Humboldt State University

Humboldt State University at a Glance:

PSP User Since: 2015

Solutions:

Print Shop Pro® Manager

Print Shop Pro® Webdesk

Mail Module

Template Builder Module

Location: Arcata, CA

Print Shop Staff: 4

Job Tickets Per Year: 2400

Customer Spotlight

Humboldt State University (HSU) is a part of the California State University System. The main campus is located north of San Francisco in the town of Arcata near the ancient redwood forests.

The University is big on natural resources, world sciences (programs are nationally recognized) and visual and performing arts.

The University also boasts a low student to teacher ratio and students enjoy an extraordinary college experience with unique opportunities for hands-on learning. For example, students study with the world's foremost expert on redwood trees and with leading experts in sustainable energy systems—something few other universities can boast.

Student engaged in outdoor education in Redwoods

I met with Matt Brunner, Director of Print Services for Marketing Communications, to learn about the University's print operations and how the department has benefited from Print Shop Pro®.

Matt is originally from Ventura County and moved to the Yosemite area in the early 90s. He began his career in print working at the Yosemite Guide and Mariposa Guardian, where he learned to lay-out ads in local newspaper circulations. Matt attended HSU as a wildlife major. He studied GIS mapping and Ornithology and worked outdoors tracking spotted owls. While attending classes, he was hired on by the University's marketing department which includes the University print shop Matt shared, "I applied for a job in lay-out and was hired instead in bindery. I slowly learned all the skills to run printing presses and was offered a full time position after graduating. When the print department manager left I took over full time and have been here for a little over 20 years now."

I asked Matt one of the things he enjoys most about his position and he shared, "I really enjoy my team. I am also a bit of a naturalist so I enjoy working for an organization with a commitment to sustainability and our environment. All of the products we use contain recycled products or the most sustainable products we can get our hands on. We use 100% recycled paper and our processers are on the greener side. We use

thermo laser plate setters so there are no chemicals involved, just carbon that washes off. Our chemistry is very low VOC and green. This is really important to me."

HSU's printing department is managed by Marketing and Communications. The full team of 16 includes news and information, creative, alumni and print production. Print has 4-5 student workers and 4 full time staff members, which Matt manages.

Marketing Services Team

Print Services Team

Matt shared "working in the University print department, another really fun thing is we get to work with all departments. Our department services the full campus community. We also support local government agencies including city and county schools and the Humboldt County Office of Education which is another Print Shop Pro® customer. There is also an enormous number of local non-profits in the area, some that we print for."

HSU's print department produces, on average, 2,400 jobs per year. Matt shared, "we print everything from business cards to full recruitment campaigns, philanthropy and fundraising pieces, art and photo displays and most of the signage for the campus."
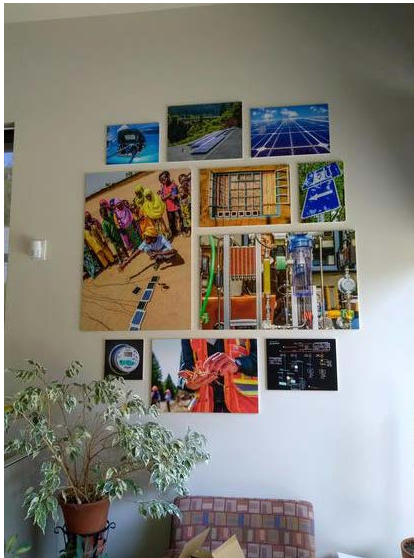
Canvas Print

Large Format Pop-up Banner

Photo Display

Photo Display

The shop's equipment includes 2 offset presses, a Heidelberg and a Ryobi. The rest of the shop's equipment is all digital and includes a Xerox color digital printer with inline finishing and it's black and white counterpart. A digital iJetColor envelope press, binding machines for books, a right angle folder, an inserting machine, a cutter, 2 latex based large format printers for outdoor signage and a canon imagePROGRAF 8400 wide format printer for fine art and indoor signage.

