



Allan Hancock College  
Campus Graphics  
Administrative Department Program Review  
2020 Comprehensive Self-Study  
June 2020

**Allan Hancock College  
Administrative Department Program Review**

**2020 Comprehensive Self-Study**

Program review is intended to be a reflective process that builds on the extensive information gathered for the Annual Updates and lays out the program’s major directions for the future. It is based on data and evidence to assess and improve performance on established functions and Service Area Outcomes. Service Area Outcomes reflect the measures of effectiveness of the department functions. (Place your responses in the text boxes below each question.)

Date:	6/26/2020
Program/Department:	Campus Graphics / College Advancement
Team Chair:	Gordon Rivera
Team Members:	Lauren Dubose, Matthew Macpherson, Robert Nourse, Josue Santos, Elizabeth Zuniga, Lauren Milbourne

**I. Program Scope (must align with college mission)**

I.a. Scope of Services – list and describe primary types of services and functions, including primary clients.

Campus Graphics’ (CG) mission is to provide quality graphic communication products and services to the college community in a professional and timely manner. In the graphic communication industry, an *in-plant* is defined as a service provider (CG) to its parent organization (Allan Hancock College College Joint Community College District). CG is responsible for fulfilling most of the district’s graphic communication needs including graphic design, printing of institutional forms, college stationary, instructional materials, program and promotional items, marketing materials, coursepacks, and more. In addition, CG performs retail operations for college staff, students, and for community non-profit organizations. Services are provided in the areas of web submission, graphic design, high-speed color and b/w toner-based printing, assisted and unassisted walkup printing, wide format, bindery, laser engraving, and sign-making.

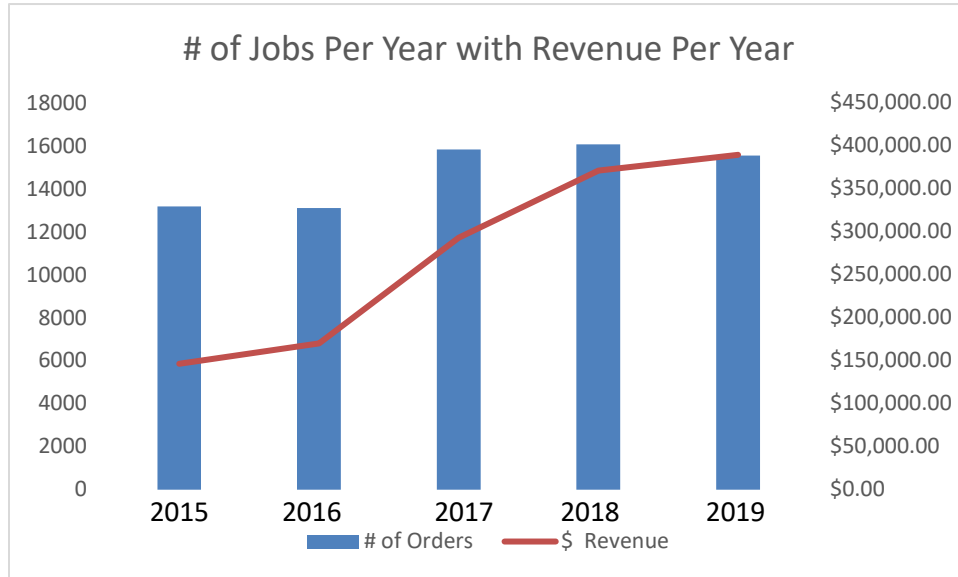
Figure 1 – CG Budget by Segment %

<b>Segment</b>	<b>% of \$918,024 Budget</b>
Labor	61.44%
Consumables	10.74%
Revenue	9.24%
Leases	7.78%
Maintenance	7.59%
Equipment	1.57%
Software subscriptions	1.05 %
Travel	.44%
Food	.07%
Printing	.06%
Rental	.02%
<b>TOTAL</b>	<b>100%</b>

CG budget (figure 1) consists of two revenue streams: institutional chargebacks (\$225,000) and retail operations (\$132,000 in 2018/19), both of which partially fund the operation (30-40%). Remaining funds (60-70%) come from the district through non-categorical general funds.

CG budget starts each year with a \$225,000 deficit in chargebacks for institutional printing which captures the cost of equipment leases, maintenance, and print consumables (paper, staples, etc.). Since 2016, CG has consistently met or exceeded the institutional chargeback obligation with the exception of massive reductions of instructional printing in 2020 as a result of COVID-19.

Figure 2 – # Jobs Per Year with Revenue by Year



Revenue increased from \$150,000 to \$400,000 (167% increase) in five years, while the number of orders has remained consistent over the years increasing slightly by 5% (figure 2). The average dollar per order has increased by 23% over the last five years as submitted jobs are requiring more value-added services such as graphic design and wide format printing.

The majority of print services are in the form of black and white printing for the college’s instructional departments (figure 3) with 80% of all sales composed of graphic design services, business cards, stationery, gloss posters, and coursepacks (figure 4).

Figure 3 – Late Report of Sales by Printing Type

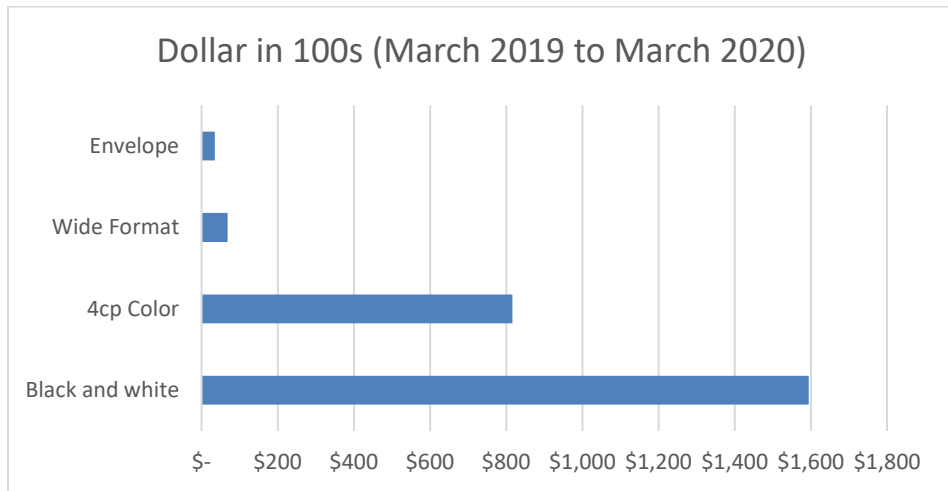
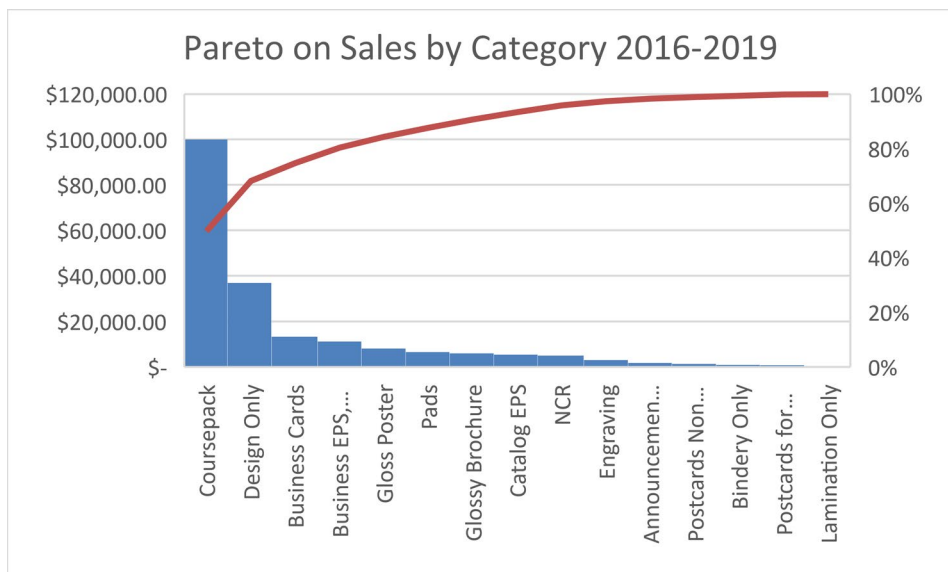
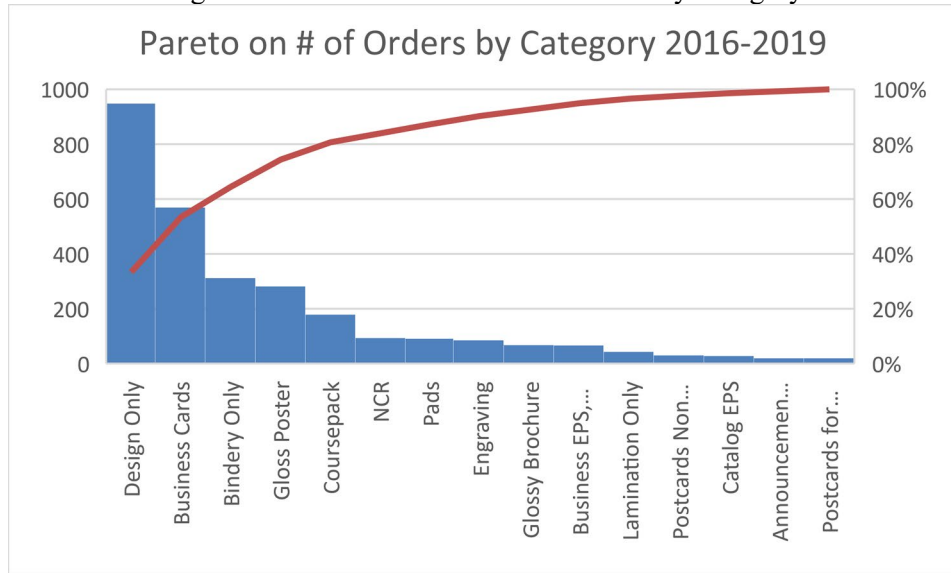


Figure 4 – Pareto Chart of 3-Year-Sales by Category



Graphic design, business cards, bindery work, gloss posters, and coursepacks make up the majority of print orders (excluding photocopy orders) submitted to CG (figure 5).

Figure 5 – Pareto Chart of 3-Year-Orders by Category



Instructional coursepacks submitted by the college’s bookstore contractor, Follett, make up CG’s largest average order at \$560 per order (figure 6) constituting 50% of all retail revenue (figure 4). The remainder comes from non-profit and AHC student customers (40% and 10% respectively as seen in figures 7 and 8).

Figure 6 – Pareto Chart of 3 Year Average Dollars per Order by Category

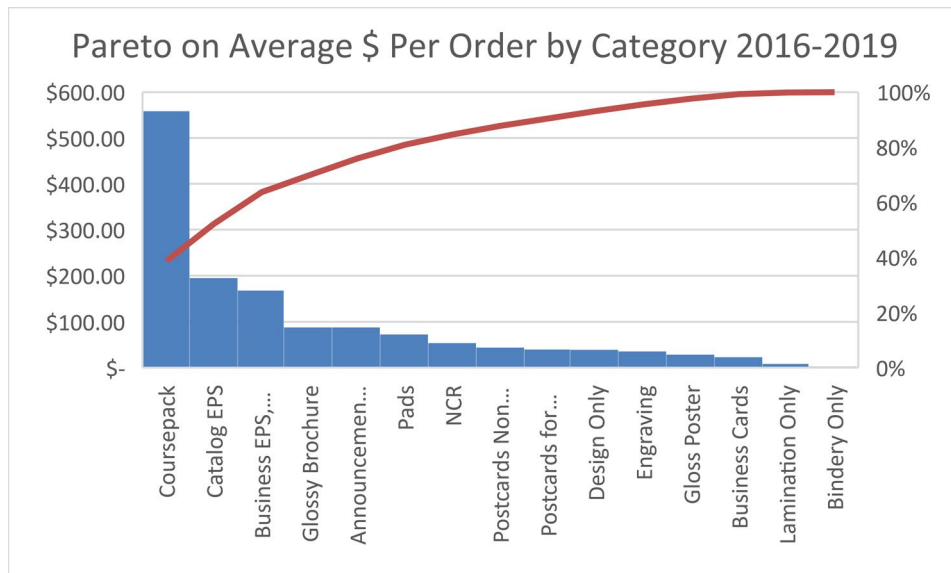


Figure 7 – Non-Profit Customers with Total Orders over \$2000 (2016-2019)

Basin Street Regulars (Central Coast Hot Jazz Society)
San Luis Obispo County Office of Education
Salud Carbajal for Congress
Righetti High School
Santa Barbara Sheriff Office
Boys and Girls Club (Santa Maria/Orcutt)
Santa Maria Joint Union High School District
Solvang Chamber of Commerce
Orcutt Union School District
Santa Maria Chamber of Commerce
Santa Maria Bonita School District
Royal Family Kids
Valley Christian Fellowship
Santa Maria Discovery Museum

Printing services are also offered to AHC students who can print their coursework at the retail center on the Santa Maria campus. The retail center has three computer workstations and a self-service color/monochrome copier for student and faculty use. Students pay for their printing at the counter and faculty can use the self-service copier to print their coursework which is applied to their chargeback accounts.

CG has developed a consistent social media marketing campaign in order to increase student retail revenue. In addition, CG staff has developed an online ordering website (figure 9) exclusively for student order intake. Such marketing efforts have increased the average dollar-per-student transaction from \$2.32 in 2017 to \$4.97 in 2019, however, the monthly student retail average remains relatively consistent year-to-year at around \$1,200 per month. As shown below, 80% of student retail revenue occurs over eight months, with 20% of all student revenue occurring in the months of March, November, July, January and February.

Figure 8 – Pareto Chart of Monthly Counter Sales for 2019 Calendar Year

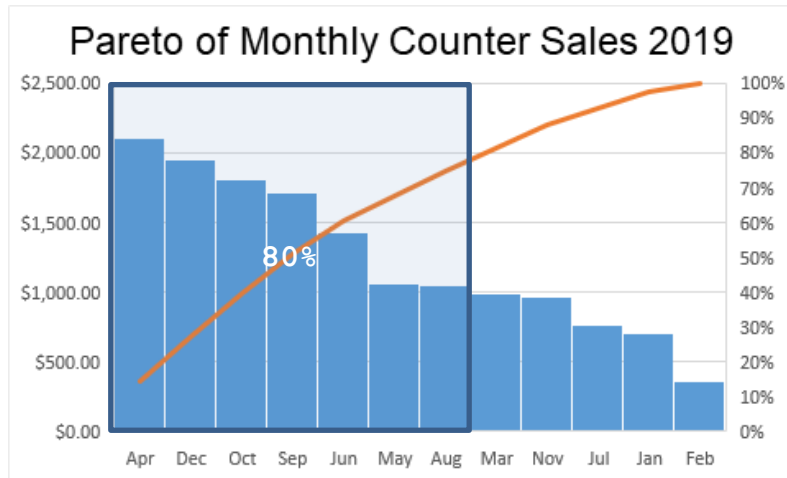


Figure 9 – Online Submission Website for Student Printing



I.b. Location & Time (check all that apply). Indicate where support is provided – not necessarily where you have a physical office.

