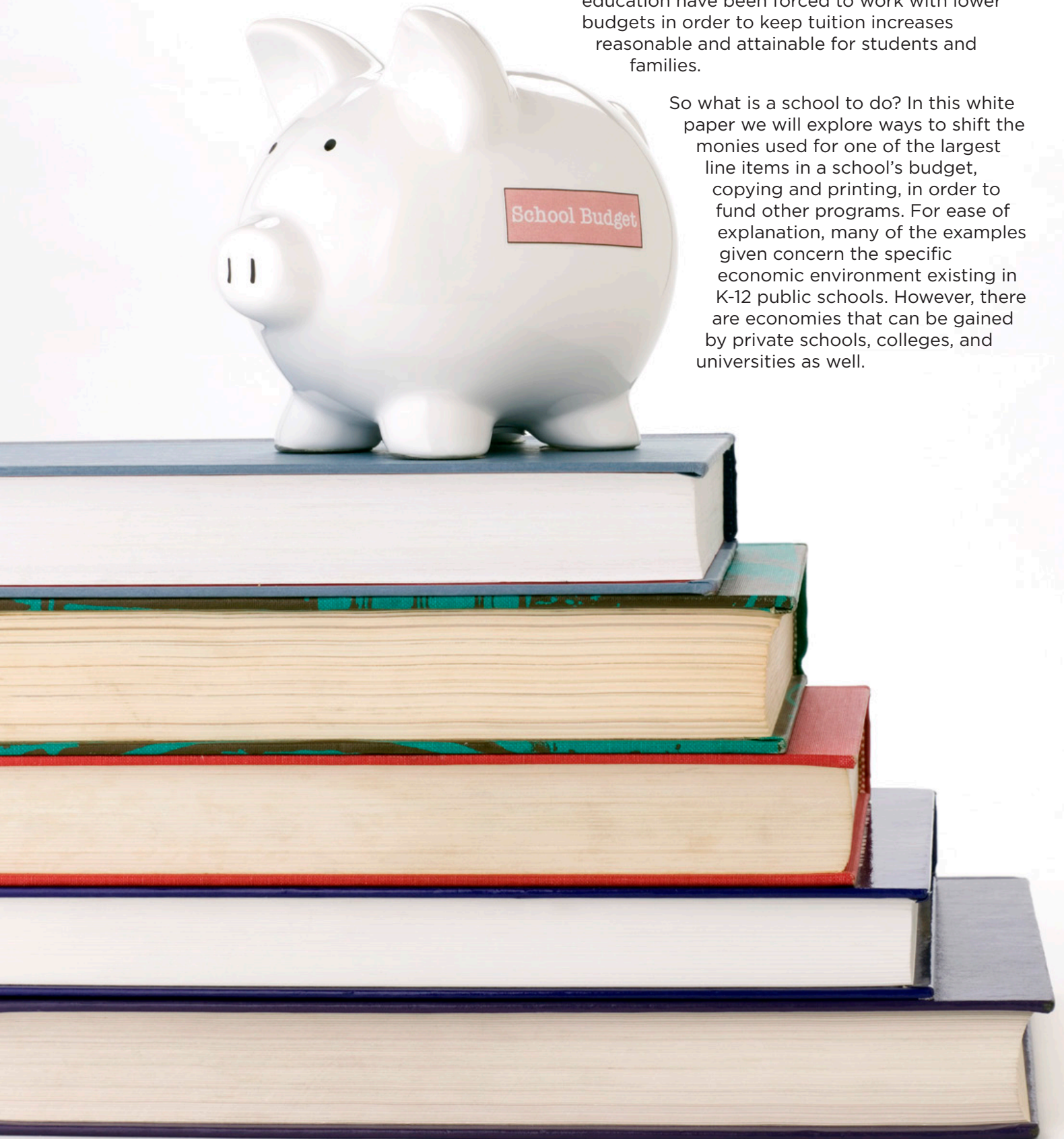


Overview

It is rare today to find a school that has not been hit with budget cuts that impact the success of important programs. Many public K-12 schools have had their state and federal funding reduced and continue daily

to strive to do “more with less.” The economic downturn hit many private schools hard, with reduced enrollments and revenues impacting the day-to-day operations. Even colleges and universities are not immune; endowments have been reduced and these institutions of higher education have been forced to work with lower budgets in order to keep tuition increases reasonable and attainable for students and families.