Matt shared, "We purchased our latex printers for environmental reasons and longevity. The life cycle of our posters and outdoor signage prints from our old Epson printer was only 8 months. We started outsourcing

this work but kept the HP Latex printer on our radar. We had end of year funds and were finally able to get the system we wanted. This has opened up new opportunities for the department. Now we can do canvas wraps, fine art and photo displays with great color and quality and keep this work in house. In the future we plan to get into vehicle wraps and decals. There isn't a big need for this now, but as the need increases we now have the ability to do this all in house."

Matt has attended the Print Shop Pro® Annual User Group Meeting for 3 years. One of the 2018 sessions, led by PSP User Ruben Pena of Cajon Valley Unified School District and Mike Lloyd of UNC Wilmington, discussed the benefits of large format printing of items such as vehicle wraps. Matt said, "A huge benefit of attending the annual User Group Meeting is you make connections that you can call on for help. I told the guys I may need to reach out and I appreciate that edu brings us all together to form these relationships."

I asked Matt about his process for receiving orders and managing his workflow prior to purchasing Print Shop Pro®. Matt explained, "Before purchasing Print Shop Pro®, one of our designers built the department a FileMaker Pro system from the ground up. It was basically a digital work request system that allowed us to populate things like paper. But, the system did not perform any calculations, no billing was done in the system and there was no online ordering for customers. We were essentially taking jobs and logging them into the system and then writing up the job ticket with a physical NCR form by hand for production. Billing was completely separate, and we realized that we needed to either tweak our FileMaker Pro system or look for a better third party solution that had everything in one system. We began our investigation into a system and Print Shop Pro® was the only system that had everything we needed. It has really streamlined our workflow. We have Print Shop Pro® Webdesk for customers to place orders online. All of our billing is handled in the system. And, it's hosted for us, so it's always available on any computer with internet access. As we get new Users there is no need to network the system or install any software. And, I can pull it up anywhere and anytime which is really handy."

Matt has been using Print Shop Pro® since March 2015 and is a beta tester for new system features and enhancements. I asked about his experience testing new releases and he shared, "I stepped up to be a beta tester because there were some things that I really wanted or that I felt needed to be changed in the system. I was picking your team's brain daily sometimes and asking for enhancements. I wanted the feature, so as edu would make updates I was happy to get the update and test it. Sometimes the update came with glitches, but that is less and less and edu is doing a great job. To me, this is another huge benefit of working with edu. There are not a lot of companies where you can see your ideas actually make a change to the software you are using. We attend the User Group Meeting and we all raise our hands to request new features. And you guys actually do it. This is so unique… it's awesome! Other companies don't have that customer integration but it makes your product better and more useable and keeps us coming back and renewing."

During our conversation, Matt also explained how he rolled out the system to his organization. He said, "I found our high end Users who submit the most orders and set them up in the system. I used this group to get feedback on how we had things configured and used this feedback to make tweaks and edits to the

system. At the same time, our print staff used Print Shop Pro® internally for tracking. Once everyone was happy with the workflow, about 3 months into the rollout, we finally pulled the plug on the old system. I made the announcement to campus and met with key groups and conducted trainings. I feel like today people are used to ordering online so it was an easy transition. We want to simplify things for new Users so for our next phase we are going to be looking into the Print Shop Pro® Directory Integration Module so our Users can use the same User Name and Password to access Print Shop Pro® that they use for all other University systems. We also meet with the administrative staff that does most of the ordering at least once each year for updates and training."

Matt's favorite feature in Print Shop Pro® he says, "is having a one stop shop for everything, all of our ordering and billing. I also love the re-ordering and cloning feature. We can easily clone an order and everything is ready to go with all of the specs from the previous order. This is a huge workflow savings for us."

HSU does a large volume of mailings in house through the Print Shop Pro® Mail Module. Matt shared, "We do hundreds of thousand of pieces each year for philanthropy and gift giving, fundraising, research surveys, save the date cards, tax receipting, recruitment materials, and invitations. Print Shop Pro® has a big impact on our operations."