Time	Santa Maria	Lompoc Valley	Santa Ynez	VAFB	Other	Online
	Always Sometimes Never	Always Sometimes Never	Always Sometimes Never	Always Sometimes Never	Always Sometimes Never	
M-F 8-4:30	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Always
M-F 4:30 on	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Always
Weekends	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>	Always
Other	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	

I.c. Admin Unit data

	2015	2016	2017	2018	2019
FT Employees	4	4	6	6	6
PT Employees		1			
Student Workers	2	2	2	2	1
Temporary Workers					

## II. Past Program Service Area Outcomes (SAOs)

II.a. List program objectives (not resource requests) from past program reviews and provide an update:

SAO	YEAR	STATUS
1. Provide professional and responsive customer service	2015-2020	2019 survey results: <ul style="list-style-type: none"> <li>Returned calls/emails: 76% satisfaction rating</li> <li>Professional and courteous: 87% satisfaction rating</li> </ul>

	<ul style="list-style-type: none"> <li>• Access to staff, convenient, hours, etc.: 85% satisfaction</li> <li>• Accommodating rush jobs: 80% satisfaction</li> </ul> <p>Improvement efforts in 2016-18 achieved the following:</p> <ul style="list-style-type: none"> <li>• 61% faster turnaround of net 30 retail invoices</li> <li>• 97% decrease in cycle time processing CG retail invoices</li> <li>• 98% cost decrease in CG retail invoice processing</li> <li>• 61% faster turnaround of Net-30 retail invoices</li> <li>• Automation in GF chargeback reporting reduced BSSV and CG staff time by 86%, a cost savings of \$10,752 per year</li> <li>• Automation in retail invoicing reduced BSSV staff time by 66 hours per year – time that can be used for district business (\$1,275 per year labor savings)</li> </ul> <p>CG open house conducted on 10/31/2017.</p> <p>In 2016 the CG lobby area was updated to provide a more professional, organized, and inviting environment for customers.</p> <p>Initiated in 2016 and completed in 2020: a phone tree directing customers to specific employees depending on customer inquiry, dramatically reduced the need for voicemail or unanswered calls.</p> <p>Full-time copy technician transferred from bookstore to CG in spring 2016.</p> <p>Student workers cross-trained; extended student worker hours into evening.</p>
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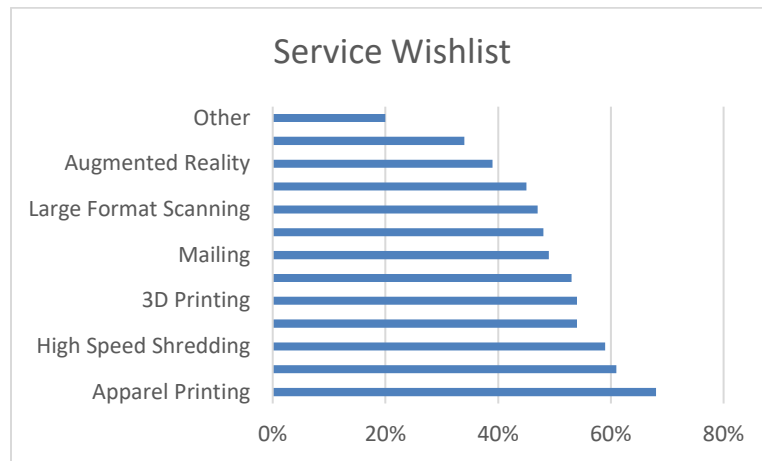
<p>2. Provide professional and quality graphic communication services and products</p>	<p>2015-2020</p>	<p>2019 survey results:</p> <ul style="list-style-type: none"> <li>• Quality of design or printed products: 87% satisfaction</li> <li>• Overall job knowledge: 85% satisfaction</li> <li>• Variety in design/print options: 79% satisfaction</li> </ul>
<p>3. Provide timely completion of CG Projects</p>	<p>2015-2020</p>	<p>2019 survey results:</p> <ul style="list-style-type: none"> <li>• Work completed on time: 86% satisfaction rating</li> </ul> <p>Conduct weekly Kaizen Blitz during CG Staff Meetings</p> <p>CG utilizes PSP website as editable portal for CG customers. CG Instagram and Snapchat sites updated weekly</p> <p>All 6 CG FT employees completed Lean/Six Sigma Basic Training in 2017/2018</p>
<p>4. Explore implementation of services most needed by the college and the non-profit customers</p>	<p>2015-2020</p>	<p>2018: sold platemaker and two offset presses; proceeds used to help fund the purchase of a mounting table and wall cutter, transforming the offset workspace into the wide format room</p> <p>Purchased and installed full-color envelope printer in 2017</p> <p>2020: leased a new high-speed color printer and black and white printer to best reflect current print demand</p> <p>Developed materials (brochures, website, social media campaign) to market CG services to AHC students and the Santa Maria non-profit community</p>

II.b. Comment on challenges and/or obstacles in achieving the outcomes:

As confirmed in the 2019 program review survey, a lack of square footage remains the top challenge/obstacle for CG in meeting customer demand and incorporating vital new services. Survey respondents indicated that they would like to see expanded services such as apparel printing, high-speed shredding, 3D printing, mailing, and large-format scanning (figure 10). All of these services require a larger footprint than is currently available in BLDG H102.

The additional physical space required to accommodate services identified by our customers will need to be addressed in the next five years. The expansion of the CG footprint by acquiring classroom space in BLDG H remains on the district's 10-year facility plan. Currently listed at #11 in the 2021-2025 Five Year Construction Plan (addendum) behind other high-capital projects such as the Theatre Complex remodel and the Gym modernization, the expansion of CG remains dubious.

Figure 10 – Service Wishlist Results from 2019 Program Review Survey



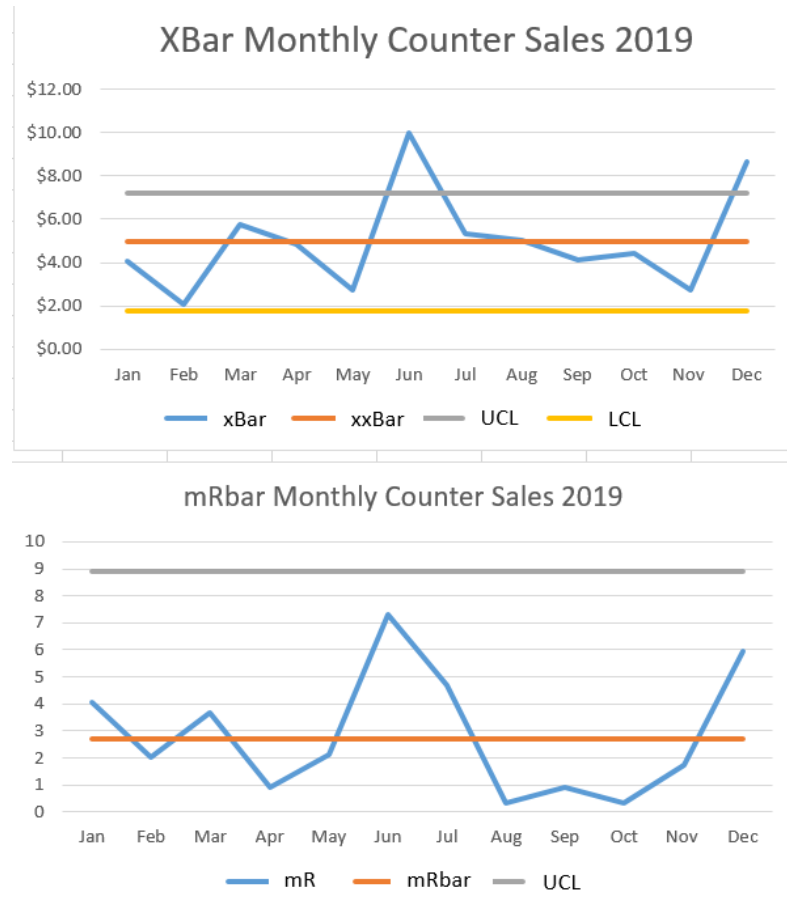
Besides the need for additional square footage, the roof of BLDG H102 leaks due to the age and condition of the rubber of the flat roof. After a substantial rain, there are several extensive water leaks over electrical equipment, workstations, and expensive printers. Considered a safety issue, administration sent home CG staff in March of 2020 as a result of severe leaks. The scheduled replacement of the roof over BLDG H102 is slated for Summer/Fall of 2020.

Current staffing levels remain inadequate to meet increasing demand for design services and production coverage. The administrative mandate that CG provide print services to students remains a challenge as staff are regularly pulled away from their production or design duties to complete student printing transactions and trouble shoot print files. As a result, in 2019 the department assigned hourly shifts for each CG employee to work the student retail counter, a cost to the department of \$97,875 per year or 29% of total salary budget (not including benefits).

Figure 11 is a control chart (top) and a moving range chart (mR-bottom) that measures variation occurring in a process. XXbar is average of Xbar, which is the monthly averages displayed linearly over a year. The Upper Control Limit (UCL) and the Lower Control Limit (LCL) show unwanted variation, which is evident if the data peaks or dips past the control limits. As long as the data does not follow patterns or exceed the control limits, the process is deemed to be stable and predictable. The bottom mR chart measures variation occurring within the month by

examination of the average of the medians (mRbar) of the data set. The XXbar for student printing transaction is \$4.97 with a median per transaction of \$.82. In 2018/19, student printing retail services yielded \$14,852.08 or 9.6% of total retail revenue. Demand for student printing is unstable with peaks during June and December in both amount of sales and greater cost per transaction while the rest of the year has a predictable rate of sales/cost per transaction each month.

Figure 11 – Average Monthly Counter Sales (top) and Average Range of Transaction (bottom)



The negative productivity gap (a cost of \$6.6 to produce \$1 of student printing revenue) has motivated the department to seek ways to insert automation into the student printing process to alleviate staff time as well as significantly reduce the productivity gap to a more realistic and sustainable level. In 2019, CG leased PaperCut software for online student printing transactions that will alleviate the majority of face-to-face transactions. Our ultimate goal is to transform the student retail printing process into fully automated self-service in order to alleviate counter-intensive staff hours of day-to-day nominal transactions. This would be accomplished with the purchase and installation of self-service point-of-purchase devices attached to printers strategically located throughout the campus.

Industry-wide, monochrome (black toner only) printing demand has been disrupted due to the plethora of online media choices available. This national trend has affected CG workflow as black and white printing declined by over 10% from 2018 to 2019. High-speed black and white printing is the bulk of what CG historically produces (figure 3) so any decline for that service would have a negative impact on the department's budget.

To respond to the declining trend of black and white printing and the increasing demand for full color printing, CG retooled its copier fleet in 2019. This retooling eliminated two 110 page-per-minute high-speed monochrome printers from the fleet, replacing them with one new high-speed 140 page-per-minute monochrome printer and one new 85 page-per-minute full color printer. The department purchased one 80 page-per-minute full color printers from the previous lease to maintain a fleet of two full color printers in order to strategically respond to print trends over the next three years (2019 to 2023).

In March of 2020, as a result of the COVID19 pandemic and the shelter-in place-mandate, all district printing (chargebacks) and revenue from students and community non-profits was essentially halted. Institutional work already printed prior to the shelter-in-place mandate was abandoned and work that was in the queue was cancelled which resulted in a reduction of institutional printing by 10% in March and 80% in April of 2020. Prior to the pandemic, CG was on track to meet its \$225,000 district obligation, however, the fiscal year closed \$50,000 short due to transition to online classes. The development of the 2020/21 department budget and the expectation of the dollar amount for the chargeback obligation was not released at the time of this program review.

With the college planning for online courses until at least fall 2020 semester, print revenue for the department will continue to be negatively affected going into fiscal year 2021/22. What is unknown at this time is how much institutional demand for traditional printing will return post-COVID-19. If the college maintains a strong online delivery for courses, then traditional printing demand would most likely fall as there tends to be a strong negative correlation between the two variables (figure 15).

The control chart in figure 12 exhibits the drastic effect of the pandemic on institutional printing revenue after the month of March 2020. While the pandemic had a similar negative impact on retail revenue (figure 13), the slope of the institutional printing (figure 12) closely resembles the downward slope of total printing after March (figure 14). This is logical since the majority of CG print volume and revenue comes from monochrome printing which has been severely disrupted due to the shift from face-to-face, to online classes. While retail revenue did take a downward dive as a result of the pandemic (figure 13), the slope was less than what was experienced institutionally since retail revenue is more responsive to meet demand for non-traditional printing methods such as wide format printing and engraving.

Figure 12 – % Change of Institutional Printing from 2019 to 2020

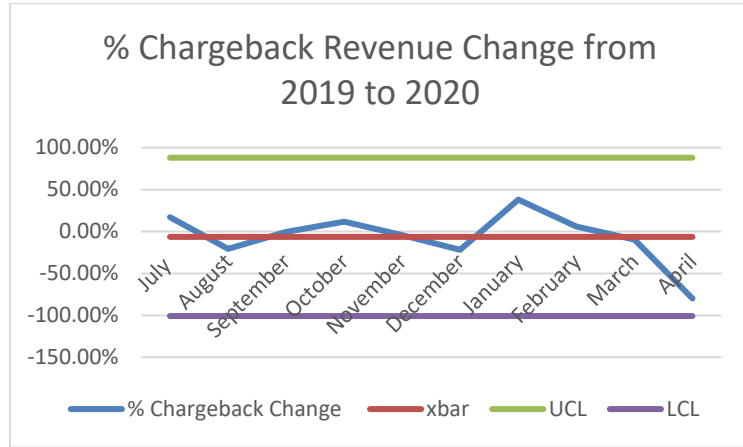


Figure 13 – % Change of Retail Printing from 2019 to 2020

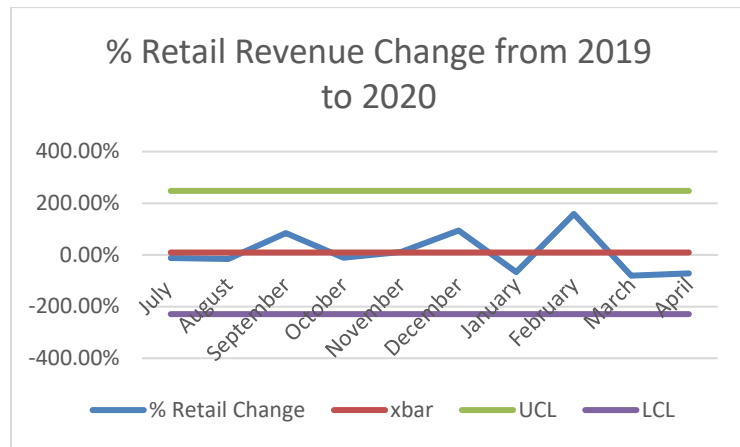
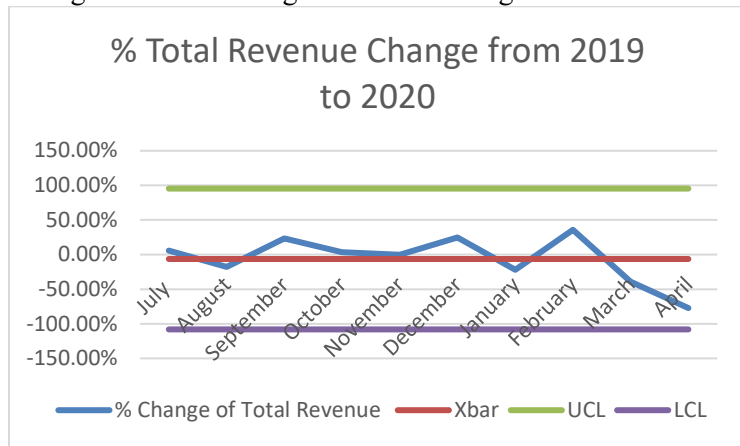


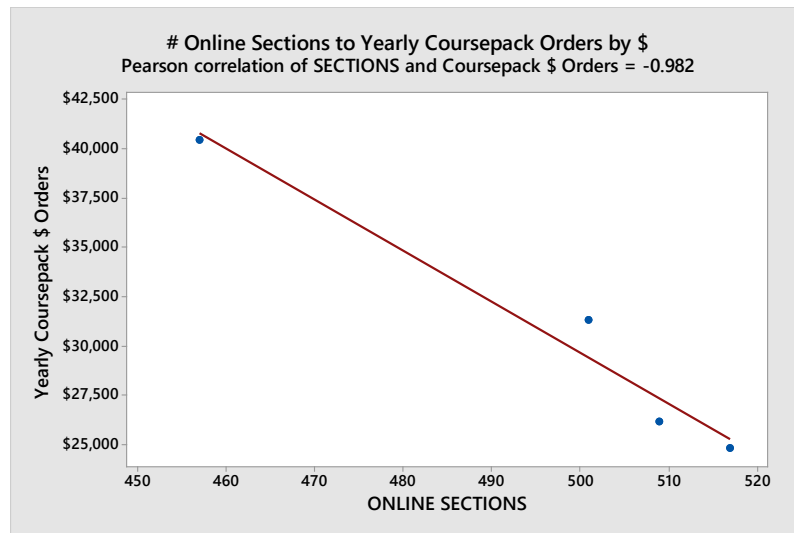
Figure 14 – % Change of Total Printing from 2019-2020



If “normality” is restored and the college resumes face-to-face classes, traditional printing demand would most likely recover to pre-pandemic levels; the chargeback obligation could again be utilized to effectively fund the operating costs of the department. However, if remnants of online delivery of courses remain after normality returns, the chargeback obligation budget model would most likely need to be revised to reflect the anticipated reduction of institutional print demand. This would be required since the chargeback obligation is determined by the amalgamation of fixed (leases) and variable costs (maintenance) associated with traditional printing (institutional print volume may drop; fixed costs remain).

Traditionally, an increase in the number of online classes has resulted in a decreased number of coursepacks ordered by Follett. Figure 15 shows the very strong negative correlation that online classes had on coursepack printing: as the number of online sections increase, the amount of coursepack production substantially decreases (Pearson Correlation of  $-.98$ ). An examination of the operational budget after the completion of the 2020/21 fiscal year reveals the effect that online courses have had on printing. After at least two years of data collection, a revision to the budget should be made, if needed, to accurately reflect the current state of institutional print demand.

Figure 15 – Correlation of # of Online Sections to Coursepack Orders (in dollars), Fiscal Years 2015/16 to 2018/19.



As a result of COVID-19 mandates, the CG lobby was closed to public access and student retail printing was not feasible during the last few months of the spring 2020 semester. In order to encourage AHC students to maintain their enrollment and to finish the semester, CG allowed students to print their coursework without cost or limitations via online file submission through the student ordering website (figure 9). Paid for by COVID-19 emergency funds, this popular service averaged \$25 per day of student print submission and was extremely appreciated by the students (figure 16).

