# Sinclair Community College cuts print volumes in half, reducing waste, saving money and creating a plan for the future.

**Challenge**
– Sinclair was spending upwards of $1 million on printing each year

**Solution**
– Equitrac Express software, PageCounters
– Blackboard to tie pay-for-print with ID cards

**Results**
– $56,000 first year savings; potential $2.5 million savings over five years

## Challenge

At Sinclair College, one of the largest community colleges in North America, printing and copying expenses were spiraling upwards of $1 million per year. To reduce out of control printing, the college's administration created a formal mandate that all academic departments would be required to offer a pay-for-print solution to students.

Sinclair Community College

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The college also wanted to update their printing infra-structure to ensure a more efficient use of resources. Finally, the school required the ability to process and track payments from various accounts and create chargeback policies by individual and device.

The IT team began to search for a scalable print management solution that:

– Handles the full campus print volume

– Provides extensive tracking and reporting to audit all print expenses, but only charge for some

– Produces custom reports containing different tracking points and balances

– Would not disrupt or inhibit student or staff activity

## "It was critical for us to meet all these requirements with a single solution from a single vendor in order to decrease complexity and the IT resources needed to manage it,"

Scott McCollum,
Director, ITS & Chief Technology Officer,
Sinclair Community College.

After in-house testing and a careful evaluation of numer-ous solutions, Sinclair deployed Equitrac Express® print management software on 140 shared network printers and 30 MFPs across 300 academic areas.

**Project Rollout**
To ensure adoption of the software, a communications plan was developed to help train users of the system and increase awareness across the entire campus. Flyers, posters, specific instructions for use and costs were published and posted throughout the campus where the software was installed.

When using an Equitrac-enabled printer, students and faculty login to their network accounts and Equitrac creates printing charges based on the user's credentials.

A series of prompts allow users to select their payment source, and Equitrac automatically deducts the printing cost from the chosen account.

Sinclair's design allows for up to three payment options for faculty, staff and students. Students receive a $7.50 free print allotment at the beginning of each quarter, which translates to 150 black and white pages. If they exceed this quota, students can use their Blackboard-integrated campus cards to pay for prints.

The staff uses department billing codes for printing and copying, which allows for departmental chargeback and provides print volume and cost reports to aid in waste reduction.

**Reporting Capabilities**
The Equitrac solution provides auditing depth and reporting flexibility. Its broad interaction with copy/print vendors, campus cards and variety of payment options are key for solving complex problems, and Sinclair uniquely exploits this extensibility.

Custom software creates billing codes for employees. The "equitrac.sinclair.edu" portal allows users to check their account balances, change PINs and view detailed summaries of all activity online.

Department managers can review their staff's printing, and a web-based report provides user-level detail of print activity.

**Environmental Footprint**
Last year, printers on the Sinclair network would have printed ten million pages. With the increased awareness of print habits through reporting and student print quotas, Sinclair's print volume was cut to 4.8 million pages.

This shift in printing behavior has reduced the school's environmental footprint, equivalent to saving 625 trees, 2,184 gallons of oil, and 147,940 pounds of greenhouse gases.

## "People are taking responsibility for their printing now, since they can see what it costs."

Scott McCollum,
Director, ITS & Chief Technology Officer,
Sinclair Community College

"We were surprised by the 50% reduction in printing during the first year."

David L. Hyson,
NOC Systems Engineer

**Plans for the Future**
Using this initial project as a baseline, the IT team set goals that could lead to an estimated $2.5 million savings within five years. Plans are under review to decrease personal printers by 80% and network printers by 20% over the next few years.

Additional functions will be available in the future including scanning and printing from administrative workstations. Over time, student and staff chargeback will be expanded to encompass all printers on the network. Today, Equitrac Express governs printing policy as a whole, enabling centralized management of all printing, copying and faxing on campus.

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