Outside of printing Matt is a happily married father of two. He plays old time string band music and is self taught by ear to play the fiddle, banjo, guitar, mandolin and ukulele. Matt plays in a band and plays for square dances in his home area. One of his favorite instruments is his fiddle which belonged to his great-great grandfather in 1790. Matt had it fully restored and it's his pride and joy.

Matt also loves to surf in the cold waters of Humboldt County and has surfed since he was 10 years old.

Matt further amazed me by sharing he also has a 10 acre full permaculture (integrated systems) farm that he, his wife and one partner maintains! Matt shared, "We have dairy goats that we milk and make cheese and yogurts and milk. We also have fiber goats that we shear and make yarn and sell at farmers markets. We also have pigs and chickens on the farm and its all pastured and rotated and organic. We also have lots of flowers. My wife has a flower design partner and they bouquet flowers and sell them to local markets."

Matt's Daughter with Goats on the Family Farm

Flower Garden

Livestock on the Family Farm

And, as if all this isn't enough to exhaust the most energetic of us, Matt shared, "We are also part of a co-operative and we have created mobile processing units for local farmers to rent. Its purpose is to encourage others to grow and properly process their own food. The mobile units we provide include scolders, pluckers and evisceration tables that allow the locals to grow their own poultry and process crops quickly and according to FDA processing standards. It's a lot of work, but it's an enjoyable lifestyle. Our kids have the best sources of nutrition and they can run through the woods or go outdoors and play and hug their goats. It's very important to us that they grow up this way."

by: Leeann Raymond

Print® 18 (September 30th - October 2) Booth #441

We are only a few weeks away from Print® 18, the best attended gathering of printing and graphic communication professionals in North America. We will be exhibiting at booth #441. We look forward to meeting with our customers in Chicago to hear how things are going with Print Shop Pro®, to discuss future automation needs and to share new features available in Version 15.0.0. New features include a powerful active orders dashboard, improved wide format configuration settings and more!

Print Shop Pro® can also automate your bulk mail and graphic design operation in a single unified solution. Stop by our booth to learn how you can bring the same workflow efficiencies to your bulk mail and graphic design operations.

Have you considered further automating your shop with any of our addon Modules? As we continue to celebrate our 16 year anniversary we're still offering customers 16% off the purchase of any addon Modules. Take advantage of these special savings when purchasing Modules like Print Shop Pro® Delivery Tracker and put an end to those mysterious and costly lost deliveries.

We will also showcase our web-based template solution, Design Conductor®, and how it can ensure your documents are in line with your publication standards, style guide and legal requirements as well as help protect your brand.

Do you know anyone that is interested in acquiring a print management solution? Bring them by our booth so they can see Print Shop Pro® in action. If they purchase, you will receive a special discount on your

annual subscription or support agreement.

If you have any questions, want to take advantage of our discount offers, or to arrange an appointment at our booth, please contact Jordan Matanane at 888-673-8424 Ext 238 or jmatanane@edubusinesssolutions.com

We look forward to seeing you soon!

by: Jordan Matanane

You can now further ensure that your Users act responsibly with regard to copyright laws when uploading attachments to print orders in Print Shop Pro®. You can configure Print Shop Pro® to display your desired file upload disclaimer and require Users to check an "Agreement" checkbox prior to submitting an order. Here's how to configure this:

Enabling File Upload Disclaimer **ARTICLE #25919**

1. Go to **Website > Owner Configuration**
2. Select **CTRL F "Upload Disclaimer"**
3. Check the box for **"Ask File Upload Disclaimer and Required Agreement"** to enable upload disclaimer.
4. In the field for **"File Upload Disclaimer Text**" modify the disclaimer text to include your required/preferred content.
5. In the field for **"File Upload Disclaimer Checkbox Text"** you may modify the Disclaimer Agreement text here
6. Click "Update" at the bottom of the page to save your changes.

by: Chuck Bailey

QUESTION:

How do I configure my wide/large format order category and finished size defaults using the new features available in Print Shop Pro®?