Figure 16 – Comments from Student Survey on COVID-19 Free Student Printing Service

Great service we are so thankful for there (sic) service in this time of need it's a stress of our shoulder thank you campus graphics staff
So helpful and best staff ever! Appreciate them so much! Such a huge help! Can emphasize it enough.
This is very helpful to use so I can get my homework done.

I'm so happy that you are offering this service during this time of crisis. I appreciate everything you and the staff do. Thank you very much.
Really good service, easy to order and pick up.

II.c. Based on assessment of the past 6 years, what are the current department strengths and weaknesses?

Staff has identified the following strengths and weaknesses of the department:

**Strengths:**

- Ability to turn around rush work
- Skilled and knowledgeable staff
- Lean Six Sigma certified staff- designs and utilizes organized and efficient processes
- G7 certified staff
- Variety of services offered
- Turnaround time
- Price of services
- Quality of work produced (professional design, business, and production work)
- Quantity of work produced
- Willingness to adapt and change with the industry and needs of the institution
- Customer service oriented
- Preferred printer for many non-profits in the area
- State-of-the-art equipment (printers, bindery, etc.)
- Organized and collaborative (clearly defined individual responsibilities)
- Employees are cross-trained and able to cover other responsibilities or help with large jobs
- Flexible and prepared (evidence by how quickly and effectively we were able to go remote)
- One of the most well-liked departments on campus
- Creative and innovative staff
- Wide range of services offered (branding, printing, engraving, installation, etc.)

**Strength Synopsis**

Campus Graphics staff are experts in their vocation responsibilities and can quickly adapt and respond to changes in demand or delivery of services. Staff have been trained and certified in Lean Six Sigma (LSS) A3 project management and execution methodologies equipping staff to design and implement processes and workflows that are maximized for efficiency, accuracy, and timeliness of completion. Quality is defined as the conformance and meeting the needs/requirements of the customer; each staff member understands what is required of them and what they need to do in order to meet the needs of the customer.

The program review survey conducted in the Fall of 2020 indicate an ability to consistently produce quality work on time while being flexible and accommodating to rush work and conflicting deadlines.

Cross-training allows the department to focus staff and equipment resources in response to the completion of large and complicated projects. Staff are highly adept in applying new technological tools and software to best utilize limited resources. Case-in-point: when emergency remote work conditions were put in place in March of 2020, staff quickly learned and adopted ZOOM, Slack, Trello, and Microsoft Teams into its communication workflow. After transitioning to 100% remote operation, graphic design staff were able to maintain pre-pandemic output while print production staff-maintained output and services without major disruption.

CG staff strategically assess current and future customer demand of graphic communication services and are quick to adapt, adopting new equipment and software in order to meet the demand for those new services. Sending offset equipment to surplus in 2018, afforded the opportunity to transform an underutilized and valuable work room into a fully equipped wide format/signage production center.

It cannot be overstated that another strength of the department is that the staff are congenial to each other and like their jobs.

**Weaknesses:**

- Skeleton crew: It is problematic when staff is lean due to vacation, sick leave, kin care, etc. This staffing issue ultimately affects the department's ability to increase production/responsibilities.
- Departments not following print/design request protocols in place, thereby confusing the process and delaying completion of work
- Currently there are two designers; the workload could be more effectively and efficiently managed with a third designer, even just part-time
- Facility: no room to expand operations; roof leaks
- Unable to accept online payments
- Not open on the weekends
- Budget not fully funded by AHC
- Inability to turn away or effectively discourage rush orders often adversely impacts orders that were submitted in a timely manner.
- Ample time not allowed for some orders to properly flesh out the design (e.g: two-three-day turnaround times for logos that really needed more time to be developed, causing outcomes that we're not entirely satisfied with)

**Weakness Synopsis**

As mentioned in prior sections, major weaknesses are due to obstacles facing the department: facilities conditions (lack of space to expand and offer new services; roof in disrepair); inadequate staffing (production suffers when one or more staff member is absent).

The dilapidated condition of the roof of BLDG H and the lack of ADA compliant restrooms, offices, doorways, and public accessible areas remains a challenge. The sheer lack of square footage limits the ability of the department to acquire and install necessary new equipment for services unless existing equipment and services are eliminated. This is a source of frustration to staff as they are unable to include valued-added services such as mailing, flat-



bed printing, high-speed shredding, and perfect binding, despite the overwhelming need for those services.

Institutional constraints such as not being able to accept online credit card transactions restrict the ability of the department to automate retail transactions. As a result, workflow processes retain unintentional friction as well as non-value-added steps creating obstacles that hinder attempts to better serve AHC students and other retail customers. Case-in-point: for a remote retail customer to pay for their printing via a credit card, CG must email them a PDF form that the customer then complete and fax back to CG for business service processing (this requires the customer have access to a fax machine. This process requires input from four entities (CG, Cashiering, Business Services, and the customer) and can take up to 4 hours depending on staff workload. This process is inefficient and not sustainable for any retail venture.

The chargeback obligation model leaves CG exposed to budget volatility as fixed lease costs and consumables are tied to print demand. Through no fault of budget managers or CG staff, when an unexpected variation such as COVID-19 occurs, the entire CG budget becomes unstable as print demand plummets. If fixed and consumable costs were not funded by the dollar chargeback amount, unexpected variations such as COVID-19 would have a much less impact on the overall budget of CG. Common sense budget line items should be funded by the district as the cost of doing business. A hypothetical example: an automotive lab that has a number of capital-intensive monthly equipment leases should not be held financially accountable if classes had to be cancelled due to a pandemic or natural disaster.

### III. Performance, Stated functions & Demand for Service

#### III.a. Quantitative data collected:

In fall of 2019, CG conducted a *voice of the customer* (VOC) survey with 287 responses (attached in addendums). The survey responders consisted of AHC staff, administrators, supervisors, faculty, part time faculty, students, and non-profit community members (figure 17). The majority of respondents were AHC students (38%) and AHC faculty (39%).

Figure 17 – 2019 Program Review Demographics

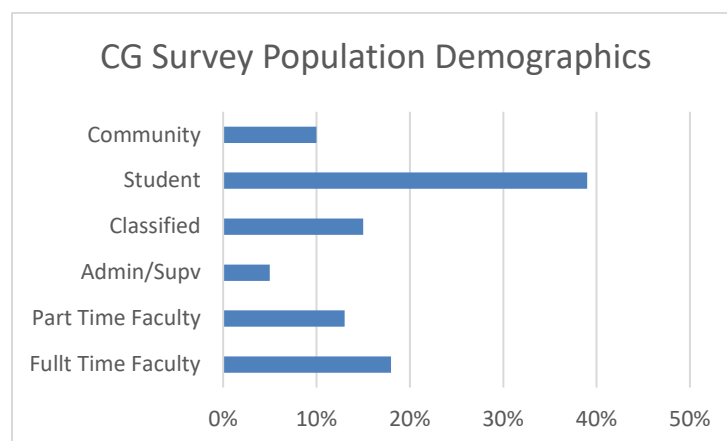


Figure 18 – 2019 Program Review by Site

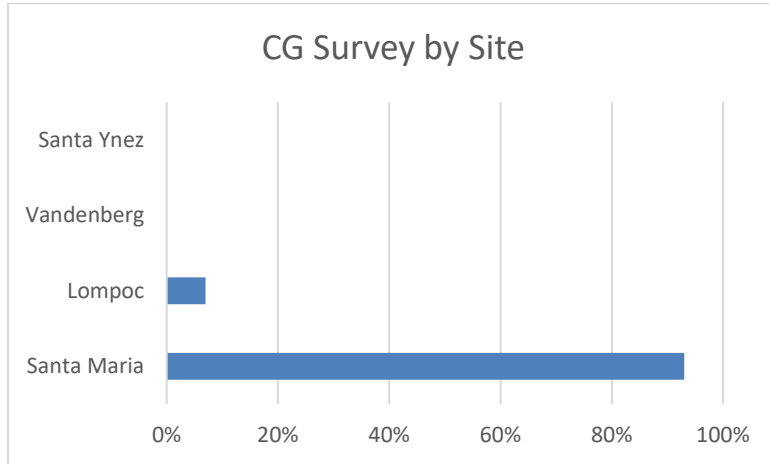


Figure 19 – 2019 Program Review Frequency of Use

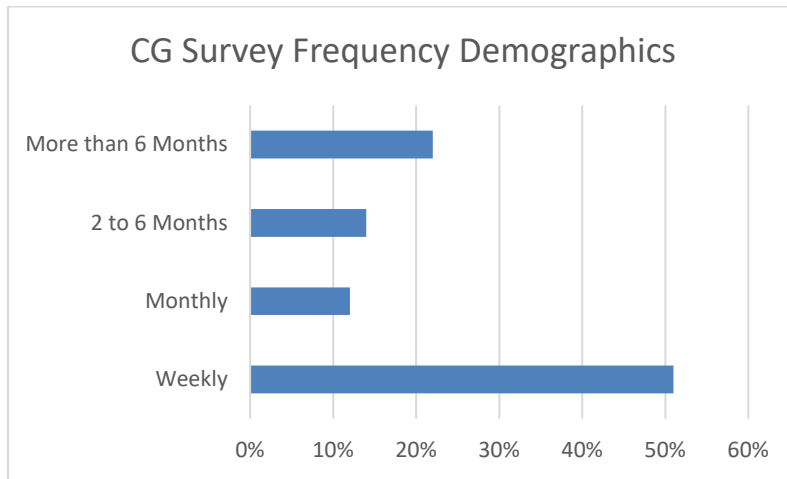
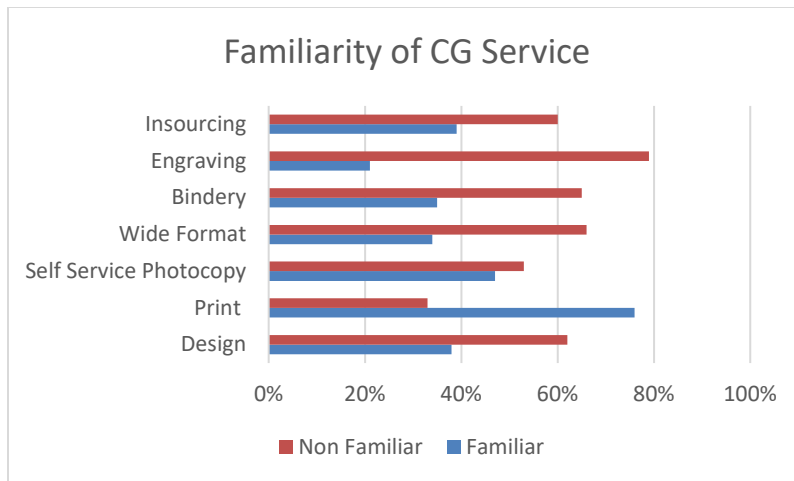


Figure 20 – 2019 Program Review Familiarity of CG Service



III.b. What workload metrics do you collect (i.e. number of surveys, help desk requests, purchase orders)

Service	2015	2016	2017	2018	2019	Goals
<i>Student retail average transaction</i>	NA	NA	\$2.32	\$1.85	\$4.97	\$7.00*
<i>Total # of job tickets submitted</i>	13178	13109	15835	16077	15547	16,000±500**
<i>Total revenue</i>	\$146,522	\$170,257	\$292,912	\$371,298	\$389,617	\$545,464*
<i>Chargeback and insourcing average transaction</i>	\$11.12	\$12.99	\$18.50	\$23.10	\$25.06	\$35*
<i>Four-color printing</i>					\$81,600	\$114,200*
<i>Wide-format printing</i>					\$6,800	\$9,500*
<i>Black and white printing</i>					\$159,400	\$223,200*
<i>Insourcing design revenue</i>	N/A	N/A	\$4,950	\$7,774	\$6,848	\$9,587*
<i>Institutional design hours</i>	N/A	N/A	650	852	919	1,287*
<i>Photocopy turnaround time</i>					1 to 2 days	1 working day turnaround for orders submitted before noon. 99% completion on time metric
<i>Response time of return calls/emails</i>						2 hours for phone, 4 hours for emails

\* 40% (LSS Baseline) of 2019 Actual for Opportunity or Improvement Metric

\*\* Identified by average and median of 5 years- increase not necessary an improvement

III.c. Survey data collected:

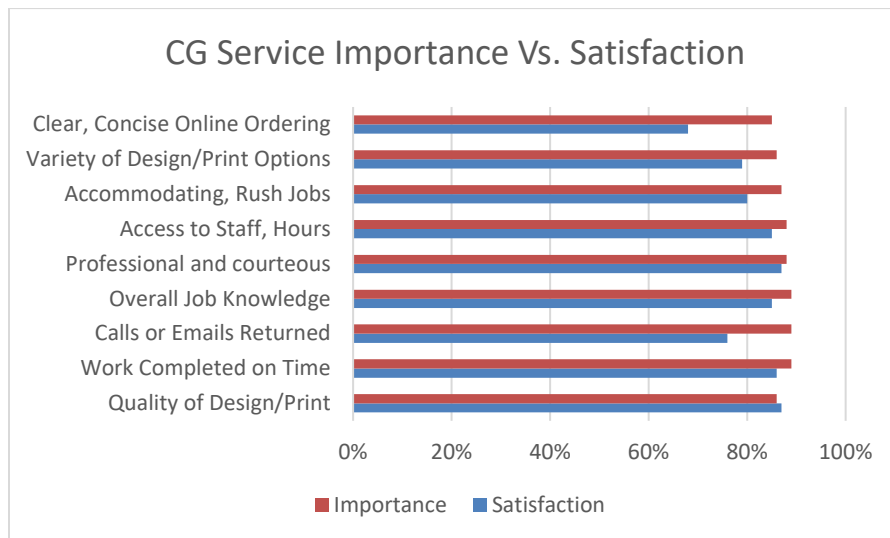
Describe the demand and satisfaction based on the results from surveys, focus groups, customer feedback, or other means of feedback.

Results from the 2019 Campus Graphics Program Review survey:

Service	Level of Satisfaction	Importance	Analysis
Quality of Design/Print	87%	86%	Positive 1%
Work Completed on Time	86%	89%	Negative 3%

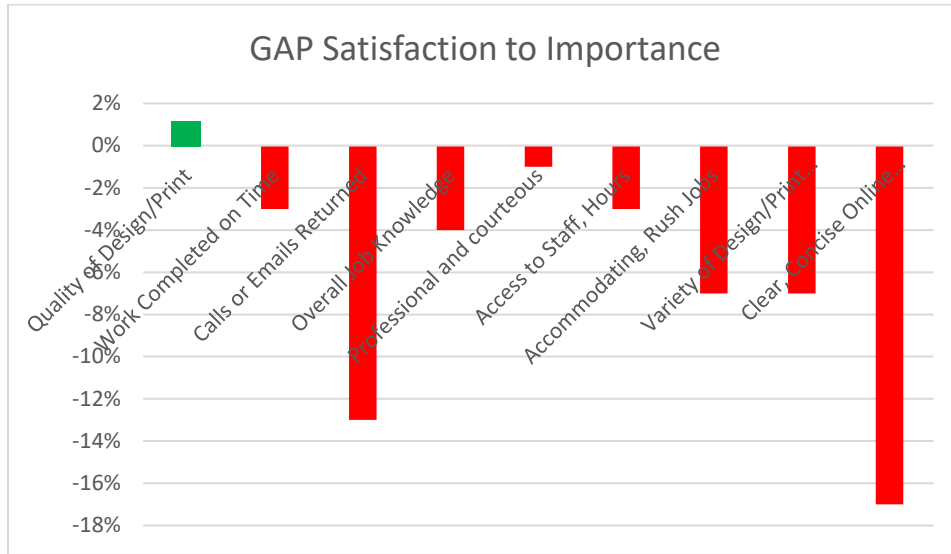
Calls or Emails Returned	76%	89%	Negative 13%
Overall Job Knowledge	85%	89%	Negative 4%
Professional and Courteous	87%	88%	Negative 1%
Access to Staff, Convenient Hours	85%	88%	Negative 3%
Accommodating Rush Jobs	80%	87%	Negative 7%
Variety of Design/Print Options	79%	86%	Negative 7%
Clear, Concise Online Ordering	68%	85%	Negative 17%

Figure 21 – 2019 Program Review Importance vs. Satisfaction on SAOs



Based on the survey results, what are the main gaps that form your SAOs for the next six years?

Figure 22 – 2019 Program Review Satisfaction to Importance Gap Analysis



While there was a positive gap in quality of design and print, the rest of the departments SAOs experienced various degrees of negative values between customer satisfaction and importance. Most notable are return of phone/calls, accommodating rush jobs, variety of design or print, and user-friendly online ordering. The department can enlist improvement efforts on all the above negative gaps apart from user-friendly online ordering. The online submission and management software are controlled and programmed by a third-party vendor. As a result, there is a limited amount of influence that CG has in implementing the desired improvements identified by its customers.