So what is a school to do? In this white paper we will explore ways to shift the monies used for one of the largest line items in a school’s budget, copying and printing, in order to fund other programs. For ease of explanation, many of the examples given concern the specific economic environment existing in K-12 public schools. However, there are economies that can be gained by private schools, colleges, and universities as well.





The top budget items in schools

Where can a school improve efficiencies and reduce costs without sacrificing the quality of education? Let's look at the top four line items in a school's budget:

1. Salaries and benefits
2. Facilities maintenance
3. Textbooks and instructional materials
4. Copying and printing

Clearly, it is difficult if not impossible to cut expenses from the top three line items. Teachers need to be paid and facilities need to be maintained. Students need instructional materials as part of their education. There may be minor cuts made or economies gained in these three categories, but it is unlikely that significant reductions can be made without affecting the quality of education provided by a school.

What about copying and printing, however? Schools' printing needs fall into three main categories: Instructional, or what teachers need to plan and run classes; administrative, what the school administration needs for day-to-day paperwork and long-term reporting; and informational, or what the school needs to communicate to parents, guardians, and the school community.





How much are schools printing?

Schools produce huge copy volumes. Anyone who has checked a child's backpack recently has seen the huge number of classroom papers, tests, test preparation papers, school notices, fundraisers, and more that come home on a weekly basis. It's estimated that schools print eight pages per student per day. High schools average 122,245 copies per month, middle schools 86,248 pages per month, and elementary schools 63,640 per month. (Source: 2007 Educational Document Production Survey.)

Many schools are exploring electronic means of communication as a way to reduce growing paper and copying costs. Rather than print notices about upcoming events, schools are using broadcast emails, district websites, school communication websites, and even social media sites to communicate with both students and parents. While this has been a boon to schools and has helped schools reduce paper usage and printing costs, there are many families without email or access to a computer. Schools are still required to provide information to their entire community and continue to print materials to satisfy all constituencies. Even though electronic communication has helped reduce printing and paper costs for schools, the "paperless school" shows no evidence of opening its doors soon.



What are schools printing?

Instructional

- Test & quizzes
- Course outlines
- Lesson plans
- Student activity sheets
- Writing rubrics
- Grade books
- Awards and certificates
- Web page print outs
- 3" x 5" research note cards
- Classroom posters
- Many more documents!

Administrative

- Registration/attendance forms
- Handbooks
- Student profile sheets
- Student records
- Visitor badges and nametags
- Progress reports
- Permission slips and hall passes
- Invoices, statements, and receipts
- NCLB compliance statements
- Fundraising drive flyers
- Many more documents!

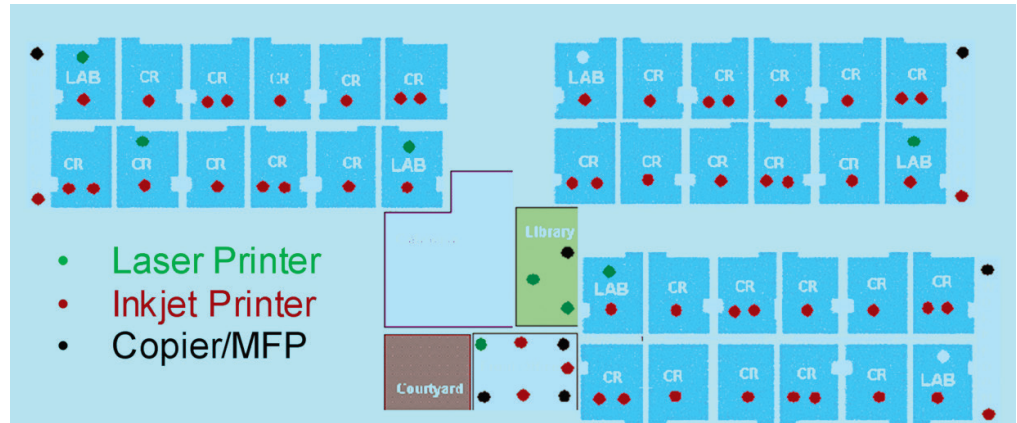
Informational

- Letters to parents
- Activities and athletics programs
- Announcements and notices
- Calendars and event schedules
- Open house invitations
- Health/safety/drug education
- Newsletters
- PTA/PTO communications
- Policies and procedure guides
- Lunch menus
- Many more documents!



