Mission Statement
Media & Printing Services (M&PS) exists to provide leadership, operational and creative support for the effective use of media, printing, and copying technologies at Clayton State University. M&PS is dedicated to outstanding service and high levels of customer satisfaction through creative and highly skilled staff, use of innovative technologies, cooperation, and collaboration with other campus departments.

Governing Policy
It is in the University’s interest to assure that appropriate quality printing, photocopying, and graphic services are readily available to campus departments in cost-efficient manner. BOR Policy Section 1002.02, INSTITUTIONAL PUBLICATIONS, states that: All publications, including bulletins, annuals, magazines, etc., published either by students, faculties or staffs of any institution of the University System shall be published only under proper supervision and authority of the president of the institution. All financial contracts pertaining to such publications shall be approved by the president or his/her designated representative.

Departmental Scope
Media and Printing Services is responsible for four broad areas of service to the university:

1. **Media Services** provides support for classroom AV technologies installed in CSU’s approximately 100+ classrooms and conference rooms on the main campus and in Peachtree City—LCD projectors, VCR/DVD players, visual presenters, etc. There is no charge for AV Services for credit classes.

2. **Photocopy Services** operates a full campus facility with black and white and color copiers with daily pickup and delivery to most campus buildings.

3. **Printing Services** operates a small offset and digital press that enables Printing Services to provide University departments with official letter head stationary, envelopes, business cards, and business forms. *M&PS has the first right of refusal for copies and off-set printing and any printing/copying orders within the capability of M&PS will be referred to Printing Services.* If M&PS cannot provide the printing/copying, M&PS will approve the use of an off-campus vendor and will refer a University department to another state agency or a commercial firm who can provide the work.

4. **M&PS** also provides University departments with expertise in the selection, rental, lease, or purchase of departmental copiers, and Multi-Functional Devices (MFDs). MFDs can copy, fax, scan, or print. Media and Printing Services will help departments evaluate their needs for these devices and serve as the technical expert on copiers and their capabilities.

Media and Printing Services is the starting point for all copying, off-set printing, copiers, and MFDs at Clayton State.
General Services
M&PS has high resolution black and white and color copiers, and a two color offset press for the most commonly needed services and items—black and white and color brochures, business cards, letter head, departmental forms, etc. In addition M&PS also provides, covers, bookmarks, CDs, DVDs, certificates, displays, flyers, graphics, invitations, labels, numbering, maps, membership cards, name tags, newsletters, laminating, postcards, programs, signs, table tents, and tabs.

Media and Printing Services strives to produce work that is high quality and at the same time, save departments significantly on costs from commercial firms. Media and Printing Services has a graphics artist and staff who can guide clients through the copying and printing process from start to finish.

Image Council
Clayton State has an Image Council that determines policies about how to best represent the University. **It is Clayton State’s policy to route materials that are going to be used externally, off-campus through the Image Council for approval before production.** Developers of informational materials for distribution internally within the University need to be aware that sometimes internal materials may be taken off campus and reflect a negative image of the University; therefore, even some on-campus materials will need the approval of the Image Council before duplication. The University, *Communications Guide and Stylebook*, may be obtained from DoloresCox@clayton.edu in the Office of University Image and Communications or viewed online at [http://adminservices.clayton.edu/imagebook/](http://adminservices.clayton.edu/imagebook/). M&PS will work with any department and the Image Council to produce materials that will meet Image Council Guidelines.

**M&PS cannot publish for external, off-campus use, materials that do not meet Image Council Guidelines.** For example, copies of copies of copies cannot be duplicated. In the event a document is received by M&PS that does not meet Image Council Guidelines, the customer will be notified requesting an appropriate original master or review and approval by the Image Council. Image Council review can typically be obtained within a day or two for small documents. If the materials that you are producing could be distributed externally, please leave extra time for review and possible modification by the Image Council.

Copyright
M&PS cannot duplicate any copyrighted materials including: paper, audio or video copies without proper permission of the copyright holder, and the permission has to be in writing (email approval is acceptable). To obtain this authorization, contact the copyright holder with an explanation of the purpose and intent for the reproduction. Usually for learning and research purposes, copyright holders allow materials to be copied. Please be sure to submit your copyright permission with the materials to be duplicated. You may refer to the University System of Georgia web page for more information regarding copyright and fair use: [http://www.usg.edu/copyright/](http://www.usg.edu/copyright/).