In March of 2020, CG was scheduled to host a VOC survey validation focus group consisting of AHC staff, students, faculty, and the non-profit community, however, the event was cancelled due to the pandemic. This validation team could have provided clarity in identifying what the *critical to quality* (CTQs) attributes are for the negative gaps identified above and it is recommended that the department reschedule this focus group for that purpose when normality returns. Ideally this would take place before May 2021 so that improvement efforts could be implemented prior to the 2021-22 fiscal year.

**IV. Equity**

IV.a. How does your program support equity?

CG fully supports and provides equitable treatment to all students, staff, faculty, and community members. Our customer base is diverse and represents all constituents of Northern Santa Barbara County demographics. Four of our six FT staff are Latinx, reflecting ethnic demographics in Santa Maria. In addition, CG employs two women in an otherwise traditionally male-dominated industry.

**V. New Program Outcomes & Plan of Action**

V.a. Identify recommendations to improve department performance in its functions and service outcomes (SAOs).

- The focus group mentioned in section III would validate the outcome of improvement efforts made to address the negative gaps identified in the SAOs in figure 22.

- In 2019 CG began to collect data on the average completion time for photocopy and print work. The ideal metric would be that no job is delivered late without some type of communication between CG and the customer. Over the next five years the department plans to track jobs and collect data to gauge how effectively (or not) we are completing work on time relative to the SAOs.
- In the fall of 2019, CG revised its automated phone tree to include staff extension numbers so that when someone calls, they will most often be greeted by a live staff member rather than by voicemail. Department goals have been identified as returning a call no more than 2 hours from the time the message was left or an email no later than 4 hours after receipt. Staff are more consistently utilizing out-of-office s and other online status messages so that customers have an idea of how soon to expect a response.
- The supervisor and coordinator share/shadow customer service duties such as estimating and coordination/prioritization of production and design work. Every CG staff member participates in retail functions so that customers are always greeted/served in person. Standard operating procedures for staff include the continual office presence of one graphic designer and production staff at all times to better serve customers.
- Taking advantage of the emergency remote working conditions in 2020, CG staff completed several professional development events in order to increase overall job knowledge. By 2021, all CG staff will have been certified by Idealliance at the Color Management Professional level which will assure staff can provide competent and professional services to customers. A Certified Color Management Professional has proven proficiency in the principles and best practices associated with color management implementation in a graphic communications production and graphic design environment.
- To increase knowledge of design software, design and production staff have completed Linked-In video trainings in Adobe design software as well as attended the 2020 Adobe Max Conference.
- Extended CG accessibility during nighttime hours was one of the recommendations identified in the last program review. Over the last several years CG has provided various scenarios for late hour accessibility for all its customers, determining that 7pm would be the optimum closing time. Further surveys or focus groups can be conducted to determine what else CG can do to improve its access to its customers.
- To increase satisfaction in variety of design and print SAO, design staff offer at least three compositions for branding and mid-level graphic design projects so that customers have a variety of directions they can choose to represent their creative expression. For high-level design projects it is not uncommon for CG designers to reveal 10 to 20 different or modified compositions to the customer. In 2020, CG and Public Affairs released a pre-production checklist that includes specific and intentional questions that should reveal preferences and more creative direction from the customer than in the past.
- A significant frustration to effectively provide clear concise online ordering is the constraints the department has in implementing improvements or customizing the UX/UI design of the online submission software (PrintShop Pro- PSP). While the software vendor, EDU Business Solutions, has made significant improvements over the years to the interactivity and efficiency of the software, CG staff is limited in what it can change or add in order to customize or improve interactivity and efficiency in online submission. Staff have improved the overall user experience

of the software by programming within the constraints of what can and cannot be modified and creatively applying graphics that hyperlink to custom web pages. In an attempt to obtain access to EDU Business Solutions programmers, the CG supervisor has become a member of the planning task force for the yearly PSP User Group and all CG staff have participated in the 2020 PSP User Group conference providing EDU Business Solutions programmers valuable suggestions on how PSP can be improved or enhanced to better serve AHC staff, faculty, and community customers.

- In 2020, CG launched ahccampusgraphics.com, an online submission portal exclusively targeted to AHC students. When surveyed, AHC students had favorable ratings, and were pleased with the website functionality (figure 16). In order to gauge this SAO in the future, surveys or focus groups can be conducted to determine what else Campus Graphics can do to provide its customers clear, concise online ordering.
- Since it appears that the acquisition of more space in BLDG H is unlikely, perhaps a more realistic solution for the expansion of CG is to relocate the operation to another location that has more physical square footage such as BLDG Q on the south campus. The south campus operation would be dedicated to design and print production, while a smaller quick copy operation would remain on the main SM campus to serve AHC students and staff. This is a common model among colleges and universities; smaller copy centers are strategically placed within existing building footprints that have the greatest demand for print services (i.e library, labs, bookstore, student center, etc.). Print work that cannot be completed at the quick copy centers are sent to the south campus production center to be printed and then delivered back to the quick copy center for customer pickup.

V.b.

*For example, if the function is payroll, an effective objective may be to process payroll on time with 99% accuracy. Example two, if the function is Plan Services repairs, an effective objective may be to complete all work orders in a timely manner. Example three, if the function is grant applications, an effective objective may be to file 'X' amount of grant applications and complete the application process on time.*

EXAMPLE:

<i>SAO 1: Reduce wait time for research requests</i>		
<i>Activity</i>	<i>Timeline</i>	<i>Progress Measure</i>
<i>Work with IT to create useful data views</i>	<i>Fall 2017</i>	<i>Turnaround time for all requests</i>

<i>SAO 1: Provide professional and responsive customer service</i>			
<i>Activity</i>	<i>Timeline</i>	<i>Progress Measure</i>	<i>Link to Strategic Plan</i>
Successful interaction with CG customers	2020-2025	Transactional VOC surveys; communication response rate metrics; increased revenue metrics	IE2,SLS5,SLS6,SLS7,IR3,G3,E2
Conformance to customer requirements	2021-2025	Reduced rework and scrap rates; improved productivity metrics	IE2,SLS5,SLS6,SLS7,IR3,G3,E2

<i>SAO 2: Provide professional and quality graphic communication services and products</i>			
Activity	Timeline	Progress Measure	Link to Strategic Plan
Work with CG customers in creating and producing outstanding graphic communication products	2021-2025	Transactional VOC surveys; program review surveys; repeat customers; new customer's metrics; increased revenue	IE2,SLS2,SLS7,G3,IR3, E2
Work with CG customers in creating and producing outstanding graphic design services	2021-2025	Transactional VOC surveys; program review surveys; repeat customers; new customer's metrics; increased revenue	IE2,SLS2,SLS7,G3,IR3, E2
<i>SAO 3: Provide timely completion of CG Projects</i>			
Activity	Timeline	Progress Measure	Link to Strategic Plan
Examine job lateness data	2021	PSP reports; Kanban weekly reports; Trello Software	IE2,SLS2,SLS7,G3,IR3, E2
Review satisfaction results from VOC transactional survey	2020-2025	Improved satisfaction to importance gap results (positive #)	IE2,SLS2,SLS7,G3,IR3, E2

## VI. Resource Needs

VI.a. To implement the actions above, list any resources needed (please include corresponding cost estimates):

	SAO	Strategic Planning Goal	Specific Resource	Estimated Cost	Health & Safety (Y/N)	Priority
Facility Needs	1,2,3	IE2,SLS5,SLS6,SLS7,IR3,G3,E2	Fix BLDG H roof	\$50,000;	Y	1
Facility Needs	1,2,3	IE2,SLS5,SLS6,SLS7,IR3,G3,E2	Expand CG footprint: absorb room H104 or relocate	\$25,000 to \$50,000	Y	3
Technology Needs	1,2	IE2,SLS5,SLS6,SLS7,IR3,G3,E2	Install Papercut License with autofill kiosks; install	\$9,788 each, requesting two for \$19,575	N	2



			copiers for student access in student center and LRC; allow online submission of credit card through website	(quote attached in addendums)		
Staffing Needs	1,2,3	IE2,SLS5,SLS6,SLS7,IR3,G3,E2	Hire Graphic Designer I	\$71,000 Staff estimate attached in addendums	N	4
Equipment (non-tech)						
Other Resources						

**Validation**

To ensure institutional input, and when appropriate, the program review chair should solicit input from a validation team comprised of the following members:

1. One faculty appointed by AS- Dom Dal Bello
2. One staff appointed by CSEA – Robert Nourse (approved 6/2/2020 signed)
3. One manager appointed by the Management Association – Lauren Milbourne (approved submission 6/1/2020 see addendums)

The validation team will prepare a memo regarding validation of the program review.

1. Does the report include the program scope, relevant data related to program functions and services, findings and an action plan?
2. Is the information in the program review valid and accurate? Is there any important information missing?
3. Are there any areas in which the program deserves a commendation for performance excellence?

To: Whom It May Concern  
From: Dom Dal Bello  
RE: 2020 Campus Graphics Program Review  
Date: June 18, 2020

I have read the 2020 Comprehensive Self-Study for Campus Graphics (CG), and have been tasked with answering the following questions:

1. Does the report include the program scope, relevant data related to program functions and services, findings and an action plan?

Yes, the self-study covers the program scope and provides more than sufficient data covering the program's functions. The self-study does a very good job at analyzing the volume of work, revenue and costs associated with running CG. The strengths and weakness are well-considered, and the plan of action addresses upcoming needs.

That CG is currently unable to accept credit card payments is a significant shortcoming that should be eliminated, as indicated in the self-study and action plan. The ability for students to have walk-up printing throughout campus is another issue that needs to be addressed.

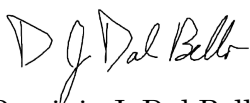
2. Is the information in the program review valid and accurate? Is there any important information missing?

Yes. The report is valid, accurate and complete.

3. Are there any areas in which the program deserves a commendation for performance excellence?

Campus Graphics serves a vital role on campus and supports all areas of campus – from instructional printing (both print jobs and course packs), to institutional printing, to student printing, to printing for local non-profits. These services are often underappreciated.

Campus Graphics deserves to be commended for their short turn-around times, their continuous seeking of greater efficiency, innovation, and commitment to quality work.



Dominic J. Dal Bello  
Professor, Engineering and Chair, Mathematical Sciences

## **Program Review Committee**

The program review committee must be approved by the superintendent/president or cabinet level administrator.

Department Manager: Gordon Rivera, Supervisor Campus Graphics

Committee Member: Robert Nourse, Coordinator Campus Graphics

Committee Member: Matthew Macpherson, Graphic Designer III Campus Graphics

Committee Member: Lauren Dubose, Graphic Designer II Campus Graphics

Committee I Member: Elizabeth Zuniga, Production Specialist Campus Graphics

Committee Member: Josue Santos, Production Specialist Campus Graphics

## **Approval**

The written report will be submitted to the appropriate cabinet member for approval. The program review and annual updates will be used for planning and budgeting purposes.

Cabinet Member: Jon Hooten, Executive Director College Advancement (approved 6/3/2020 see addendums)

**Program Review Committee**

The program review committee must be approved by the superintendent/president or cabinet level administrator.

Department Manager: Gordon Rivera, Supervisor Campus Graphics



Committee Member: Robert Nourse, Coordinator Campus Graphics

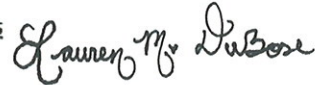


Digitally signed by Robert Nourse  
DN: cn=Robert Nourse, o, ou,  
email=robert.nourse@gmail.com,  
c=US  
Date: 2020.06.02 11:15:01 -08'00'

Committee Member: Matthew Macpherson, Graphic Designer III Campus Graphics



Committee Member: Lauren Dubose, Graphic Designer II Campus Graphics



Committee Member: Elizabeth Zuniga, Production Specialist Campus Graphics



Committee Member: Josue Santos, Production Specialist Campus Graphics



**Approval**

The written report will be submitted to the appropriate cabinet member for approval. The program review and annual updates will be used for planning and budgeting purposes.

Cabinet Member: Jon Hooten, Executive Director College Advancement



Allan Hancock College  
Campus Graphics  
Administrative Department Program Review  
2020 Comprehensive Self-Study  
June 2020

## Gordon Rivera

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**From:** Jon Hooten  
**Sent:** Wednesday, June 3, 2020 2:23 PM  
**To:** Gordon Rivera  
**Subject:** Re: CG Program Review

I don't think you need it from me, but if you do, then ... Approved.

### Jon Hooten

**Executive Director**  
College Advancement

T 1-805-922-6966 ext. 3622

Allan Hancock College Foundation  
800 S. College Dr., Ste. B-106  
Post Office Box 5170  
Santa Maria, CA 93454  
[Facebook](#) | [Instagram](#) | [AHCFoundation.org](#)



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**From:** Gordon Rivera <[grivera@hancockcollege.edu](mailto:grivera@hancockcollege.edu)>  
**Date:** Wednesday, June 3, 2020 at 2:22 PM  
**To:** Jon Hooten <[jon.hooten@hancockcollege.edu](mailto:jon.hooten@hancockcollege.edu)>  
**Subject:** RE: CG Program Review

Thanks Jon, I will consider this email an approval then 😊

---

**From:** Jon Hooten <[jon.hooten@hancockcollege.edu](mailto:jon.hooten@hancockcollege.edu)>  
**Sent:** Wednesday, June 3, 2020 1:58 PM  
**To:** Gordon Rivera <[grivera@hancockcollege.edu](mailto:grivera@hancockcollege.edu)>  
**Subject:** Re: CG Program Review

No, I had not seen it but appreciate you sending it on. Expansion or relocation will be key at some point soon. I had not heard the South Campus idea before, but I think that could work, with a smaller copy center (or centers) on the main campuses.

Appreciate the work on this. Very helpful for my understanding of the needs and possible futures.

-jh

**Jon Hooten**

## Gordon Rivera

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**From:** Gordon Rivera  
**Sent:** Wednesday, June 3, 2020 2:29 PM  
**To:** Gordon Rivera  
**Subject:** FW: CG Program Review 2020-2025

---

**From:** Lauren Milbourne <[lauren.milbourne@hancockcollege.edu](mailto:lauren.milbourne@hancockcollege.edu)>  
**Sent:** Monday, June 1, 2020 3:53 PM  
**To:** Gordon Rivera <[grivera@hancockcollege.edu](mailto:grivera@hancockcollege.edu)>; Robert Nourse <[rnourse@hancockcollege.edu](mailto:rnourse@hancockcollege.edu)>; Elizabeth Zuniga <[elizabet.zuniga1@hancockcollege.edu](mailto:elizabet.zuniga1@hancockcollege.edu)>; Matthew Macpherson <[matthew.macpherson@hancockcollege.edu](mailto:matthew.macpherson@hancockcollege.edu)>; Lauren Dubose <[ldubose@hancockcollege.edu](mailto:ldubose@hancockcollege.edu)>; Josue Santos <[josue.santos1@hancockcollege.edu](mailto:josue.santos1@hancockcollege.edu)>  
**Subject:** RE: CG Program Review 2020-2025

Gordon, excellent work on this. Very well detailed and impressive reflection of the amazing work Campus Graphics provides the college and outside community. Well done.

Under weaknesses, I would add the challenge of departments not following print/design request protocols in place, thereby confusing the process and delaying completion of work. Or something like that. ;) And I am fully aware that I am guilty of this lol.

Everything else looks great.

Lauren

---

**From:** Gordon Rivera <[grivera@hancockcollege.edu](mailto:grivera@hancockcollege.edu)>  
**Sent:** Friday, May 29, 2020 8:04 AM  
**To:** Robert Nourse <[rnourse@hancockcollege.edu](mailto:rnourse@hancockcollege.edu)>; Elizabeth Zuniga <[elizabet.zuniga1@hancockcollege.edu](mailto:elizabet.zuniga1@hancockcollege.edu)>; Matthew Macpherson <[matthew.macpherson@hancockcollege.edu](mailto:matthew.macpherson@hancockcollege.edu)>; Lauren Dubose <[ldubose@hancockcollege.edu](mailto:ldubose@hancockcollege.edu)>; Josue Santos <[josue.santos1@hancockcollege.edu](mailto:josue.santos1@hancockcollege.edu)>; Lauren Milbourne <[lauren.milbourne@hancockcollege.edu](mailto:lauren.milbourne@hancockcollege.edu)>  
**Cc:** Gordon Rivera <[grivera@hancockcollege.edu](mailto:grivera@hancockcollege.edu)>  
**Subject:** CG Program Review 2020-2025

Hey guys, I sent you the link to the program review under another email, but here is the link in case you did not get it:

[https://hancockcollege-my.sharepoint.com/:w/g/personal/grivera\\_hancockcollege\\_edu/EbRY4OFWl2JCrb4PQqjzoFUBJaJ9fcYXCiKLdCKCCd7xpw?e=HdkfZ2](https://hancockcollege-my.sharepoint.com/:w/g/personal/grivera_hancockcollege_edu/EbRY4OFWl2JCrb4PQqjzoFUBJaJ9fcYXCiKLdCKCCd7xpw?e=HdkfZ2)

Please review under track changes and make your edits to the shared document by June 5. Attached is the PDF of the survey and the comments for historical context.