How do schools print?

Many schools take a somewhat haphazard approach to printing, focusing more on convenience than on economy. In the decentralized printing environment used in most schools, teachers have a desktop printer in their classroom for small printing jobs, or a few teachers will share a desktop printer. A larger copier is stationed in the front office or workroom and handles larger copy jobs.



Locations of printers in a typical decentralized printing environment in a school.

Teachers enjoy the convenience of a decentralized printing environment, but schools suffer the budgetary consequences. Small desktop printers may be easy for teachers to access, but they are slow and expensive. With the high price of inkjet cartridges, these small printers will cost a school an average of 12 cents for every page printed.

The larger copier used in the front office does not fare much better. Photocopiers are less reliable in high-volume environments, so teachers and staff may experience frequent breakdowns. The machine life of a central photocopier averages 3-4 years. The energy consumed by a large photocopier is significant. Plus, these printers are not designed for unusual media that schools may want to print. Photocopiers excel at printing letters-sized bond stocks, but can be stymied by recycled paper, construction paper, and large volumes of cardstock and envelopes. Schools will pay 2-5 cents per page for black and white printing.

But what about color printing? With schools extremely conscious about budgetary constraints, color printing is rarely even considered. The average color laser printer produces color pages for 10-15 cents per page. There is increasing evidence, however, that students benefit greatly from classroom materials printed in color. The statistics are compelling:

- Color in documents increases learning and retention of facts by 78%
- Comprehension of facts improve up to 73% when presented in Color
- 70% of readers locate the information they need when it's in Color
- 78% more likely to remember Color words

Other Sources: Loyola University and Other Studies



A better way to print

Centralized printing can help schools reduce printing costs and save money.

By consolidating the small desktop printers that are distributed throughout a school, districts gain enormous savings by not having to stock small—and expensive—inkjet and toner cartridges. They do not have to deploy resources to maintain a fleet of small printers that have a tendency to break down.

Using high-speed inkjet printers is one way that schools can easily and affordably implement centralized printing in a school and still keep up with the enormous printing demands that an average school has. High-speed inkjet printers print as fast as 150 pages per minute for about a half a cent per page in black and white and two to three cents for full-color printing. Unlike laser printers, high-speed inkjet printers use very little energy—about half the energy used by traditional photocopiers. Plus, high-speed inkjet printers can accommodate a wide variety of paper stocks and sizes.

Are teachers happy with a centralized system as opposed with a decentralized environment? In a word, yes. Teachers ideally are looking for a printing system that prints and copies in black and white, highlight color, and full color, with minimal paper jams and misfeeds. They'd like a high-speed system so that the time waiting for print jobs is reduced. They'd like to be able to duplex and staple jobs all at the same time, and would like to reduce their impact on the environment.

Administrators, too, are pleased with the benefits of a centralized printing system, as they benefit from lower operating costs and greater control over copying costs. Administrators are pleased with the reduced capitol budget expenditures. The long, reliable equipment life translates into fewer headaches for administrators. Add a faculty and staff who are happy with their equipment, and high-speed inkjet is a win-win for school administrators.



Reaping the benefits

High-speed inkjet in centralized printing environments is not a fantasy, but rather an approach that many schools are implementing with phenomenal savings. One school district reduced copier supplies and maintenance costs by 68% in one year. This district saved \$487,440 per year with 43 high-speed inkjet printers handling the printing jobs for the entire school system. Another school district saved \$379,537 by employing a series of high-speed inkjet printers.

Today, school districts are routinely asked to make deep budget cuts, and important programs are being reduced or eliminated to make up for reductions in the budget. Having an additional \$400,000 or \$500,000 in a district budget is an unheard of luxury—but it's a luxury that many school districts are enjoying due to centralized high-speed inkjet printing.



High-speed inkjet: Protecting the Environment

- Low Power Consumption
 - Uses a fraction of the electricity required by conventional copiers
 - Operates on 5 amps of power (550 watts) on standard electrical outlet
 - Only uses as much energy as five 100 watt light bulbs when printing
- No toxic fumes or hazardous chemicals
- No ozone emissions or greenhouse gases
- No toner, no heat
- Ink printing is “recycling-friendly”
 - Paper printed with toner is harder to recycle!
- Handles a variety of recycled papers
 - Saves trees, energy, water, and landfill space





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