Proof Reading
The customer is responsible for the content of materials submitted for duplication. All graphic materials produced within M&PS are edited and proofread to ensure accuracy and that the project meets University guidelines. While proofreading is a shared responsibility with M&PS clients, **final proofing is the responsibility of the client.** M&PS is not a content specialist, and will not change any content of the material submitted to be duplicated, but in the event that something is noticed, it will be brought to the attention of the client.
Production Materials Costs
Some services require additional materials to complete an order, such as CD’s, DVD’s, proofs, scans, color separations, shipping expenses, foam board, laminations, etc. Printing Services will need to occasionally purchase some additional materials for the production of an order, and departments will be charged a nominal fee for such materials. It is recommended that each client request a written quote for complex orders and meet with the Director of M&PS to understand all of the associated costs and establish a maximum budget.

Photocopying
M&PS maintains a high speed, high volume black and white duplication system for the University. All work requests can be submitted via email to mediaservices@clayton.edu or hardcopy. Orders can only be processed with a department id, accounting code. Copying is $0.02 per side on 20# white copy paper. Copy runs of a 1,000+ impressions will be done on the offset press, which is cheaper than copying. All production requests go through an evaluation process to determine the cheapest method for a particular job. Bindery services are also available which include collating, stapling, scoring, perforating, drilling, cutting, and trimming. M&PS picks up and delivers to most campus buildings:

Pickup and Delivery Schedule
Monday – Thursday 10:00 AM, and 2:00 PM
Friday 10:00 AM only

Pickup and Delivery Locations
University Center: Pickup Library Room 117
Student Center: Room 122 and Room 265
Arts & Sciences: Room 205
Clayton Hall: Room 211 and Room 240
Faculty Hall: Room 128
Music: Room 202
Continuing Education: Room 220

Because production schedules may vary, these pickup and delivery times are approximate. Every effort will be made to adhere to the above schedule and depart M&PS on time.

All orders are delivered in protective plastic shrink wrap for security purposes. Requested turn-around time for all orders is 24 hours. Shorter turn-around time is possible, depending upon the production schedule. Contact Media Services by email or by telephone if your turn around time is less than 24 hours. Every effort will be made to accommodate the work request.

Color Copying
M&PS has a high resolution, graphics quality color copier for the University. All work requests can be submitted via email at mediaservices@clayton.edu or hardcopy. Orders can only be processed with an appropriate department id, accounting code. Pricing is $0.25 per side on, 8.5 x 11, 70 or 80# white laser paper. Large format, full color banners 60” wide up to xx” long can be provided. The pickup and delivery schedule is the same as for black and white copying.

Business Cards and Letterhead Stationery
The Image Council is responsible for the design of Clayton State University’s official logos, letterheads, and business cards. University departments may order official two-color or single color letterhead, envelopes, and business cards through Media & Printing Services.
Clayton State’s letterhead is specially manufactured with a watermarked University seal impregnated within the stationery on 24# Strathmore soft white paper. The two-color stationery, envelopes, and business cards are printed in PMS 165 official orange and PMS 288 official blue. One color is printed in PMS 288 official blue. All official Clayton State documents should use this letterhead customized with the department’s name for communication purposes. Faculty and staff may order stationery, envelopes, and business cards using on-line web forms available at the Media Services Web site: http://adminservices.clayton.edu/media/. University employees may not order stationary or business cards from off-campus vendors and use them to represent themselves and Clayton State University.

Name Badges
Orders for official Clayton State University name badges may also be placed with M&PS. Name badges for employees of the University are gold with black lettering and magnetic backing. Three lines of text may be specified. Ordering instructions are located on the M&PS Web site: http://adminservices.clayton.edu/media/. Student name tags are available in silver.

Copiers
With the purchase of DocuTech, a high volume black and white copier in 1998, the President assigned responsibility for the coordination and approval of all copiers to M&PS. Photocopy Services is operated with a breakeven business model with a price of $0.02 per page for DocuTech. Departmental black and white copiers may be leased from M&PS for $0.04 per page if quantity of copies and evaluation process is justified. All maintenance, toner, and staples are included in the cost per click charge.