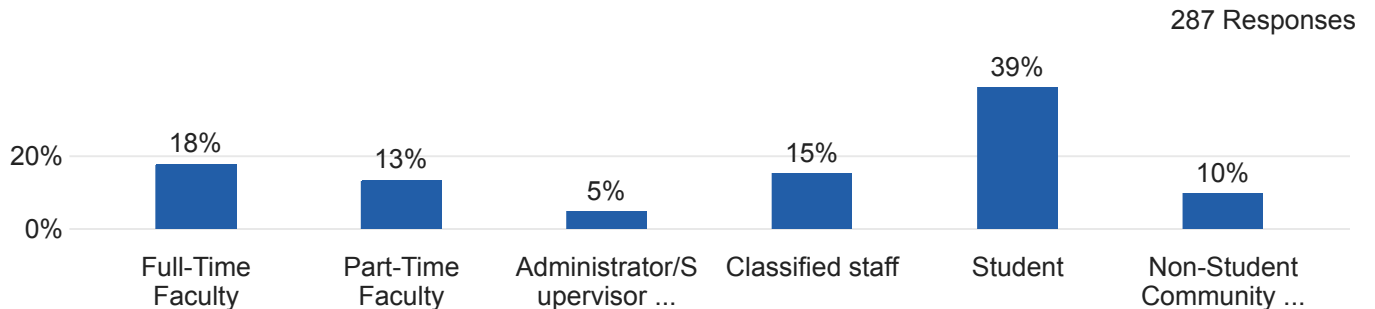
If no one has edits then I will send the document to Dom Dal Bello for validation.

As a committee member you will need to sign off on the document so please at least read it to make sure it covers everything. If we need to add or delete anything this is your chance to do so.

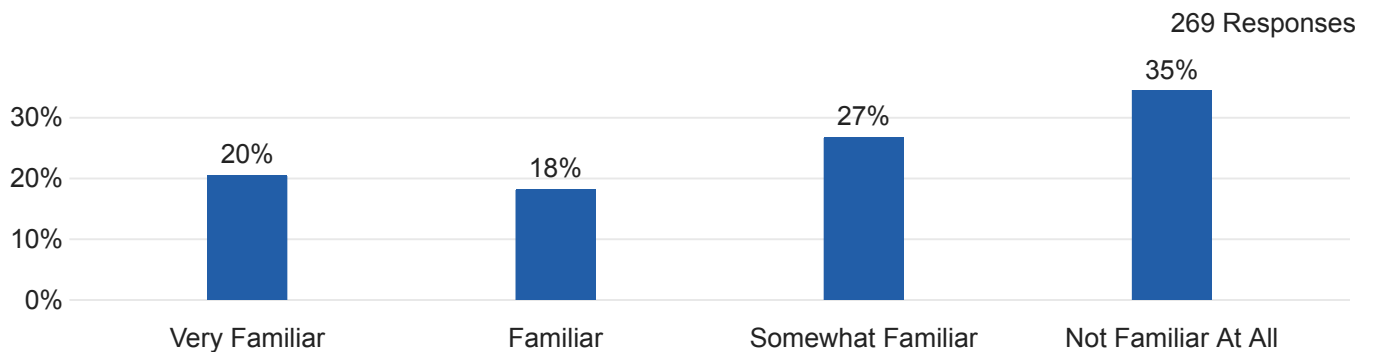
## Campus Graphics Survey Fall 2019

**A total of 287 participants completed the survey.**

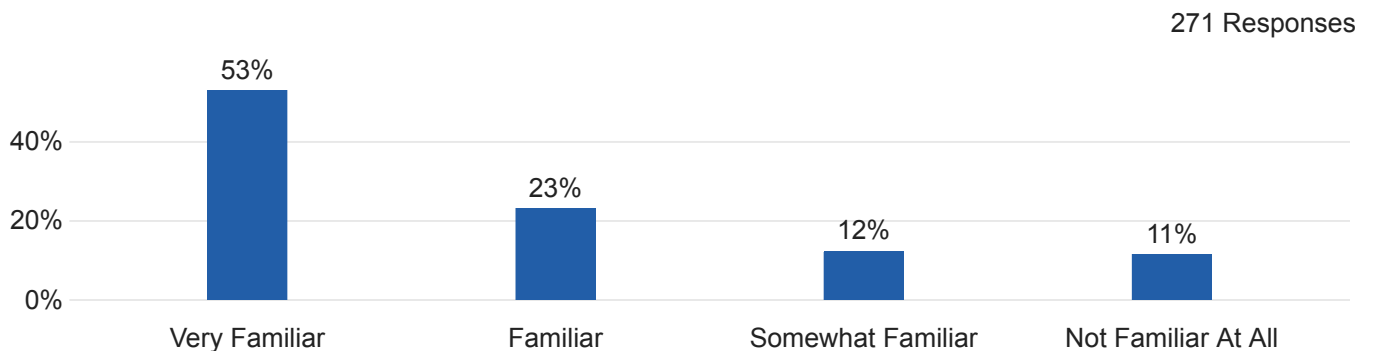
Q20 - Please indicate your primary status at the college



Q25\_1 - In-house design

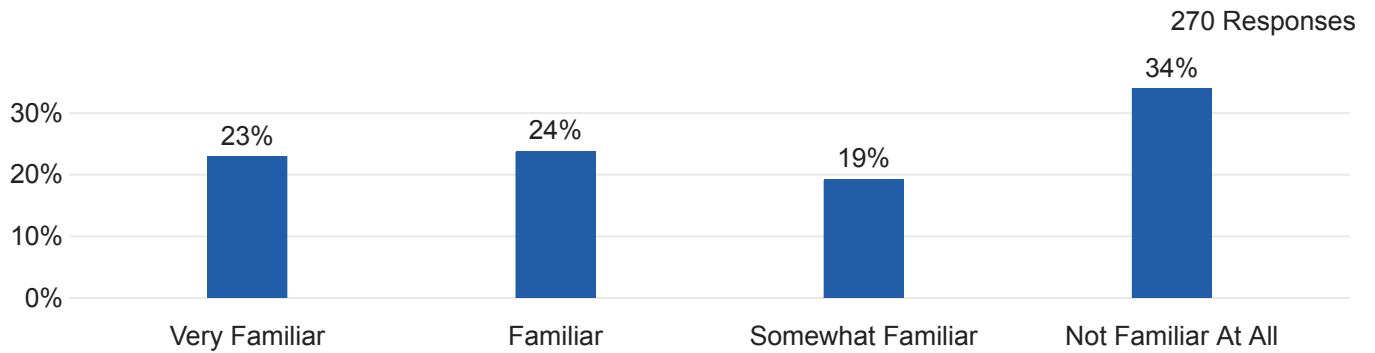


Q25\_3 - Print services (black/white and full color printing)

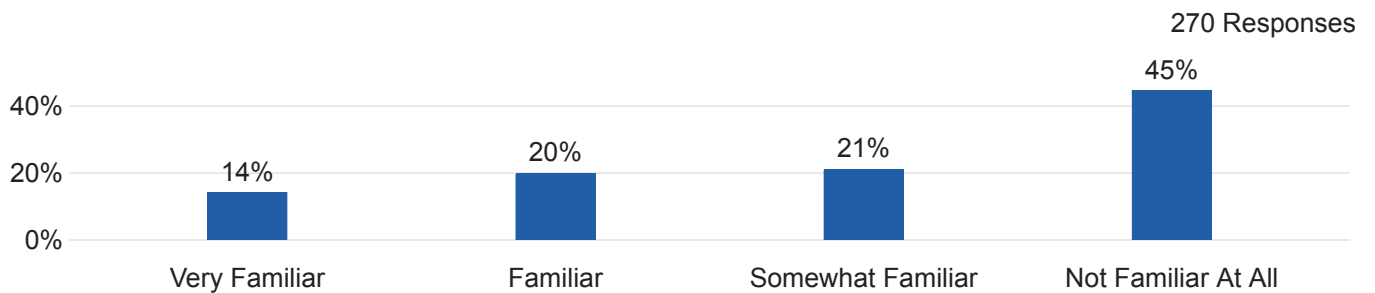




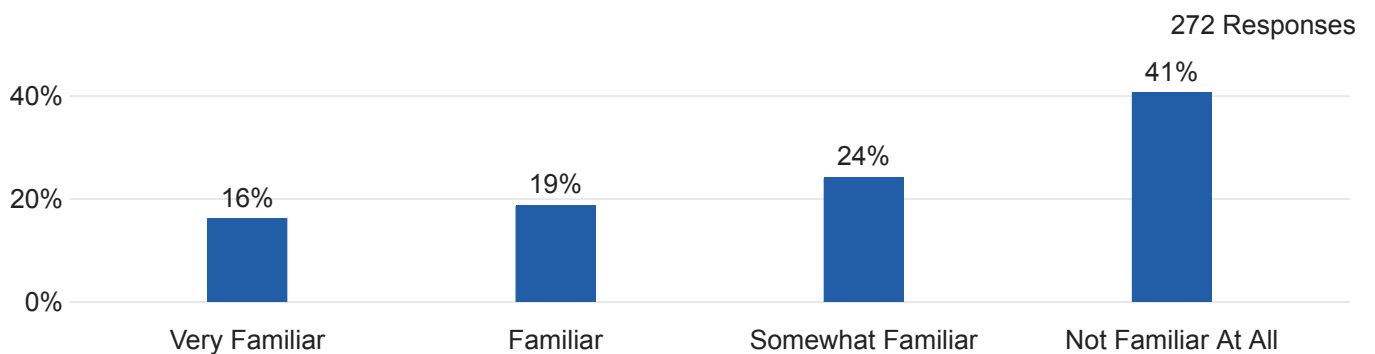
### Q25\_4 - Self Service Photocopy



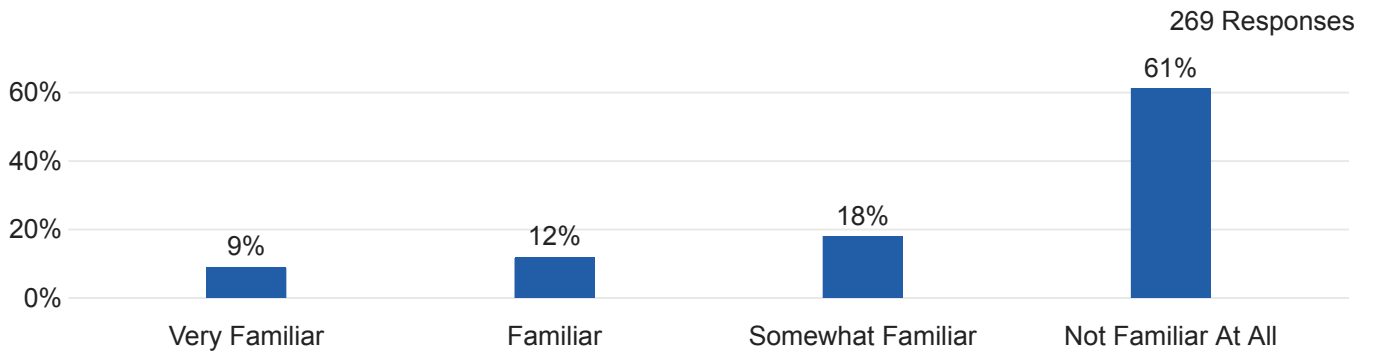
### Q25\_5 - Wide Format Color Printing (Sizes larger than 13in x 19in, i.e., signs, posters, foam core mounting, canvas prints, etc.)



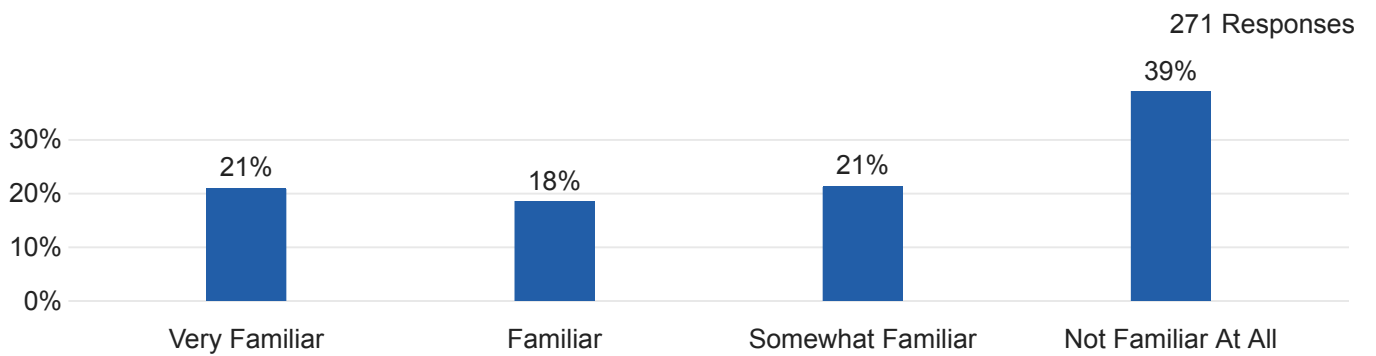
### Q25\_6 - Bindery (Lamination, Comb or Spiral binding, Etc.)



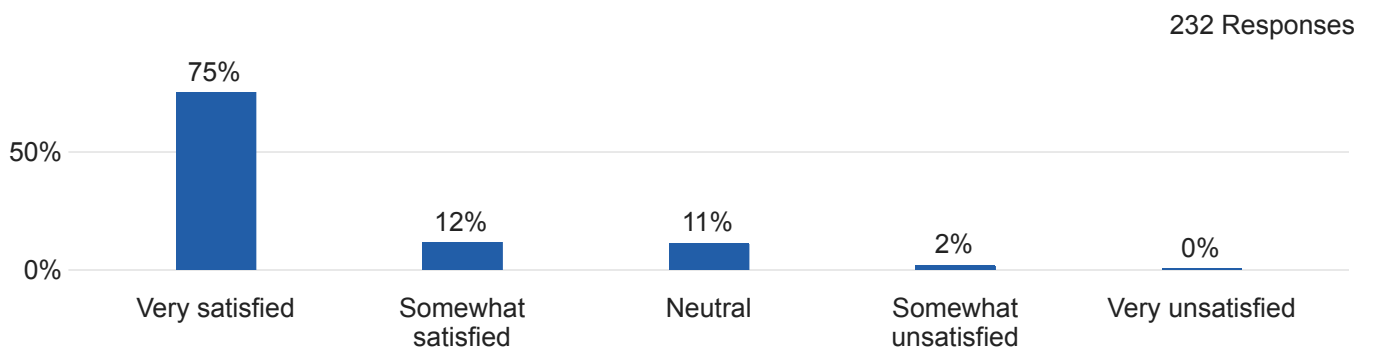
### Q25\_7 - Engraving (name tags, etc.)



