

June 2018

## Arlington Independent School District

**Arlington ISD at a Glance:**

**PSP User Since:** 2017

**Solutions:**

Print Shop Pro<sup>®</sup> Manager

Print Shop Pro<sup>®</sup> Webdesk

Barcode Tracking Module

Directory Integration

Document Converter Module

**Location:** Arlington, TX

**Print Shop Staff:** 4

**Job Tickets Per Month:** 200+



*"I tell everyone, Print Shop Pro<sup>®</sup> has rocked our world!"*

- Mitch Barnum

Located in Arlington Texas, Arlington Independent School District (AISD) is the 11th-largest school district in the state of Texas. The district is responsible for overseeing 6 Senior High Schools, 10 Junior High Schools and 52 Elementary Schools. AISD has a population of more than 61,000 students each year and is also the largest employer in the city with a staff of approximately 8,500.

AISD has been a Print Shop Pro customer since February 2017 and was one of the fastest system implementations. After having the system configured and successfully completing training, AISD was able to accomplish having 90% of the district's customers submitting orders online through PSP in less than 30 days.

I met with Mitch Barnum, Manager of Image Processing at AISD to learn more about the district's print operation and to understand how this was accomplished so quickly.

Mitch began his career as a technician. He shared, "I serviced copiers for 12 years and later transitioned to a management role where for many years I was in technical service management and oversaw a team of technicians." Mitch also worked for Xerox Business Services (XBS) for 10 years, where he would set up print shops and mail delivery shops for customers at their sites.

Mitch has been employed with AISD for 2 ½ years. I asked Mitch how he landed the position at AISD and he shared, "I was the Field Service Manager for Canon for several years. I had 17 technicians that serviced the entire Dallas/Fort Worth area and AISD was our largest customer. The Print Shop manager retired and the district spent months trying to find someone with the right credentials to take over the shop. After several months went by and the position being left unfilled, I decided it was time to raise my hand and throw my hat in the ring. Fortunately I was selected and I absolutely love it. It was a great move for me."

Mitch is responsible for managing a team of four in the Image Processing Department at AISD. Mitch shared, "everyone has their unique talents but we all are cross trained in each other's jobs. We do full color printing, black ink printing and a full array of finishing."



From left to right: Mitch Barnum, Bart Hosier, David Hopkins, Venetia Wilson and Wes Lee

The shop's equipment consists of 2 Océ ULTRA Vario Print 6250s with in-line booklet makers, 1 Océ Vario Print 4250, 1 Canon Color Image Press 10000 (with Fiery), 1 Canon Color Image Press 800 (with Fiery), 1 Canon IPF 8400 Large Format, 1 Lanier LDD250 (Ricoh 7K), 1 Lanier LDD280 (Ricoh 9K), 1 Lanier TCII-R, 1 Challenge Cutter, 1 Pitney Bowes 2 station inserter, 1 Paper Drill

Interlake Off-line stitcher, 1 Baum air feed folder, 1 Pad-Master, 1 padding machine, 1 Graphic Wizard perf/scoring /numbering machine, 1 Duplo DF-915 folder with pressure seal and 1 GBC MagnaPunch Pro 44 hole punch.

I asked about the types of print jobs the department produces and Mitch shared, "We print everything from booklets to spiral binds and carbonless paper jobs. We are printing pads and inserts for mail outs. We also do large format printing including printing on gloss and standard bond as well as self adhesive prints of anything up to 42 inches mounted. And, we produce full bleed prints on foam core as well as mail outs of anything up to 10k pieces."

Mitch's team services all of AISD, AISD Administration and all local non profits. Mitch said, "We print for our local churches and other non profits throughout the metroplex. Our external customers pay COD. They are able to submit their jobs using PSP and they bring a check when they pick up their jobs."

Prior to using Print Shop Pro<sup>®</sup>, AISD was using a print management system. I asked Mitch what motivated him to begin his search for a new system and he shared, "I started looking due to the cumbersome dual order process through the old system. It was challenging for secretaries at schools to submit print jobs through the system. It would give the User a diluted description of what they wanted and they would go down a path and then would not be able to select the things they actually wanted (booklets, pads, etc.) We wanted customers to be able to see what their options were."

"We were manually tracking all jobs because there wasn't a way to do that in the old system. Customers would also have to email their request if there was an attachment because there wasn't a way to upload an attachment in the old system. There was also no automated notification to our print shop once a customer submitted an order. Jobs would sit in the old system unless someone checked or a customer called inquiring about the status of their job," said Mitch.

