

## PRINTING SERVICES

### Mission

Printing Services provides a broad spectrum of cost effective, quality and timely printed products.

### Vision

Printing Services will be recognized for:

- Leadership in providing quality customer service;
- Award-winning products; and
- Playing a key role in promoting and advancing the University.

### Core Values

**Excellence** – We seek excellence in all our endeavors, and we are committed to continuous improvement.

**Intellectual Freedom** – We believe in ethical and scholarly questioning in an environment that respects the rights of all to freely pursue knowledge.

**Integrity** – We are committed to the principles of truth and honesty, and we will be equitable, ethical, and professional.

**Service** – We believe that serving others is a noble and worthy endeavor.

**Diversity** – We respect others and value diversity of opinion, freedom of expression, and other ethnic and cultural backgrounds.

**Stewardship of Resources** – We are dedicated to the efficient and effective use of resources. We accept the responsibility of the public's trust and are accountable for our actions.

## **Goals, Critical Success Factors, Objectives and Strategies**

**Goal One: Support the educational objectives of Oklahoma State University and enhance the institutional image through quality printed communication.**

### **Critical Success Factors:**

- Electronic ordering
- Departmental website
- 90% customer satisfaction

### **Objectives:**

**Objective 1.1:** Design and implement an electronic ordering process.

#### Strategies:

- Create a simple, electronic form for business cards, envelopes and letterheads so customers can submit printing orders.
- Have a link from Vice President Enrollment Management and Marketing's Home Page to Printing Services.
- Solicit customer's feedback to find out what they'd like to have on the web site.

**Objective 1.2:** Create a unit website that effectively communicates services.

#### Strategies:

- Provide a friendly, informative website for our customer.
- List services available.
- Have a form to submit estimates that is easy to navigate.
- Be able to submit printed projects on line.
- Provide printing terms and suggestions for clients.
- Have a price list of several quantities of different categories of printed pieces.

**Objective 1.3:** Measure customer satisfaction on an ongoing basis.

#### Strategies:

- Deliver evaluation postcards with each printed job that customer can fill out and return to Printing.
- Create a variety of ways to communicate to our customers for evaluating their printing experience: Written surveys, email, or telephone calls.

**Goal Two: Maintain a sound, self-sufficient fiscal structure.**

**Critical Success Factors:**

- Produce 10 more jobs per month
- Add 15 hours more a month to press billable hours
- Reduce overhead costs 5% per year

**Objectives:**

**Objective 2.1:** Expand the number of jobs processed.

Strategies:

- Advertise our services through open house, personalized mail pieces and phone calls.
- Have a sales person on campus.
- Effectively communicate to the campus the Right of First Refusal Policy pertaining to University Printing Services. Enforce this policy and impose a penalty on offenders.
- Deliver quality printing before deadlines to assure our customers will return.
- Become more visible on campus as a printing unit: tee shirts, hats, attendance of campus events as a group.
- Advertise small ads announcing specials in the O'Collegian, give price breaks on notepads, personal items.
- Distribute a monthly newsletter announcing specials, either by mail or email.

**Objective 2.2:** Effectively make use of all equipment.

Strategies:

- Schedule work load on a daily basis to ensure our equipment is utilized to its potential.
- Cross-train employees so there will be no "down" time on equipment.
- Keep maintenance current on equipment.

**Objective 2.3:** Provide cost competitive pricing for all services.

Strategies:

- Utilize employee's time efficiently. Have the correct balance of employees and production so everyone will produce to their capacity.
- Establish guidelines to limit waste of material and paper.

**Goal Three: Provide a safe, enjoyable environment that enhances staff productivity.**

**Critical Success Factors:**

- Twice a year, train to assure compliance with OSHA requirements
- Staff access to email
- Monthly team meetings
- Train jointly with Creative Services
- Promote diversity in hiring staff and students

**Objectives:**

**Objective 3.1:** Provide professional development training for all staff.

Strategies:

- Allow each employee to take a training session each quarter from Human Resources to enhance personal development.
- Invite guest speakers or trainers to University Printing Shop for seminars.

**Objective 3.2:** Enhance communication opportunities for all staff.

Strategies:

- Continue bi-monthly meetings with staff.
- Post emails and campus announcements such as Staff Advisory Council and OSU News Headlines.

**Objective 3.3:** Provide opportunities for employment of a diverse workforce

Strategies:

- Maintain gender and ethnic diversity.
- Utilize OSU diversity statement when advertising for job openings.

**Goal Four. Increase customer demand and position University Printing Services, through technology and personal skills, to fulfill those needs with exceptional service.**

**Critical Success Factors:**

- Printing workshops each semester for campus clients.
- Customer workflow plan.
- Quality and timeliness of production.
- Walk-in copy service.

**Objectives:**

**Objective 4.1:** Be proactive in working with university entities to identify and respond to printing needs.

Strategies:

- Schedule meetings with marketing personnel to determine their projects.
- Notify clients of deadlines that are approaching for their yearly or monthly brochures, magazines, etc.
- Project a “Yes, We Can” attitude. Display a friendly, positive disposition that puts our customers at ease and encourages them to come to us with any problem or project.

**Objective 4.2:** Provide quality services in a timely manner.

Strategies:

- Highly esteem our customers! Let them know we value their business.
- Be cheerful and conscientious with customers and their projects.
- Strive to deliver jobs earlier than expected.

**Objective 4.3:** Establish a satellite copy center at the main printing facility.

Strategies:

- Establish a walk-in copy center to service students, faculty and staff.
- Provide copies instantly for small orders.
- Deliver those jobs that the customer has to wait on.