### Q25\_8 - Personal employee/student printing/non-profit printing

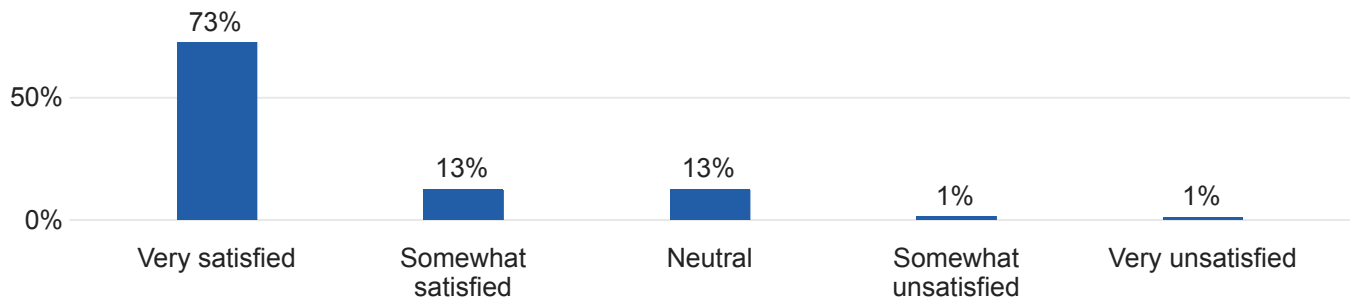


### Q28\_1 - Quality of design or printed products



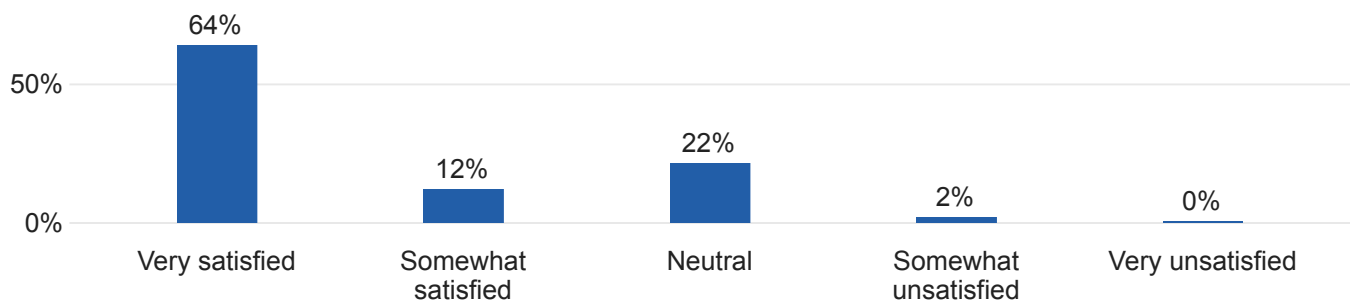
## Q28\_2 - Work completed on time

232 Responses



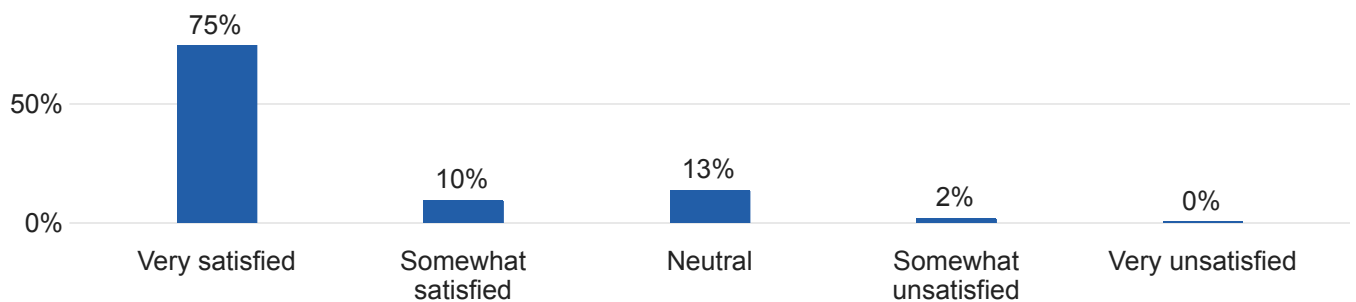
## Q28\_3 - Calls or emails returned

232 Responses



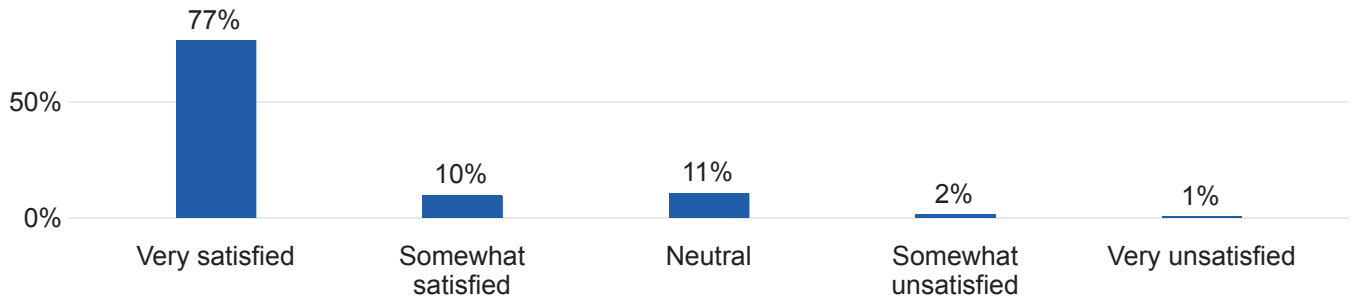
## Q28\_4 - Overall job knowledge

230 Responses



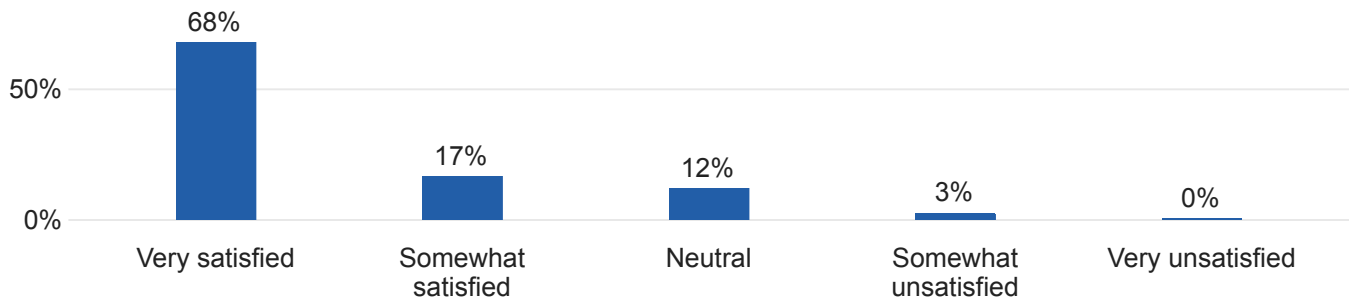
### Q28\_5 - Professional and courteous

233 Responses



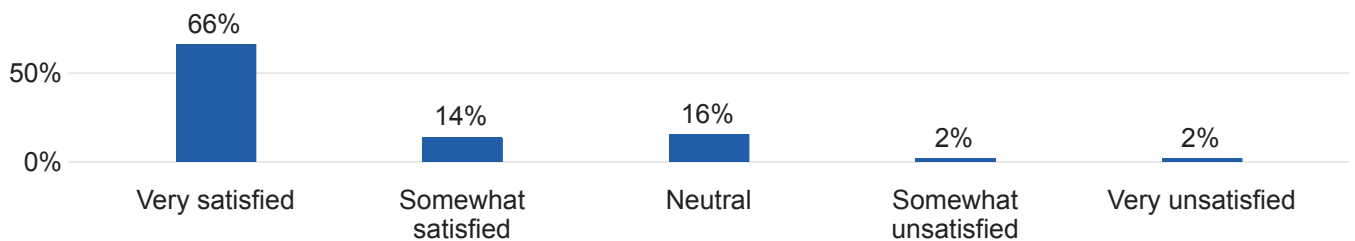
### Q28\_6 - Access to staff, convenient hours, etc.

232 Responses



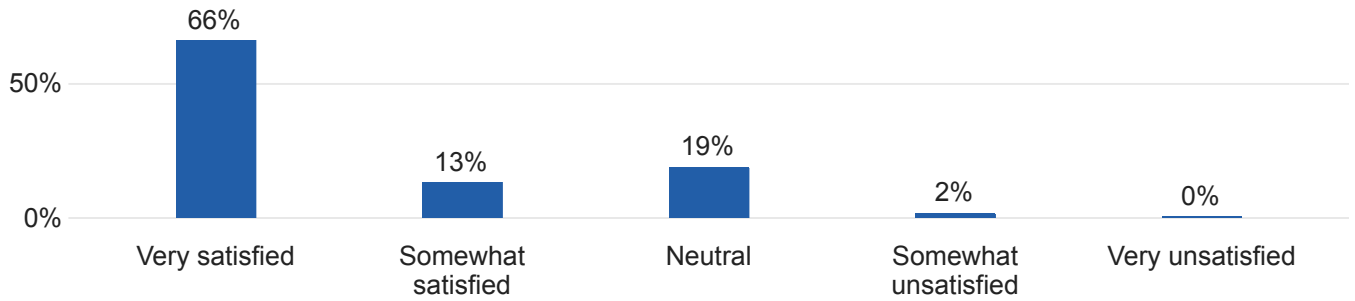
### Q28\_7 - Accommodating (open to customer input, accepting of rush work, flexible)

229 Responses



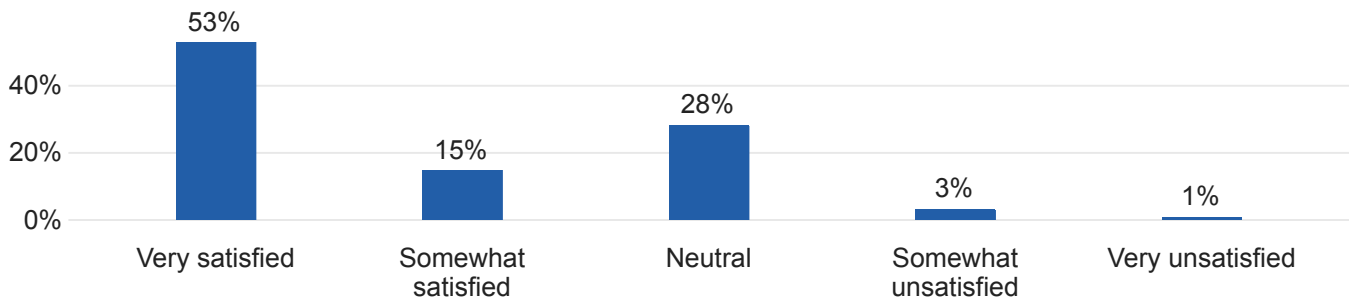
### Q28\_8 - Variety of design or print options

229 Responses



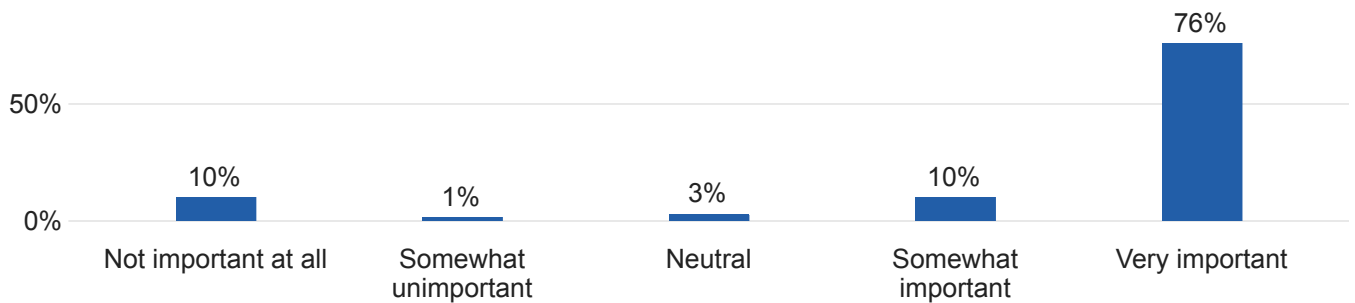
### Q28\_9 - Clear, concise online ordering