I then asked Mitch if he had looked at other systems and why he ultimately decided to go with PSP. Mitch said, "When we started evaluating systems we looked at two other vendors that are major players. Both met with us onsite. I worked for one of the vendors for several years and they actually had the upper hand early on. But, in my review PSP was hands down the better software. It was easy for Users to submit a job and it has many great features that really made it stand out. It was a positive change for our schools being able to easily submit orders. And, it was a positive change for our print team being able to easily track orders."

Mitch wanted to get PSP implemented quickly, but he experienced many challenges early on. Mitch shared, “I knew I wanted to get the system up and running, but with my other job responsibilities and our workload it was difficult to dedicate the time needed for training and system set up. Chuck (edu VP Software Implementation & Support) was instrumental in setting a weekly meeting with me to keep pushing the project forward.”

Approximately 4-5 months after purchase, Mitch successfully completed training and was ready to start introducing PSP to customers. Mitch shared, “I started by going to individual schools and doing face to face trainings. I was new to AISD so I wanted to get face time with the secretaries and administrative staff. I met with high schools first then junior high schools and so on. But, after about a dozen of these meetings I decided it would take too long to meet with all 83 schools and 6 administrative areas and locations. I purchased a microphone and used Power Point’s Presenter Applications and put together a 15 minute tutorial that took Users through step-by-step instructions on how to register and use PSP. I sent it as a broadcast email to the balance of schools.”

I asked Mitch how customers responded and he shared, “Many embraced the new process very quickly. Also, as customers would send jobs in via the old system we would send a thank you email letting them know we were processing their order and would send the same tutorial video advising them of the new process for submitting future orders through PSP. In 30 days we went from all orders being in the old system, about 200 orders, to only 7. Word spread quickly about the new process too, so the positive word of mouth helped.”

I followed up by asking how PSP has impacted the department’s workflow. Mitch responded enthusiastically, “I tell everyone, Print Shop Pro® has rocked our world. With our old system, seldom if ever did the pricing reflect the correct cost. Jobs would be quoted at \$3,200.00 when the actual cost of the job was more like \$100.00. It was so bad that customers just didn’t pay any attention to it because they knew we would fix it. When orders would come in we would have to go in and manually calculate costs. We had spreadsheets, but it was too time consuming because we had to do it for every single job that came in. We would calculate the actual cost and change the price on the job ticket and take the corrected ticket to accounting and they would need to go in and change the charge to the real price. This involved multiple people to close out print requests. With PSP we no longer have to do that. Most jobs, short of a few special orders, come in and the job cost is calculated correctly and customers know before submitting their order what the cost of their job is going to be. They love that!”

I asked Mitch his favorite feature in PSP and he named a few. Mitch responded by saying, “I would have to say the pricing in PSP. When we have new employees in the shop it takes awhile to comprehend pricing for spiral binds, jobs that are partially in color, partially on card stock with some pages that are on regular stock. With so many options and variables it can be challenging to calculate job costs correctly every time. What’s nice about PSP is they can visually see what every category is priced out at and learn. Also with our old system we had no way of notifying customers when their job was completed. They would put a desired due date and we would work hard to get the job done by that desired date. But, if our delivery system had a glitch or we couldn’t meet the due date there was no way to notify the customer other than calling. With

automatic emails when a job is being shipped or is ready for pick up we have cut down significantly on telephone traffic and significantly improved our workflow.”

Outside of print Mitch is a proud husband, a father of three and has seven grandkids all within five miles of his home. In his spare time he enjoys playing the drums. He has played in local churches for 20+ years on worship teams. Mitch enjoys camping with his family. He also buys, refurbishes and resells drums as a hobby and for extra cash. For those that can get to the area, Mitch also highly recommends San Antonio as a great place to live and visit. He shared, “with Fiesta TX, Sea World San Antonio and bands playing on the riverwalk in downtown, San Antonio is a wonderful place to visit with tons of things to do for the whole family.”

by: Leeann Raymond

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We are so excited to have Gordon Rivera of Allan Hancock College become a regular contributor to our Customer eNewsletter. Gordon is a long term Print Shop Pro® User (2008). He is a G7 certified career printer and has also successfully completed the body of work for Lean/Six Sigma Black Belt Certification. He has been teaching graphic communications at Cal Poly for 10+ years, and is a contributing writer for In-Plant Graphics Magazine. We are all sure to learn a lot from Gordon about applying lean principles to the world of in-plant printing. The following is an article from Gordon on The Power of the Press and a Reluctant Transition from Offset to Digital. Enjoy!

### **The Power of the Press & a Reluctant Transition from Offset to Digital**

A few weekends ago, I watched the film *The Post*. This historical, political thriller chronicles the true story of *The Washington Post* dynasty and the dilemma its owners, editors, and reporters faced in the early 1970s when offered classified government documents regarding the United States decades-long involvement in the Vietnam War.

