

SUL ROSS STATE UNIVERSITY

A Member of the Texas State University System

Design and Printing Services

APM 2.14 (Revised 1/2013)

A. Sul Ross State University Print Shop is a cost recovery auxiliary that maintains an in-house design and print reproduction system dedicated to providing efficient, high quality, cost effective services for the campus community. Printing and related production services include all University printing, photocopying, assembly and binding. Printing includes everything from the simplest short duplication to more complex printing requirements. Producing projects in-house helps ensure university branding standards are met; all jobs comply with copyright laws; and campus printing and copy facilities are utilized at the optimum capacity. As a dedicated high quality cost recovery auxiliary, the Print Shop helps ensure that printing decisions are made in the best interests of the University and contributes to the overall financial health of the University. Design and Printing Services at Sul Ross State University were established to serve printing needs of the University in the most creative, economical, and expeditious manner possible. A high level of craftsmanship is maintained, and high quality printing is provided in keeping with the requirements of the various printing projects and the funds available. Every reasonable effort will be made to keep the turnaround time as short as possible on each job. The customer can expedite a job by returning proofs promptly. The Print Shop is available for print ready documents. All attempts are made to provide a short turn around on small, ordinary "duplicator" quality jobs. However, if the job involves numerous pages, a longer production time may be required. Consult the Print Shop Coordinator in advance about complex and voluminous jobs so that a suitable delivery schedule can be established.

B. Printing projects should be discussed with the Print Shop before beginning the actual projects. Prior planning can reduce the cost of a job and will contribute to a quality product. All university printing jobs must be submitted to the Print Shop to produce the job in house according to the department and university specifications. If the Print Shop lacks either the equipment to produce the work or the ability to meet the deadline, the Print Shop will work to assist the department in its effort to have the job produced by an outside commercial printer. Departments may not contact commercial printers for quotes or estimates before the job has been reviewed by the Print Shop as that practice is unfair to the commercial printers when the Print Shop has the first right to determine if the job can be produced in house. Cost and time estimates will be furnished by the Print Shop.

C. If a single print job is expected to exceed \$5,000, then, in accordance with the University's purchasing policies, the Print Shop will coordinate with Purchasing to have the job competitively bid. The Print Shop will manage the bid process. A department may offer suggestions for vendors to be included in the bid solicitation; however, Publication Services will retain the final choice of vendors to solicit. Publication Services reserves the right to refuse any outside bid, when appropriate.

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D. Departmental expenditures, including procurement card purchases will be routinely audited and monitored to ensure compliance with this policy. Employees in travel status may use procurement cards to purchase University business-related photocopying services.

E. The Print Shop staff works collaboratively with University departments to facilitate marketing needs, review and apply brand standards to print and copy materials. University personnel are encouraged to contact the Print Shop before preparing copy or creating electronic files for publications that are for University related events and publications that target to an external audience or used for the purpose of recruitment. Any request for an exception to this policy must be submitted, including justification, to the Office of the President and filed with the Print Shop department.

F. All University jobs will take precedence over off campus jobs. It is the responsibility of the Print Shop to notify its customers of a delay or change in deadline due to University work taking precedence. To avoid delays in printing, please consult with the Print Shop to determine the peak periods for design and printing services. Every reasonable effort will be made to have adequate supplies on hand and that equipment is maintained for routine jobs. In order to avoid delays on special jobs, notify the Print Shop at least two weeks prior to submitting the special job. This will provide additional time to order necessary supplies.

G. The Print Shop price lists cover many common jobs; however, costs for special jobs will be calculated on an individual basis.

H. Design and the preparation of all necessary proofs will be completed by the Print Shop. The Print Shop will only retain editable copies of work that originated within the Print Shop. Work that is done independently by departments will be deleted after completion of print request. Reprinting will require a new printing authorization as called for in the current Publication Policy.

J. In every instance, including copy center jobs, all printing jobs must conform to and follow the Guidelines and Printing Procedures for University Publications, which are included in this manual. A Printing Authorization form, when required, will be attached to the final proof and filed with the Print Shop.

1. What is the scope of this policy?

The policy covers any large-quantity printing and photocopying, including course packs produced with university funds. It does not include incidental photocopying at an individual or departmental level. A good rule of thumb is if your job requires more than 100 copies or more than 500 total pages (i.e., 50 copies of a 10-page document), it is

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subject to the policy. At this level of quantity, most often there will be a cost savings using Publication Services.