230 Responses

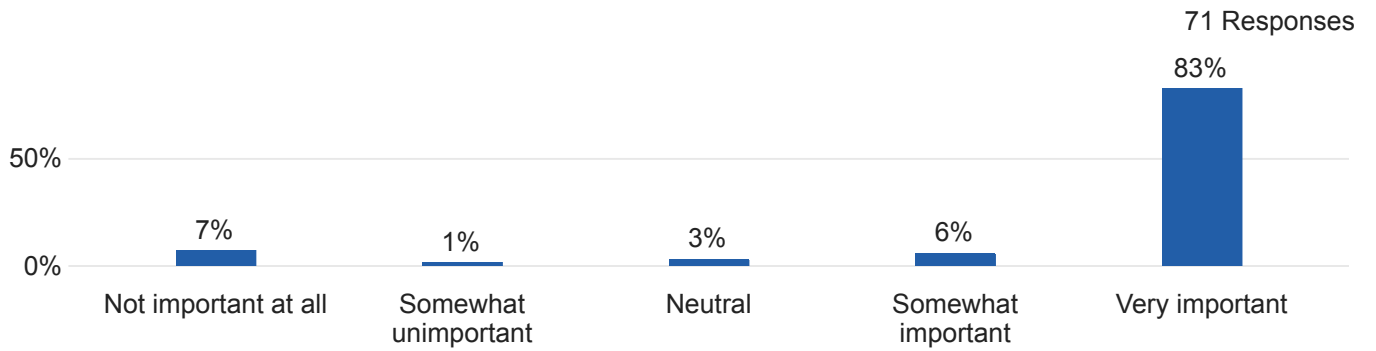


### Q12\_1 - Quality of design or printed products

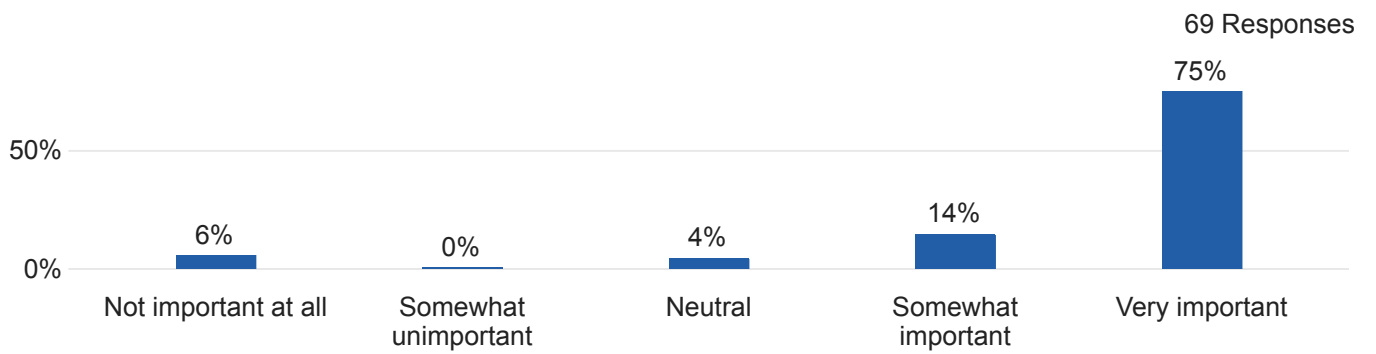
71 Responses



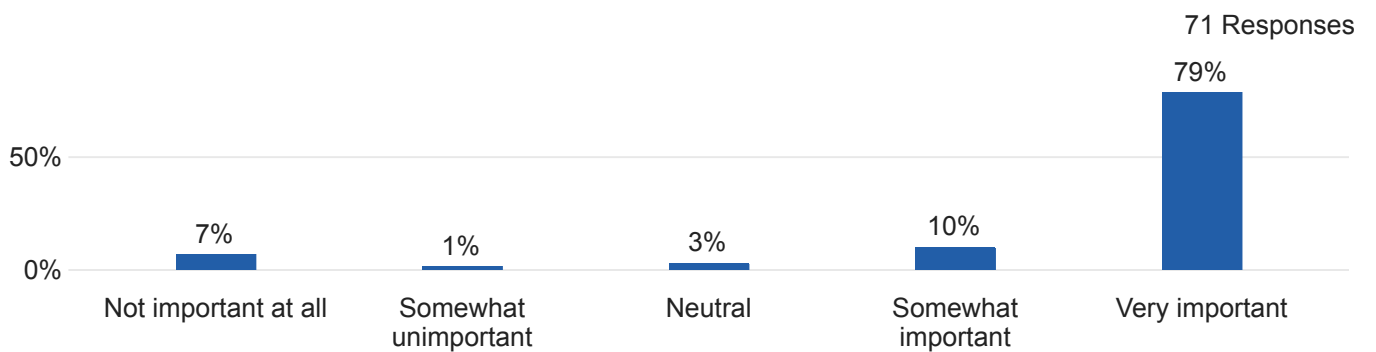
### Q12\_2 - Work completed on time



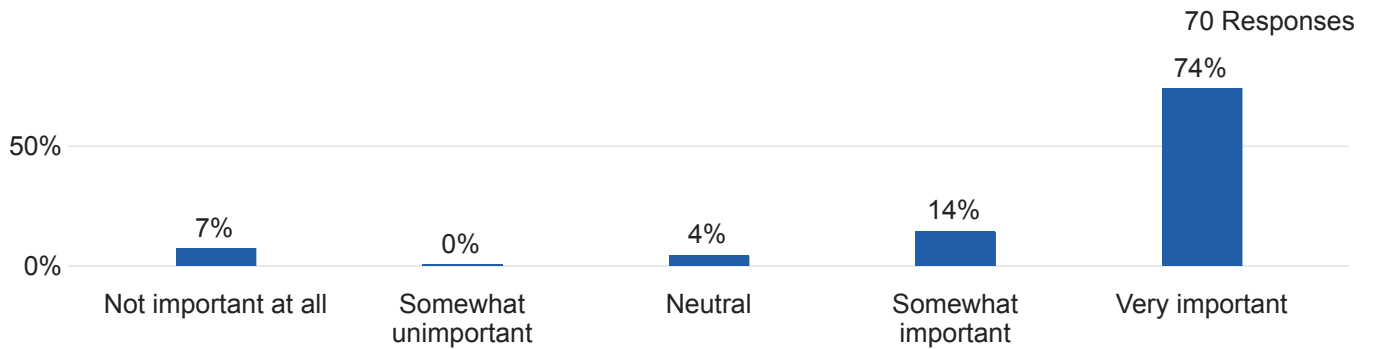
### Q12\_3 - Calls or emails returned



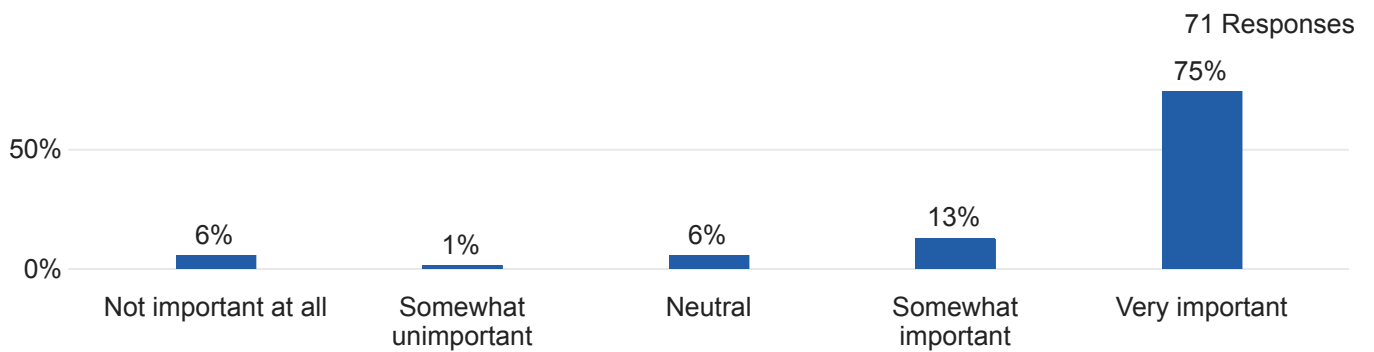
### Q12\_4 - Overall job knowledge



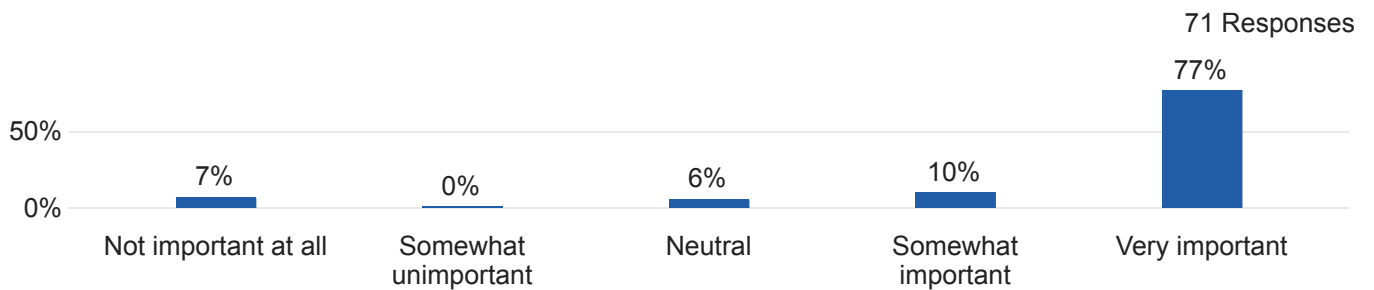
### Q12\_5 - Professional and courteous



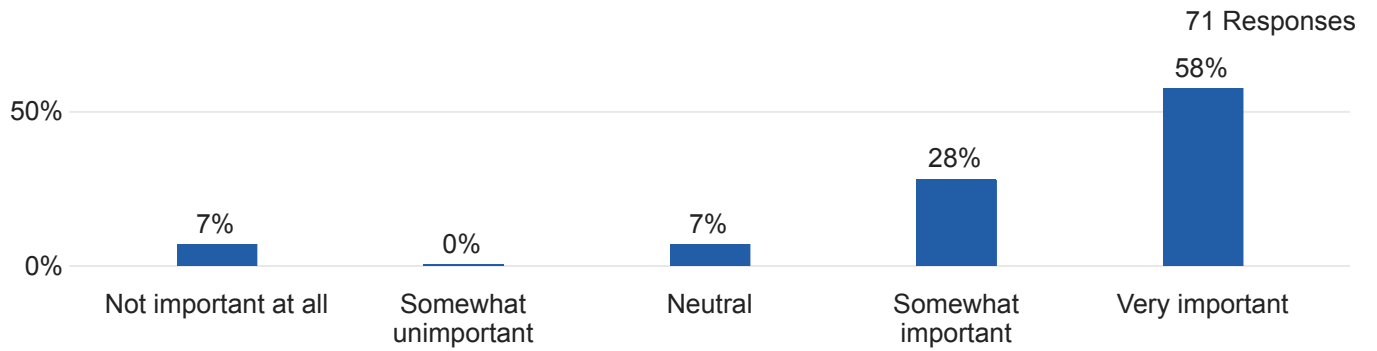
### Q12\_6 - Access to staff, convenient hours, etc.



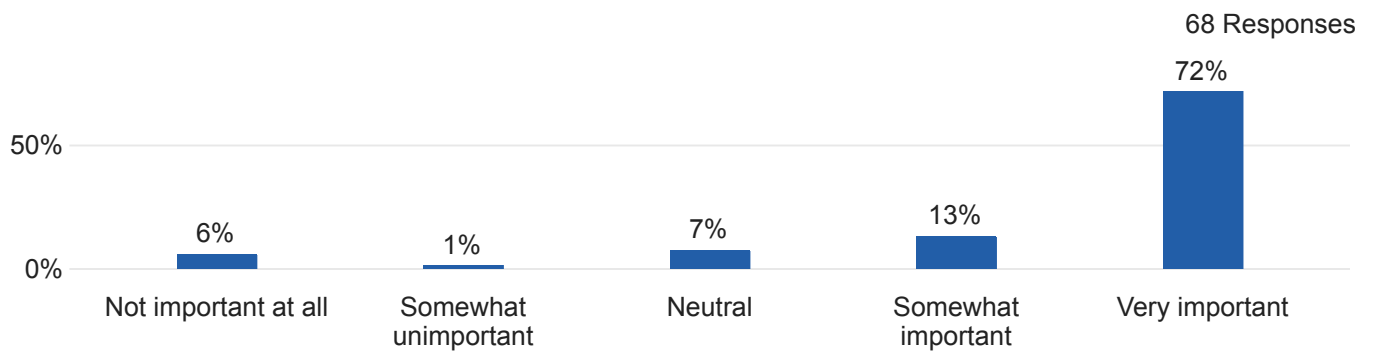
### Q12\_7 - Accommodating (open to customer input, accepting of rush work, flexible)



## Q12\_8 - Variety of design or print options



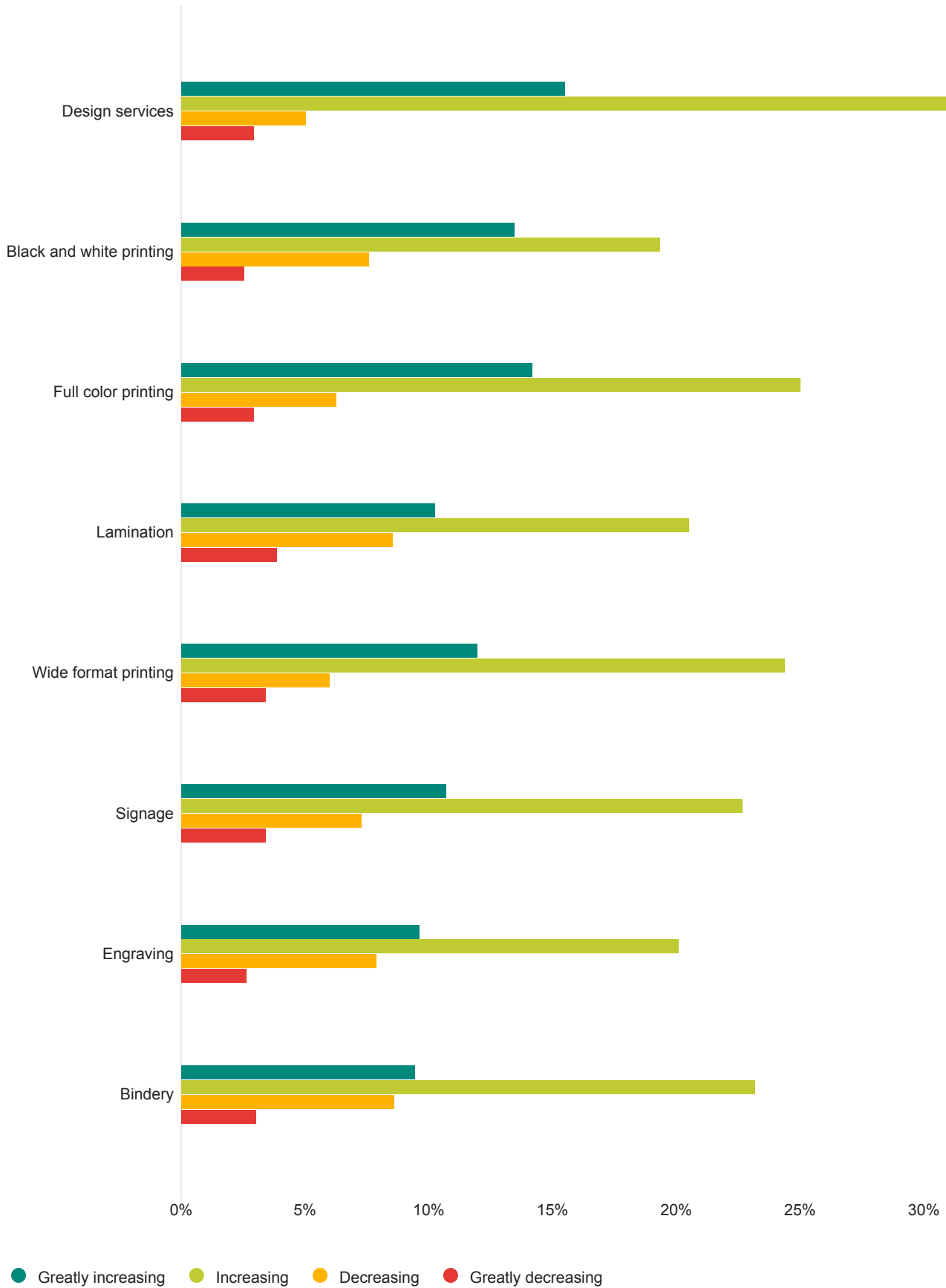
## Q12\_9 - Clear, concise online ordering





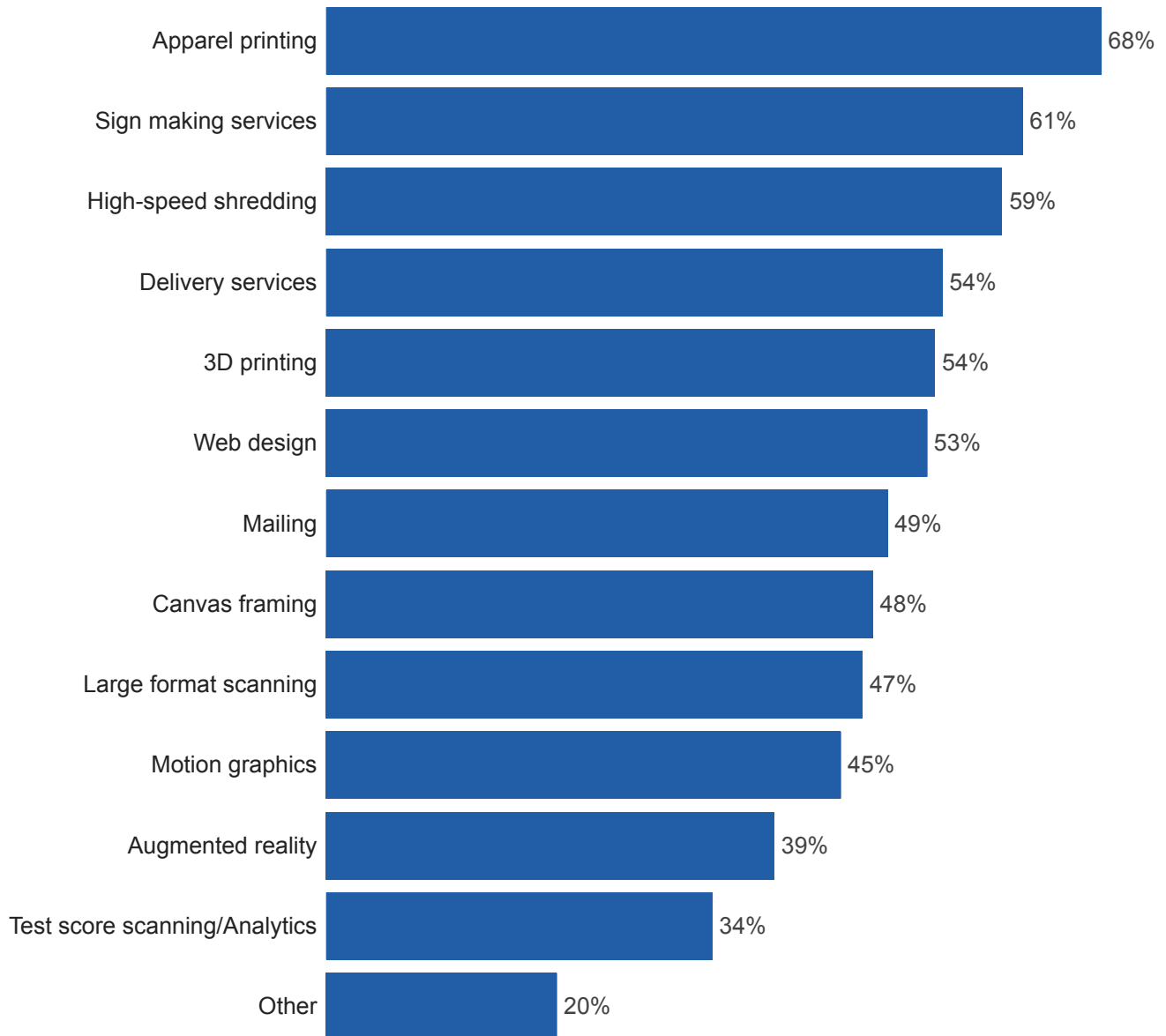
# Q18 In the next 5 years, I see my need for these Campus Graphics Services:

243 Responses



## Q19 - I would use the following services if offered:

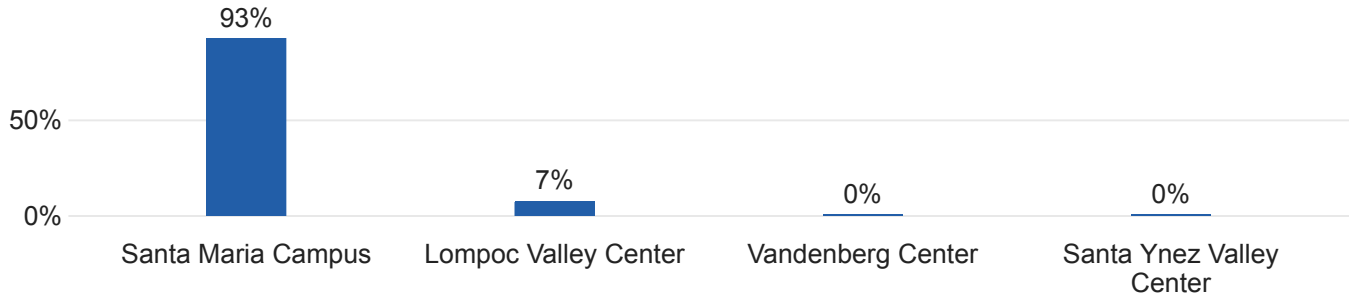
241 Responses



● Yes

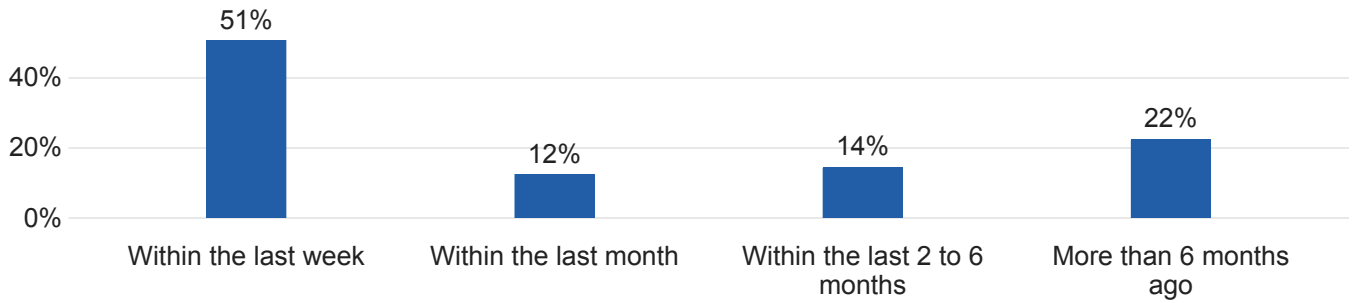
### Q21 - Please indicate your primary campus.

