

Enabling colleges and universities to affordably print in color and support sustainability goals so they can focus on education.

Overview

Funding to support the mission of education continues to be a primary issue. State funding for public education is severely constrained and continues to decrease, while private institutions have not fared much better as endowment investments and alumni contributions decrease. Increasing operational expenses in healthcare, salaries, textbooks, instructional materials, and more continue to exacerbate the problem — which makes customers more open to new ways of achieving their objectives. They spend a large amount of money on documents including student recruitment collateral, administrative forms, alumni-relations material and student and faculty correspondence. Textbooks are quickly outdated and supplemental teaching materials are in strong demand — one of the fastest growing areas of school document management.

Educational institutions must:

- Generate revenue from students, government, alumni, and research.
- Offer students better, faster services and still contain costs.
- Enhance recruitment and retention of the best students in a competitive landscape.
- Use document technology solutions to:
 - Improve the content and delivery of educational materials and programs, and minimize obsolescence.
 - Provide seamless printing/copying/scanning technology that supports increased productivity so teachers can focus on teaching.
 - Leverage color in student, parent, and alumni communications to convey key messages and achieve the institution's goals.

Trends and strategies

This industry is fiercely competitive. The pressures of globalization and the information age affect the ways in which institutions provide services, attract students, and compete.

Economic Trends

- Declining funding, cost cutting, and privatization
- Rising tuition rates and administrative costs
- Increasing need to find innovative ways to contain costs
- Growing business of collegiate sports — however, athletics-generated revenue is not keeping up with costs

Academic Trends

- Increasing the need for supplemental curriculum materials providing up-to-date information from multiple sources
- Improvements in content and delivery of information
- Student expectations for the latest technological tools
- Institutions seeking new ways to reach more students

Technology Trends

- The Internet has created an explosion in available information, creating an ongoing need for speed, access, and network bandwidth
- Distance learning and increasingly sophisticated technology have changed the possibilities for engaging in higher education
- Investing in “green” technology which reduces environmental impact and integrates sustainability into operations and classrooms

Spotlight

The ColorQube 9300 series is the right solution for higher education because it:

- Dramatically lowers the cost of color pages
- Creates vibrant materials that improve student comprehension, retention and the ROI of alumni communications
- Minimizes training, downtime and calls to IT with an intuitive touch-panel user interface with embedded help videos
- Reduces waste by up to 90 percent with cartridge-free Solid Ink
- Allows staff to top off the ink while the device is running — eliminating emergency refill calls
- Take back valuable office square-footage with minimal storage space required for consumables

Identifying prospects

Decision Makers: The key to identifying prospects in the Higher Education segment is to focus on senior managers in the four “A’s”: Admissions, Alumni, Athletics, and Auxiliary Services.

Key Influencers: In technology-driven institutions, opportunities exist to identify executives who influence technological decisions. It’s important to identify individuals, as well as departments, who may influence buying roles. For example, a key influencer may be assessing the need for technology in the institution’s or district’s IT department — or alumni relations may have identified a specific desire from a key demographic group that will help increase donations.

Applications: Understand and uncover the applications within key business processes, whether the documents are produced internally or externally, to identify opportunities for color.

Which higher education applications are good candidates for ColorQube®?

Opportunity	Decision Makers	Challenge	Typical Applications	Business Value
Admissions, Administrations, Finance, Registrar, HR, Maintenance	<ul style="list-style-type: none"> • Directors of Admissions • Administration • HR • Finance • Auxiliary services 	<ul style="list-style-type: none"> • Increase enrollment • Retain student population • Enhance service satisfaction 	<ul style="list-style-type: none"> • Forms • Tuition statements • Student records • Policy/procedure manuals 	<ul style="list-style-type: none"> • Improved student retention • Increased new-student revenue generation • Compelling recruitment campaigns • More value, enhanced services
Marketing, Alumni Affairs, Fundraising	<ul style="list-style-type: none"> • Directors of PR • Marketing • Alumni Relations • Fundraising / Endowments • Athletics 	<ul style="list-style-type: none"> • Generate revenue • Create awareness 	<ul style="list-style-type: none"> • Posters, programs • Press releases, roster cards • Direct mail • Fundraising communications • Athletic playbooks 	<ul style="list-style-type: none"> • Better ROI on marketing campaigns • Increased revenue • Improved brand recognition
Academics / Research	<ul style="list-style-type: none"> • Deans of Schools 	<ul style="list-style-type: none"> • Enable improved student comprehension • Ease application process for research grants • Reduce costs of instructional materials 	<ul style="list-style-type: none"> • Instructional materials • Exams • Course schedules • Research reports • Tech proposals • Student/parent mailings 	<ul style="list-style-type: none"> • Generate funds to support research initiatives • Improved student retention compels them to learn • Quick response to changing instructional information

Tips for selling the ColorQube 9300 series to higher education institutions

Emphasize the cost savings. Turn the issue of money into a discussion of ROI. Use of color can help improve student comprehension and ROI on fundraising and other revenue generating campaigns. Reinforce how the ColorQube’s Hybrid Color Plan changes the way budget-minded colleges and universities pay for color pages. Explain and show how a page with a school logo and a small graphic in color will count as a black-only page and cost just 1¢ on average. Pages with moderate amounts of color, such as web pages, are charged on the Everyday Color meter and cost approximately 3¢ each. This dramatically lowers the cost of color. Analyze what the university is paying for its printing and what the same pages would cost using ColorQube’s three-meter Hybrid Color Plan — and be sure to account for all color printing, including departmental desktop printers and outside print shops. Use the Document Analyzer to easily demonstrate in real time how much money they can save. The ColorQube 9300 series and its Hybrid Color Plan will help them produce more impactful documents in-house while reducing their costs.

Point out the scanning and workflow capabilities. Explain that the ColorQube 9300 series is a fully-featured workgroup MFP that comes with a powerful set of scanning capabilities right out of the box. It can serve as a digital on-ramp and supports a wide array of Xerox Business Innovation Partner solutions that improve operations campus-wide. For example, Perceptive Software’s ImageNow allows the ColorQube 9300 series to scan directly into enterprise and student management software so Registrar transactions can be handled completely in electronic fashion.

Conduct face-to-face demos with departmental decision makers. Show them the features that set the ColorQube 9300 series apart. Specifically, promote the ease-of-use message by playing help videos on the user interface; show the lack of customer-replaceable units and the illuminated paper path; and, perhaps most importantly, let them hold an ink stick and load it. Demonstrate how simple, easy and clean the ink loading process is and how the unique ability to top off even while the device is running means that you can have more than 55,500 prints at all times. The ColorQube’s unique features reduce downtime and calls to the IT help desk to help maximize productivity.

Push the environmental benefits message. If possible, talk directly with the school’s Sustainability Director. Emphasize how cartridge-free Solid Ink technology results in up to 90% less waste versus a comparable xerographic device. Show them the waste pile comparison, and explain how they can gain back valuable office space because of the minimal storage space the consumables take up. Demonstrate how well ColorQube devices print on recycled paper and further support their sustainability initiatives.

For more information, visit us at www.xerox.com/office