Because the business model for copiers is breakeven, even a small change in the number of either DocuTech or departmental copies can cause Photocopy Services to lose money. However, Clayton State is a state agency, and departments cannot operate at a loss. Therefore, Media Services has been given the responsibility and the authority for ensuring that Photocopy Services operates without a loss. The interjection of new copiers and/or multi functional devices can jeopardize the viability of a breakeven business model.

The Director of Media Services is the University’s first point of contact for all department copier questions or issues. The Director will meet with department heads to access their copy needs and will work with departments to make recommendations for appropriate equipment. Copy Services is charged with the responsibility to ensure that all copiers are compatible with campus systems, follows best practices, and does not run a deficit. Therefore, Media and Printing Services must evaluate and approve the rental, lease, upgrade, or purchase of all departmental copiers, duplicators, or multifunctional devices. Copiers, MFDs, related sorting, and collating equipment must be justified by production requirements and a total cost-benefit analysis that demonstrates acquisition by the individual unit to be more cost effective than existing M&PS services. The Vice President of the Office of Information and Technology Services must also review and approve all copier (MFD) procurements in addition to approval from the Director of M&PS.

Please note, the Procurement Office will not approve and process departmental requests for the rental, lease, upgrade, or purchase of any departmental copier, duplicator, or multifunctional device without the written approval of the Director of Media Services and the Vice President for Information Technology and Services.
Marketing Brochures
It is the policy of the University and the Image Council that all marketing brochures be of the highest quality, so as to reflect well in comparison to materials from other institutions in the highly competitive Atlanta market. The Image Council must approve all external marketing brochures regardless of whether they are printed or copied in black and white or color.

Printing Services
Printing Services operates a small offset and digital press that can print two colors on paper up to 11 x 17 inches in size. An in-house offset press enables Printing Services to provide University departments with official one and two color letterhead, envelopes, business cards, brochures and business forms at a lower cost from commercial printers. The University’s printing work shall be performed by the on-campus Printing Services in instances where the work to be done is within the capabilities of Printing Services and can be performed in a timely manner. Copy runs of a 1,000+ impressions will be done on the offset press, which is cheaper than copying. All production requests go through an evaluation process to determine the cheapest method for a particular piece. At times, due to client production deadlines, the cheaper method cannot be used. Bindery services are also available which include collating, stapling, scoring, perforating, drilling, cutting, and trimming.

Outsourced Vendors
Because Copy and Printing Services uses a break-even business model which is significantly less expensive than commercial firms, Media and Printing Services is the starting point for all printing at Clayton State and has the first right of refusal. If M&PS cannot do the work, M&PS will gladly approve the use of an off-campus vendor and has no problem referring a department to another state agency or a commercial firm who can do the work. Media and Printing Services will not be able to approve use of external outsourced vendors if the materials needed, does not have, approval from the Image Council.

Price Quotes and External Vendors
Price quotations for complex jobs are available and encouraged. In the event an external written quote is obtained at a lower price than M&PS published rate, M&PS would like to see the detailed quote to see if M&PS can either match or beat the external quote. M&PS wants to keep its prices competitive, and frequently, a lower quote from an external vendor is because of a lower quality product or service from an external vendor. If M&PS cannot match or reduce a written quote, then approval will be gladly granted for outsourcing. Current pricing on the most common printing and copying is available on the M&PS web site http://adminservices.clayton.edu/media/.

Monthly Billing
Every completed work request is delivered with a pink copy of the original work request and the price charged for the work. A department’s monthly billing is a total of all charges listed on the pink work requests. Posting of monthly charges for copy and printing services is handled by Business Services via a single, monthly Journal Entry for all copy and printing services in the department’s PeopleSoft Finance account. M&PS PeopleSoft postings are not real time and are sent to Business Services within two working days from the first of each month. To ensure that departments have current up-to-date monthly billing from Media and Printing Services, departments are emailed the same monthly detailed invoices that are sent to Business Services for posting to PeopleSoft Financials.