245 Responses



### Q22 - When was your last contact with Campus Graphics

242 Responses



## Comments from the 2019 Campus Graphics VOC Survey

Please use this space for any additional comments or suggestions. When done, click NEXT to submit your  
a vital and well operated service

A way to cancel an order online would be convenient (for example, when there is an error with information or uploaded document); I have tried to email in lieu of this option, but no one has ever replied. There also have been multiple times when I have requested three-hole punch on my copies, only for them to not have the holes when the order is delivered to my box. This is extremely inconvenient for me, given that my holed-copies are for students' three-ring binders, forcing me to do it myself instead. Lastly, for the most part, I have had extremely  
Always a job well done!! I appreciate your tremendous and consistent efforts.

Better assistance for tech-challenged students.

Campus Graphics does a fantastic job! We appreciate all that you do for the college! Thank you.

Campus Graphics gets my projects completed well ahead of time in the requested fashion.

Campus Graphics has been the Chamber's go to spot for printing over the years. Always impressed with the quality, price point and how quickly jobs are completed. If you were to offer mailing services we would definitely  
Campus Graphics is one of the most efficient and well-run places on campus. Print jobs are always done precisely  
Campus graphics offer a wide variety of services to accommodate our requests and more. The additional services beyond just printing are a great addition. Robert, Elizabeth and Josh have great customer service.

CG staff are amazing! In the thick of busy-ness, they are courteous and accommodating.

Continue to be impressed and pleased with quality of service, products and helpfulness.

Doing a great job!

Every person I've worked with at Campus Graphics has been respectful and helpful. All my requests have been  
Everyone I've dealt with at campus graphics has been knowledgeable, helpful, and friendly. I especially appreciate Robert Norse's efforts to accommodate faculty when we, the faculty, don't plan ahead. :). Robert always helps  
Excellent service!

Excellent work and response from CG staff

Fantastic service, fantastic employees, and fantastic products

Gordon and Robert are awesome helpers. When I was need of making a project on short notice Gordon readily made accommodations for me and I am very appreciative of the co-operation from each and every member of  
Gordon has always had great customer service. He is very quick and efficient whenever the Dental Assistanting program needs anything. His hard work and dedication is not unnoticed.

Gordon is great, very helpful and accommodating for our printing needs on short notice. Thank you.

Gordon, Robert, and the entire Campus Graphics team are great. They make Boys & Girls Clubs of the Mid Central  
Great job. Thank you very much.

Great work all the time. You ask are terrific. I would love to see poster board availability and Retractable vinyl

Great work, great staff!

Having various payment options would be great or invoicing, credit options etc. If I could pay in advance and everything has been signed off and approved, I feel it would save both of us time. The parking situation is terrible. I have been there so many times where cars are in the 2!! parking spots designated for customers and no is inside  
Hi Erica.

I attend both Santa Maria and Lompoc campuses.

I did not realize you offered all of these services. I would have used AHC more.

I dont know what this is

I have been delighted with the quality of the copying, the packaging of materials, and the prompt deliver to my

I have limited to no information about Campus Graphics and what they offer.

i heart campus graphics!

I LOVE campus Graphics!!!!!! You are THE best! Thank you for your wonderful service.

I love Lauren's designs for fliers - creative and eye-catching.

I love that you have all those services available....I just don't think (?) I need them!?!  
i messed up on one of the pages and marked "unimportant" when i meant to mark the boxes for "important".  
When you see the answers on the rest of the survey you'll know which page i screwed up :)  
I never knew this existed unfortunately because I would of taken advantage of these services. Not once have i ever heard or had it mentioned by staff or students. Hopefully I can use it before I graduate this year. Would have I only wish every other department/office on campus would function in as organized & professional manner as I really appreciate the Self-Copy option (using the copier in the lobby)  
I really like Gordon and Robert.  
They have been so helpful over the last several years. I would not go anywhere else.  
I understand that the designers are busy, but I have been disappointed in the past on how long it takes to complete a poster, and the quality of the designs, on occasion, have been mediocre. (At other times, excellent.)  
I use you guys 3 times a semester to print my midterms and finals. You guys are great and I really appreciate your I wish there was a shorter turnaround time for design.  
I'd like to see a more realistic cardboard fireplace in the lobby next holiday season.  
I'm majoring in communications, so I have never used or even heard of the graphics building.  
I'm so impressed with the level of service that you offer and the quality of your products. Keep up the good  
In my 20 years at the college, I have always received superior customer service from Gordon and his team. Thank  
It would be nice to have an orientation or tour of the Campus Graphics to know what it offers and what services  
ive encountered a couple very rude employees with campus graphics that I felt I was a bother to them however  
one of the men who appears to be in charge was always so nice and helpful  
Keep up the great work!!  
Keep up the great work.  
love you folks  
Mailing services with printing, insertion, etc., and postal updates would be a priority for us so that we can have all work done with CG. Additional allocated parking spaces close to CG would also be helpful as it is sometimes necessary to park far away and can be inconvenient. Love what you guys do and would be happy to give you all of  
Maybe you guys could have your Wednesday meeting on Friday.  
More flexibility in terms of customer service requests and consideration from Mr. Rivera. He does not acknowledge nor apologizes for errors on his behalf. We all need more humility.  
Please have a graphics department at LVC that does the same as Santa Maria campus!!!!!!!!!!!!!!  
Please install an after-hours drop-off for paper printing requests.  
Robert Nourse is one of the most helpful and courteous staff members on campus.  
Someone misprinted one of my exams last semester, so that page 2 and 3 were missing. I did not realize the error until Sunday before exam on Monday, so I had to spend my Sunday driving to campus, recopying, stapling  
Thank you for all of your dedication and excellent work!  
Thank you for all that you do.  
Thank you for your great work!!  
Thank you to Gordon and the team for being so courteous and helpful. Their quick turnaround accommodates  
Thanks for all your hard work!  
Thanks for always doing a great job!  
Thanks for you excellent work!  
The AHC Printshop has top notch employees, always patient, helpful, knowledgeable, and organized. I especially appreciate the way they respond promptly to calls or emails and complete projects on time, if not early.  
The Campus Graphic Center is a great place to get work done and learn about new opportunities.  
The online ordering descriptions are not always clear and/or the options offered do not fit my case. However, the staff is extremely flexible and very customer-service oriented and is always ready to assist with my specific requests even if I do not know how to put all requests into the online order. Also, I really appreciate how

The team at Campus Graphics has the best customer service anywhere. They are always cheerful, efficient, and supportive, even with hectic last-minute requests. They help make it possible for me to do what I need to do for  
The work Campus Graphics is amazing and the Staff are great!

These guys are great. Handled my order and such a beautiful look to the materials.

Very interested in logos and designs on apparel. Especially T-Shirts and Sweatshirts.

Very Thankful you are here and provide this valuable service!

We value your services

Wonderful service. Kind, helpful and efficient employees.

You are all appreciated!!

You are going into exciting times for your department. Just let it go and see where it will take you. Thank you for

You guys are fantastic! Keep it up!

You guys are great, keep up the good work, however, there was a time that I had a printing order that included merged cards and envelopes. The cards were not kept in order when packaged in the box and it made it

# AMERICAN BUSINESS MACHINES

## American Business Machines

373 Front Street Suite A  
 Grover Beach Ca 93433  
 805-591-3449 office  
 Date: May 21, 2020

Allan Hancock College  
 800 S College Drive  
 Santa Maria, Ca 93454

**Attn: Gordon Rivera**

**Request for Quote: Self Serve Walk Up Color Unit with Print Release & Payment option**

**Subject: Canon ImageRunner ADVANCED C3530i III Digital Copier, Printer, Scanner.**

Copier includes the following:

- x 30 Digital copies per minute
- x 4 Paper Cassettes (LTR to 11x17)
- x 2,300 sheet paper capacity
- x Reduction & Enlargement
- x Auto Duplexing
- x Color Universal Send (Scan to Email & Desktop)
- x Inner Stapling Finisher



**NASPO Value Point California Contract Number 7-15-70-23**

3278C002AA	Canon imageRUNNER C3530i III	\$3,138.00
1540C001AA	Inner Stapling Finisher	\$693.00
2384C001AA	Cassette Feeding Unit A1	\$837.65

NASPO Purchase Price	\$4,668.65
Sales Tax 8.75%	\$408.51
Outright Purchase Price	\$5,077.16



**Equipment Maintenance:**

**All Black & White images billed at \$.0095**

**All Color images billed @ .065**

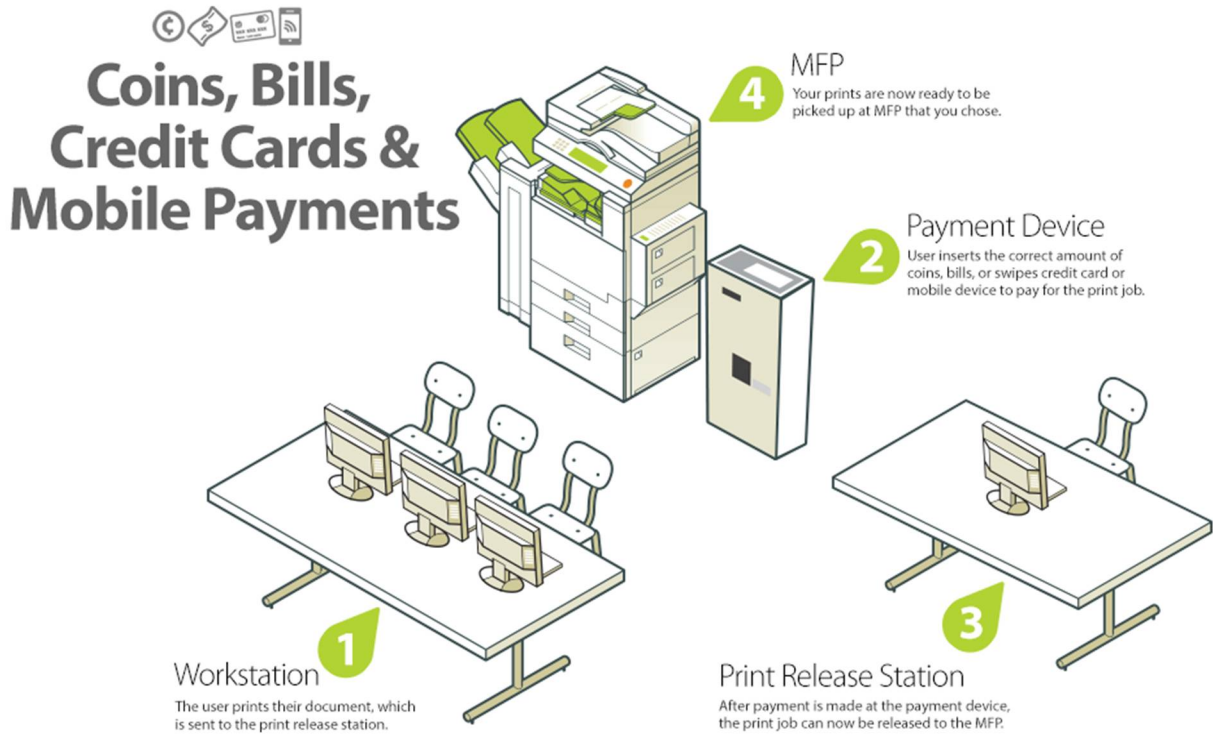
**Maintenance includes all parts, labor, travel, service, and supplies. Excludes Paper & Staples**

Thank you,

Bryan Rohrbach  
 Strategic Account Manger  
 American Business Machines  
 661-805-7454  
[Brohrbach@abml.com](mailto:Brohrbach@abml.com)



## To Pay For Printing and Copying



1. PCMF-Connect ACDI Hardware Connection License,
2. AMSPlus-1 ACDI advanced software maintenance and support, first year required co-term support to end on 2/8/22
3. MMSPlus-10 ACDI advanced software maintenance and support, 10 months co-term support to end on 2/8/22
4. EX2000-CCB Multiple price lines and multiple copies. Coins, \$1 coins, \$1-\$20 bills and credit cards
5. H20-CanonADV H20-CanonADV-Harness
6. PCConnect Interface Kit, Computer/Print Release Station
7. 7000EFS Base Stand, Coin-Ops

Outright Purchase Price	\$3,595.00
Sale Tax 8.75%	\$314.56
<b>Total Outright Purchase Price</b>	<b>\$3,909.56</b>





## EX2000 SERIES MULTI-VEND

The EX 2000 Series is the most reliable and aesthetically pleasing unit on the market today. With its unmatched functionality, it is the solution for all your print and copy needs. Printing reports has never been easier. You can output directly from the EX2000 to the MFP it's attached to, without the need for a separate printer. They are compatible with most copiers on the market today. Control your overhead by reducing your paper and equipment costs with the EX2000.

# EX2000 Series Multi-Vend



7000EFS: standard base



ACDL-114: paper drawer lock



## Size and Weight

- Height: 27.25"
- Width: 13"
- Depth: 5.5"
- Weight: 45-55 lbs

## Display

- 2x16 backlit LCD
- Alphanumeric
- Editable text on screen

## Processor

- EXTechnology control board
- Multiple prices: differentiates between b/w, color, and premium paper sizes (on most copier models)
- Field programmable (copier models selected via external keypad)

## Internal Components

- Coinco 3-tube changer
- (Optional) Coinco 4 or 6-tube changer
- Coinco bill stacker: \$1's, \$5's, \$10's & \$20's
- Euro Coinco 3-tube changer and bill stacker

## Capacities

- Nickels: 86, Dimes: 125, Quarters: 95
- Cashbox: approximately \$500 in change
- 100 User codes

## Power

- 24VAC

## External buttons and controls

- 10 digit numeric keypad
- Forward, Backward, Enter, Eject
- Coin return
- 2-bypass keys

## Sensors

- Use exact change (when coin-tubes are low)
- Minimum copy vend (requires a "vended" copy before making change)
- Auto detect coin count

## Copy system requirements

- Copier interface: H20-"Copier OEM"
- Smart interface required on select models

## Print system requirements

- Pay-for-print software
- Annual License
- Release Station interface Software

## Environments

- University Library
- Public Library
- Court House
- Grocery Store
- Convenience Store
- Copy Shop

## Languages

- Supports English

## In the Box

- EX2000 Series coin-op
- H20-Copier OEM (copy harness)
- Stand (optional)
- Power Supply
- 3 sets of keys (door, cashbox, bypass)
- Owner's manual

## Configuration Options

- EX2000: coins only
- EX2000B: coins & bills
- EX2000BC: coins, bills & stored-value cards
- EX2000CCB: coins, bills, credit cards  
Apple Pay, Android Pay
- EX2000SW: coins & account cards
- EX2000SWB: coins, bills & account cards

## Stands & Accessories

- 7000EFS: standard base
- 7000LEFS: standard base and coin-op security plate
- 7000LP: coin-op security plate (requires 7000EFS)
- 2015PD: pedestal style base
- ACDL-114: paper drawer lock
- Extractor Software: manage coin-op meters from central PC
- Phantom Print: print reports directly to MFP (requires Ethernet connection)

## Assembly & Warranty

- Made in USA
- Standard 1 Year Warranty
- Extended Warranty (optional)

**SALARY AND BENEFIT ESTIMATE FOR PARNE OR BUDGET PURPOSES ONLY**

- FILL IN ALL BLUE SHADED AREAS
- IF CELL HAS DROP DOWN MENU SELECTOR THEN CHOOSE FROM LIST
- HOVER CURSOR OVER CELL FOR ADDITIONAL INFORMATION

Prepared by:   
 Date:

**CLASSIFIED BARGAINING UNIT  
 BENEFIT ELIGIBLE**

Name:   
 Title:   
 Effective Dates:   
 Salary Schedule:   
 Range:   
 Step:   
 FTE:   
 Hours/Week:   
 Months/Year:

<b>Monthly</b>		
shift	0.00	<input type="text" value="0.00%"/> optional
salary	3,471.00	
longevity	0.00	<input type="text" value="0.00%"/> optional
	<u>3,471.00</u>	

salary	41,652
shift	0
longevity	0
<b>TOTAL SALARY</b>	<b><u>\$41,652</u></b>

PERS	19.72%	8,214
OASDHI	6.2%	2,582
MEDICARE	1.45%	604
SUI	0.05%	21
W/C	0.765%	319
<b>MANDATORY BENEFITS TOTAL</b>		<b><u>\$11,740</u></b>

INC PROT	0.225%	94
MEDICAL	<input type="text" value="1,176.17"/>	14,114
DENTAL	<input type="text" value="163.80"/>	1,966
LIFE	12.06	145
VISION	5.65	68
MEDICAL OFFSET	<input type="text" value="1,200"/>	1,200
CASH IN LIEU	<input type="text" value="0.00"/>	0
<b>FRINGE BENEFITS TOTAL</b>		<b><u>\$17,586</u></b>

**TOTAL BENEFITS \$29,325**

**TOTAL SALARY & BENEFITS \$70,977**

NOTES:

Actual salary placement and start date to be determined by HR  
 Salary schedule and fringe benefit amounts are subject to negotiations  
 Mandatory benefit rates are subject to change



Allan Hancock College  
Campus Graphics  
Administrative Department Program Review  
2020 Comprehensive Self-Study  
June 2020