The leaked information, known as the *Pentagon Papers*, exposed a top secret cover-up. Presidents as well as the military had been reporting a faulty image to the public that we were winning the war and would continue to win as long as we did not give up. In reality, we were losing the war, a successful outcome was unlikely, and tens of thousands of American soldiers were unnecessarily languishing and perishing in this unpopular war.

Should *The Post* “break the law” by publishing the confidential papers that purported government deception regarding this war or bury the story to avoid the very real and acute threat of legal and financial ruin? (Spoiler alert) *The Post* did end up publishing the Pentagon Papers, which was instrumental in ending the Vietnam War as the once suppressed, covert details were revealed via the printed page.

This film effectively portrayed the power of the press and the ongoing and essential fight to keep it free and unobstructed. Despite fake news posts in social media or explicit bias from various news organizations, America’s commitment to a free press is a cornerstone of our democratic

experiment. I truly believe that, in these turbulent days and unstable times, the print manager, copy technician, graphic designer, web designer, or anyone who holds any position in the graphic communication field, has much more impact and influence on society than he/she might realize or imagine.

A journeyman pressman once told me, "Freedom of the press is limited to those that can run one." That profound truth has stuck with me for years, so much so, that it's printed on the back of our Campus Graphics uniforms to remind us of the power of what we do. From Gutenberg to Facebook, the power of graphic communication to influence and shape history is inspiring to me, and I hope it is for you too.

This leads me to the real topic of this ramble...a few months ago we sold off all of our offset presses (which I swore I would never do as long as I managed Campus Graphics). I had little choice: our wide-format operation required expansion and the only way to accomplish that in our limited footprint was to maximize existing space by eliminating under-utilized equipment, which unfortunately, was the offset department.

This did not set well with me. In addition to my resigned acceptance in saying goodbye to this "beautiful beast," a work horse for many years in our shop, and an icon of centuries of print production, I was very concerned and disturbed that the presses were improperly packaged and picked up by the buyer. A day after the scheduled pick-up, I came to work horrified to find our beloved ABDICK 9995 twin tower on its side, and forever damaged. I literally felt sick to my stomach.

I suppose it's true that all good things must come to an end and that in our technological age we necessarily must keep up with the times. On the brighter side, we now have a well-designed and highly efficient wide format room. The dark arts of colorkeys and wet-trapping have been replaced by latex inkjet and *Photoshop*. The torch of the free press is handed off to a new generation of skilled tradespersons who continue to amaze and inspire me every day.

As the transition from offset to digital plays out, I will report back to you as the story unfolds and the saga continues...

by: Gordon Rivera





### **Call for Contributors to the Print Shop Pro® Customer Newsletter**

Are you interested in contributing content to our Customer Newsletter? Care to share your skills or insights with your peer PSP Users? Give us a call.

We are continually looking for ways to bring our customers value. To that end, we would like to make our Customer Newsletter even more valuable to our readers. Our customer base boasts hundreds of years of combined experience in managing in-plant print operations. We would like to leverage this experience to produce even more valuable Newsletters for our readership. There is no minimum commitment and all are welcome. If you are interested in contributing to our Newsletter please contact Leeann Raymond at (888)673-8424 ext. 217 or email [lraymond@edubusinesssolutions.com](mailto:lraymond@edubusinesssolutions.com).

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# DESIGN conductor®

## **Design Conductor is getting better and better!!**

Major enhancements have been made to Design Conductor® that streamline the template creation process and make the system even easier and more fun to use!

We are proud to announce that accessibility testing for ADA compliance has been successfully completed for Design Conductor®. All customer facing pages are fully accessible to Users with a diverse range of hearing, movement, sight and cognitive ability.

A “Snippets” feature has also been added. This new feature allows elements of a designed template to be cloned and used in future template creation with a simple click of a button. Add logos, text sections, banners, images, header and footers to your templates in seconds. And, best of all, all established rules will be copied over to the new template (font type, style, range, help text, User permissions, etc.). With Snippets, creating new templates is a breeze.

Design Conductor® Color Themes is now available!

Color Themes Module for Design Conductor® allows you to customize your Design Conductor® website to your organization’s brand. Color Themes Module allows you to brand all landing pages and icons with your organizations logo, colors and fonts for a more seamless User experience.

