Best Practices in Auxiliary Services: Print & Mail Shop

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ENRICHING THE
CAMPUS EXPERIENCE

Contracts
- Establish contracts for the purchase of higher volume items such as paper, ink, etc. or utilizing existing contracts for purchases, office supplies, etc.

Copyright
- Strong documented copyright policy is in place

Customer Satisfaction
- Customer satisfaction feedback solicited from customers. Determine how often feedback should be solicited. When the job is completed, quarterly, annually?
- Notification to customers on when jobs are done. Determine how this info will be communicated. Phone, email, text? Is information noted on print shop receipt for future reference?
- Use of technology such as the web storefront software for marketing and processing/tracking orders
- Have addition sites across campus (Student Unions) that can sell packing supplies & mailbox rentals
- Hold an internal open house at the start of each fall, or every other fall semester. New employees may not know all the capabilities.
- Include a "We appreciate your business. Your job was completed by ____." cover sheet on the top of every job. This adds the personal touch to it and customer knows exactly who printed it. It gets Printing more into the public as they are often not very visible on campus.

Deliveries
- Policy in place on deliveries. For example, are Amazon deliveries treated the same as UPS and Fed EX. Is the driver allowed to go to the person who ordered the items' office or residence hall room. The mailroom employee needs to log that package into their system and the person needs to pick it up from the mailroom.

Efficiency
- Annual or bi-annual review of mail delivery route to insure efficiency

Equipment
- A list of all account numbers and contact information should be available in case a problem occurs with any equipment. The list should include what is included in the contract. Service calls, toner, etc. Also, include equipment serial numbers for easy reference when placing service calls.

Financial
- Budget reconciliation is done monthly
- Prices reviewed and updated annually.
- Prices are compared with local print shops to ensure competitive pricing
- Monthly accrual basis
- Statements prepared.
- Evaluation done to determine if copy center should be in house or outsourced. List criteria (revenue, expenses, customer count) that is used to determine if center should be institutionally operated or outsourced.
- Segregation of job duties for internal controls related to assets and cash handling: accounting, deposits and handling of inventory
- Utilize Inventory Management software to track and control inventory levels for orders, job costing and data analysis to support bulk order pricing decisions and stock levels.
- Review potential ways to make the print center/mail room become more of a "profit center."
- Track annual revenue in relation to credit hours and student count. Provides for trends and comparisons.

Forwarding Mail
- Develop a protocol to inform students on the process for forwarding mail and packages in the summer, and after they've graduated.

Legal
- For outsourced mail services, make sure proper documentation is in place with local USPS postmaster for them to act as "agent" to pick up university mail

Mail Permits
- Maintain a spreadsheet on all mailing permits and their expiration dates
- Parameters set for all mail permits that identify minimum and maximum account balances that need to be maintained

Metrics
- The department does not lose money
- Review sales monthly/quarterly/annually by category (color print, laminations) and compare with previous year's sales
- Track revenue, expenses, customer count, analyze services offered. Recommend any adjustments.

Operations
- Implement a Multi Department Postal Collaboration between Admissions, Marketing, Mailroom, Purchasing, Institutional Advancement
- Invest in software to allow for variable data printing, to help increase revenue and reduce jobs that require outsourcing.

Operations - Mail
- Package tracking system in place
- Back up plan for mailroom emergency postal equipment failure power outages, staff vacations
- Students contact information updated every semester. Room # / Mailbox # / Email / Telephone #, name change
- Procedures in place for dealing with unclaimed mail and/or packages in Residence Hall.
- Plan for continuation of services in case of emergency or short staffing situations

Operations - Print Shop
- Preventive maintenance program in place and used for equipment
- Produce monthly report including some of the metrics listed on

- the checklist as well as any areas presenting challenges and general updates
- Written policy for business card process (People can't use whatever title they want or misrepresent the university; we also have this to ensure consistency of the university branding policies)
- Quarterly review of equipment needs

PCI compliance
- Make sure contract specifies that University can have any vendor employee terminated and the terms SLA if outsourced

Retail
- If there is a retail portion to shipping or copying services they should have established cash / credit card handling procedures

Revenue
- Review potential revenue generating ideas, such as shredding or notary services

Security
- Procedures in place if package carriers have a delivery when no one is in the Mail Room. For example: the items are placed in a locked cage in the campus card office until the Mail Room can retrieve them. This cage could also be used if there is a campus emergency or evacuation which prevents the mail staff from returning to the Mail Room to secure mail that has been taken out for delivery or just collected. Only managers have keys to the cage.
- Cameras on all mail room doors.
- President's mail reviewed by Manager's every day.

Training
- Procedures for dealing with difficult customers.
- Mail safety and security
- Employee Handbook is used. (Is it available, current, and updated regularly?). Employee orientation and training checklist.
- An Operations Manual should be created and used. It should be current and updated regularly and employees should have easy access to the manual
- Securing the mail center in cases of emergency
- Identifying suspicious mail or packages and what to do with them
- Training   Proper Lifting techniques
- There is a basic how to guide on how to use the equipment, common problems, safety concerns and improper use concerns of all equipment
- Customer Service
- All training documented and on file
- Cutting equipment / laceration prevention
- New employee on-boarding program in place and used. Common tasks are identified and employees are certified that they know how to perform them
- Employee Recognition Program in Place
- Staff cross trained on equipment (postage meters / copiers / scanners)

- Attend Postal Seminars or schedule Postal Analyst meetings
- Training w/USPS for security of handling of packages

Website
- Website is up to date

Written Policies
- Policies in place on receiving hazardous chemicals for use in labs
- A US Copyright Fair Use policy distributed and used
- All MFD devices, copiers and fax machines have their hard drive wiped clean prior to leaving campus.
- Policy on how internal customers pay for services
- Payment policy in place for external groups and student groups to pay for services
- Policy in place that notifies the community that the University is not liable for any personal mail items that are delivered to the University
- Policy for student deliveries during high volume times along with length of package hold and return time.
- Mail Processors screen the exterior of envelopes/ outside packaging of incoming mail for inappropriate content, such as sexually explicit material. If a piece of mail contains language on the outside which indicates it may be inappropriate, the Mail Supervisor is notified and the (of course unopened) mail is inspected by the supervisor. If an item is deemed inappropriate, the addressee's supervisor will be notified. At no point will the Mail Room open mail.
- Policy for who prepares UPS / FedEx labels and shipping. Departments are permitted to print their own shipping labels for packages (and pay the postage on a departmental account). However, when the packages are brought to the Mail Room, the department must wait for each piece to be scanned into the package tracking system. This policy is in place to ensure each package has been issued a unique identifier. It has happened that departments have issued duplicate bar codes, which then cannot be tracked.
- Return policy of mail that is not picked up.

Written Procedures
- Policy in place on what an employee needs to do if a package or letter is suspicious or visibly dangerous. (For example the Mail Supervisor is notified. The Mail Supervisor will contact the university police for further investigation.)
- Cash handling procedures to reduce theft (internal/external).
- USPS contract postal services – must follow federal regulations for USPS
- University follows proper postal formats to reduce unnecessary charges
- Written procedural documents in place for billing/charging departments