This policy applies to all university departments and units. Any request for an exception to this policy must be submitted with justification, to the Office of the President and filed with the Publication Services department.

2. I suspect I may be able to get a better price off campus.

It is important to start from the understanding that the Print Shop exists as a cost recovery auxiliary for the university. While the occasional job may exceed off campus pricing, overall the Print Shop is more cost effective than outsourcing, and will save delivery time and delivery costs. For some print work that will be viewed by external audiences, maintaining a level of print quality is important to represent the university in a reputable and/or official capacity.

Many factors impact printing costs including printing process (photocopying vs. digital vs. offset process color), paper, delivery, and shipping charges, etc. the Print Shop can recommend the appropriate reproduction or printing process that is best suited for your print project and budget—saving costs. Please remember that departments may not contact commercial printers for quotes or estimates before the job has been reviewed by the Print Shop, Coordinator as that practice is unfair to the commercial printers when the Print Shop has the first right to determine if the job can be produced in house.

Producing projects on campus also helps ensure university branding standards are met, all jobs comply with copyright laws, and campus printing and copy facilities are utilized at the optimum capacity. As a dedicated high quality cost recovery auxiliary, The Print Shop helps ensure that printing decisions are made in the best interests of the university and contributes to the overall financial health of the university.

3. I know of a vendor who will donate the job we need printed. Do I still need to go though the Print Shop?

Printing jobs that are donated in their entirety will be accepted. Obviously the Print Shop cannot meet the "reasonable requirement" of zero cost.

A "gift" or "donation" may raise legal, ethical, and quality concerns. It is advisable to contact the Office of Advancement & University Relations to ensure that the gift is properly received and recorded. As part of the process, the Print Shop can provide a quote to determine the actual value of the gift. Often donated work still requires some level of expense on the part of the university. All jobs other than gifts of entire jobs should be

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routed through the Print Shop.

4. We have an agreement with an off-campus printer to produce our work at a reduced rate. Are we required to use the Print Shop?

Informal or undocumented agreements are not authorized by the university. Exceptions to the policy require legal review to avoid both personal and institutional liability. If an exception to the policy is approved, then any proposed written agreement for such services should be routed through the Office of the President and the Executive Committee. Signature authority for approval must be obtained by the President and the Executive Committee and filed with the Print Shop.

5. How do we handle jobs over \$5,000?

A department may choose to have the print job submitted for bids by the Print Shop, with the Print Shop permitted to be on the bidders list, or forego the bid process and have the print job done by Publication Services. Outside bids received must be at least \$500 lower than the Print Shop pricing to be considered.

6. How is the policy enforced?

Departmental expenditures, including procurement card purchases, are routinely audited and monitored to ensure compliance with university policies. If a department is found to be in violation of the policy, then purchasing privileges may be curtailed. Egregious violations may result in personal liabilities being imposed.

7. What if I am at a conference and need to get something printed?

Employees in travel status may use procurement cards to purchase University business-related photocopying services. When you submit your credit card receipts you should include a copy of the approved Travel Authorization form.

8. Is it okay to meet with an off-campus vendor?

Departments may not contact commercial printers for quotes or estimates before the job has been reviewed by the Print Shop as that practice is unfair to the commercial printers when the Print Shop has the first right to determine if the job can be produced in house. Printer representatives may be referred to the Print Shop and/or Purchasing to be assessed and added as approved vendors.

9. Does this apply if I am paying for the printing from my Grant Account?

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Yes. Since all purchases flow through the University's Purchasing department, the University's policies on purchasing and printing apply regardless of the source of funds.

10. What is University Marketing committee and marketing companies' role in this policy?

The Print Shop works collaboratively to apply brand standards and adherence to university policy, including the Print Shop policy. The policy codifies long established standard protocol between marketing the university, the Print Shop, and Purchasing. University Marketing committee, internal marketing campaigns, and any marketing company to work with the university handles adherence to the policy as standard operating procedure on behalf of the department in the normal course of any print project. The Print Shop's role in producing, monitoring, and approving institutional-level print work remains the same; and departments and units will continue to partner with Publication Services on such projects.