ANSWER:

The new tools for configuring your wide/large format order category and finished size defaults will allow you to better manage your roll fed stocks. In addition, it ensures estimates are accurate for wide format orders and it provides an improved online ordering experience for your customers. Customers will no longer have to calculate the total square inches for their order and can now simply enter the height and width of the requested document to be printed.

You must be on version 15.0.0 or higher to use the new height and width settings for your wide/large format order categories in Print Shop Pro®. Here is how to configure this:

How to Configure Wide Format Settings. **Article #25813**

Configure Wide Format Paper Stock

1. Go to **Website > Stocks > Stocks**
2. Locate your Wide Format Stock
3. Configure the following settings that are unique for Wide Format roll stock:

   1. **Size** - Create a Size Name (e.g. Linear Inch).

   2. **Printable Stock Width (In Inches)** - Enter the width for the roll.

   3. **Printable Stock Height (In Inches)** - Enter the Height (Length) for the roll.

   4. **Bleed Size (In Inches)** - Enter the optional Bleed size for the roll.

   5. **Base Price Per Sheet** - Enter the price per sheet for one (1) Linear Inch.

Configure the Wide Format Setting in Order Category/Finished Size Defaults

1. Go to **Website > Finished Sizes**
2. Locate your Wide Format Finished Size (This could be a static size, e.g. 24 x 36 or Custom)
3. Select **Defaults**
4. Configure the following special settings:

   1. **Wide Format Job** - Check option

   2. **Document Height Label** - Enter a name (e.g. Document Height)

   3. **Document Height "What is this" text?** - Enter description (e.g. Please enter the height of the Document)

   4. **Document Width Label** - Enter a name (e.g. Document Width)

   5. **Document Width "What is this" text?** - Enter description (e.g. Please enter the Width of the Document)

6. **Ask Bleed** - Select if you want to ask for the Bleed setting.

7. **Bleed Label Text** - Enter a name (e.g. Does this order require a bleed?)

8. **Bleed "What is this" text** - Enter description (e.g. A bleed ensures that no unprinted edges occur in the final trimmed document.)

9. **Default Value for Bleed Checkbox** - Select if you want this option selected by default.

10. **Auto Impose** - Select this option if you want PSP to attempt to best fit the document on the available stock. Uncheck this checkbox to bypass this optimization and use a single imposition layout for all Wide Format jobs using this Finish Size.

11. **Show Width** - Select this option to show to the customer.

12. **Allow Editing of Width** - Select if you want the User to enter the Width of the print. **Note:** This will be used primarily with the CUSTOM SIZE option.

13. **Default Value for Width** - Enter a default value for a preset size option. If custom option, do not enter a value.

14. **Show Height** - Select this option to show to the customer.

15. **Allow Editing of Height** - Select if you want the User to enter the Width of the print. **Note:** This will be used primarily with the CUSTOM SIZE option.

16. **Default Value for Height** - Enter a default value for a preset set size option. If custom option, do not enter a value.

17. Select **UPDATE** at the top or bottom of the page to save settings.

by: Chuck Bailey

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.

Angelo State University - San Angelo, TX
Pierce College - Lakewood, WA
Hofstra University - Hempstead, NY
Shippensburg University - Shippensburg, PA
SUNY College of Optometry - New York, NY
SUNY Fredonia - Fredonia, NY

Towson University - Towson, MD

University of the District Columbia - Washington, DC

University of Texas Rio Grande Valley - Edinburg, TX

by: Corey Kucera

CURRENT RELEASE VERSION - V15.0.0

Make sure you have the latest Print Shop Pro$^{®}$ 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."

Print Shop Pro$^{®}$ 2019 User Group Meeting - March 17 - 20, 2019

Plan to join us for the Print Shop Pro$^{®}$ 2019 User Group Meeting scheduled March 17 - 20, 2019 in San Diego. Mark your calendars and stay tuned for more details.

Upcoming Events:

Print 18
September 30 - October 3, 2018
Chicago, IL

SUPDMC
October 14-17, 2018
Daytona Beach, FL

Print Shop Pro$^{®}$ User Group Meeting
March 17-20, 2019
San Diego, CA