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## IPMA Recap

We enjoyed our visit to the 2018 IPMA Conference in Costa Mesa. The sun was shining and everyone was in good spirits. This year's IPMA conference included many first time attendees and was a great opportunity to meet with new and returning members within colleges, universities, school districts, corporations, utility companies and healthcare organizations. Existing Print Shop Pro® Customers got an opportunity to see the new features of Version 15 and our new Active Orders Dashboard. Congratulations to PSP Customers Laura Lockett at Sacramento State University, Richard Silver from George Fox University, Chris Anderson from DMBA and Dan Jimenez from Columbia College of MO for taking home gifts from the Vendor Raffle. Also, congratulations to Kerry Mehle from Moorpark Community College for winning the Brahney Award Raffle. We enjoyed spending time with you all and look forward to seeing you at next year's IPMA Conference in Louisville, KY. Look for us at the upcoming Print18 Conference September 30th to October 3rd in Chicago, IL.

by: Jordan Matanane

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When reassigning order history from a former User to a new User in Print Shop Pro® (see **KB Article # 13755**) be sure to discontinue the old User profile once the order history has been reassigned. If you miss this step you will notice when the new User submits an order, the old User's contact details displays on the new order. By discontinuing the old User's contact profile, you will ensure that the new User has access to all order history, and all new orders are properly assigned to the new User's profile.

by: Chuck Bailey

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A graphic with an orange background. The words "TIP OF THE" are written in a bold, black, sans-serif font. Below them, the word "Month" is written in a white, cursive script font.

**TIP OF THE**  
*Month*



## QUESTION:

I have added my products into Print Shop Pro®. How do I begin using the Inventory Management tools?

## ANSWER:

If you have added your products into PSP and want to begin using the Inventory Management tools, here's how to set this up:

How to Configure Paper Stock Inventory Controls. **Article # 26273**

### 1. Configure the Inventory Transaction Types for Each Status

1. Go to **Website > Statuses**
2. Select any Status.
3. **Select Transaction Type (Print Orders)**
4. Select **Allocated** for all statuses with the category of **"In Process"** or **"New Orders."**
5. Select **Used** for all statuses with the category of **Completed**. Leave all set as **"— None Selected —"**.

### 2. Set the Inventory Level & Reorder Point for each Stock

1. Go to **Website > Stocks > Stocks**.
2. Select any Stock.
3. **Maximum Inventory Level** – Enter the maximum number of sheets you want in stock.
4. **Re-order Point (Percentage of Maximum entered as decimal)** – Enter the percentage of the Maximum Inventory Level. (The system will use this value when calculating and Inventory Warning reports or other notifications).

### 3. Print Stock Inventory Worksheet

1. Go to **Reports > Inventory – Stock > Worksheets**.
2. Conduct count of all stock on hand.

### 4. Configure an Adjustment Reason for updating your stock

1. Go to **Website > Inventory Adjustment Reasons**.
2. Select **Add Inventory Adjustment Reason**.
3. Enter a new Adjustment Reason (e.g., "On Hand Counts.")

## 5. Update Stock Inventory Levels with On Hand Counts

1. Go to **Website > Stocks > Stocks**.
2. Select the **Adjust Inventory** link.
3. Locate the center column with the label **Adjustment** heading.
4. **Adjustment Type:** Added
5. **Quantity:** Calculate the value to enter (Qty in Stock +/- On Hand Count). The net value should equal your On Hand Count.
6. **Cost Per Sheet:** Leave blank
7. **Markup Type:** —Select One—
8. **Markup Value:** 0
9. Select **Update** to save

As orders are processed your inventory will be automatically decremented. You will also receive automated alerts with minimum inventory levels and re-order thresholds are reached.

by: Chuck Bailey

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## *Welcome Aboard!*

We know how difficult and time consuming it is to evaluate software solutions to help manage your operation. Congratulations on successfully completing this intensive process. We want to say **Thank You** for choosing edu and say **Welcome Aboard**. We look forward to helping you meet your ambitious goals and are at your service.

Cardtronics - Houston, TX

College of Lake County - Grayslake, IL

Hofstra University - Hempstead, NY

The Tennessee Board of Regents - Nashville, TN

University of Arkansas-Pine Bluff - Pine Bluff, AR

by: Corey Kucera

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### **CURRENT RELEASE VERSION - V15.0.0**

Make sure you have the latest Print Shop Pro<sup>®</sup> Version. The release date was May 7, 2018.

To obtain this update and release notes go to <http://printshopprosupport.com/kb/RequestSupport.aspx> and simply enter



"Send me the latest update."

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### **Upcoming Events:**

#### **Graph Expo**

September 30 - October 3, 2018

Chicago, IL

#### **SUPDMC**

October 14-17, 2018

Daytona Beach, FL

#### **Print Shop Pro<sup>®</sup> User Group Meeting**

March 17-21, 2019

San Diego, CA