

## Introducing Reliable Printing While Cutting Down on Overuse

How Wēpa kiosks meet staff and student needs at Muhlenberg College

### BACKGROUND

#### Better service for students and staff

Muhlenberg College is a private liberal arts school in eastern Pennsylvania with notable pre-professional and interdisciplinary programs. With just 2200 students enrolled, a disproportionate amount of staff time and money was being spent on printing. Students had enjoyed free printing as part of their tuition, leading to a lack of consciousness and high print volume.

Muhlenberg's aging printers were in constant need of repair, went down often, and were a huge burden on staff. "I had been looking for a kiosk-based managed print service," says Allan Chen, Chief Information Officer at Muhlenberg. He was hoping for easier, more reliable printing for students with less pull on staff time. "I wanted something where they handled all the supplies, something that was turnkey, where I didn't have to do a lot of software configurations. Once we put together our requirements it became clear that Wēpa was the answer."

As a fully managed print service that handles any necessary repairs, Wēpa allows students to print from their devices, their favorite cloud storage system, and via email.



Modernizing student printing

### REQUIREMENT

#### Transitioning away from free printing

"Completely free printing doesn't work—students have no reason to avoid waste and sometimes even print things that are not related to school," says Daniel Ritchey, Product Manager for Wēpa. "We routinely encounter universities that are stuck in an unsustainable situation and they can't get out of it."

In addition to working with Muhlenberg, Wēpa has helped several other universities with the transition. "We can find the right approach for each school, whether it be to keep the price free for a little while, initially charge only for color, or start with a quota," says Ritchey.

## CHALLENGE

### Introducing a cap on printing

Spring 2016 was the first term with Wēpa on campus. Each student began the semester with a 25-dollar credit in their account. But the quota turned out to be too low. Amongst mounting student complaints, Chen requested that any student with low funds be topped off. At no charge, Wēpa updated the product with a custom system enhancement for automatic renewals. "We wanted to react quickly to keep political pressures down," notes Ritchey.

"Wēpa really listened to us and made a number of changes to make our experience better," says Chen. "They've really customized things."

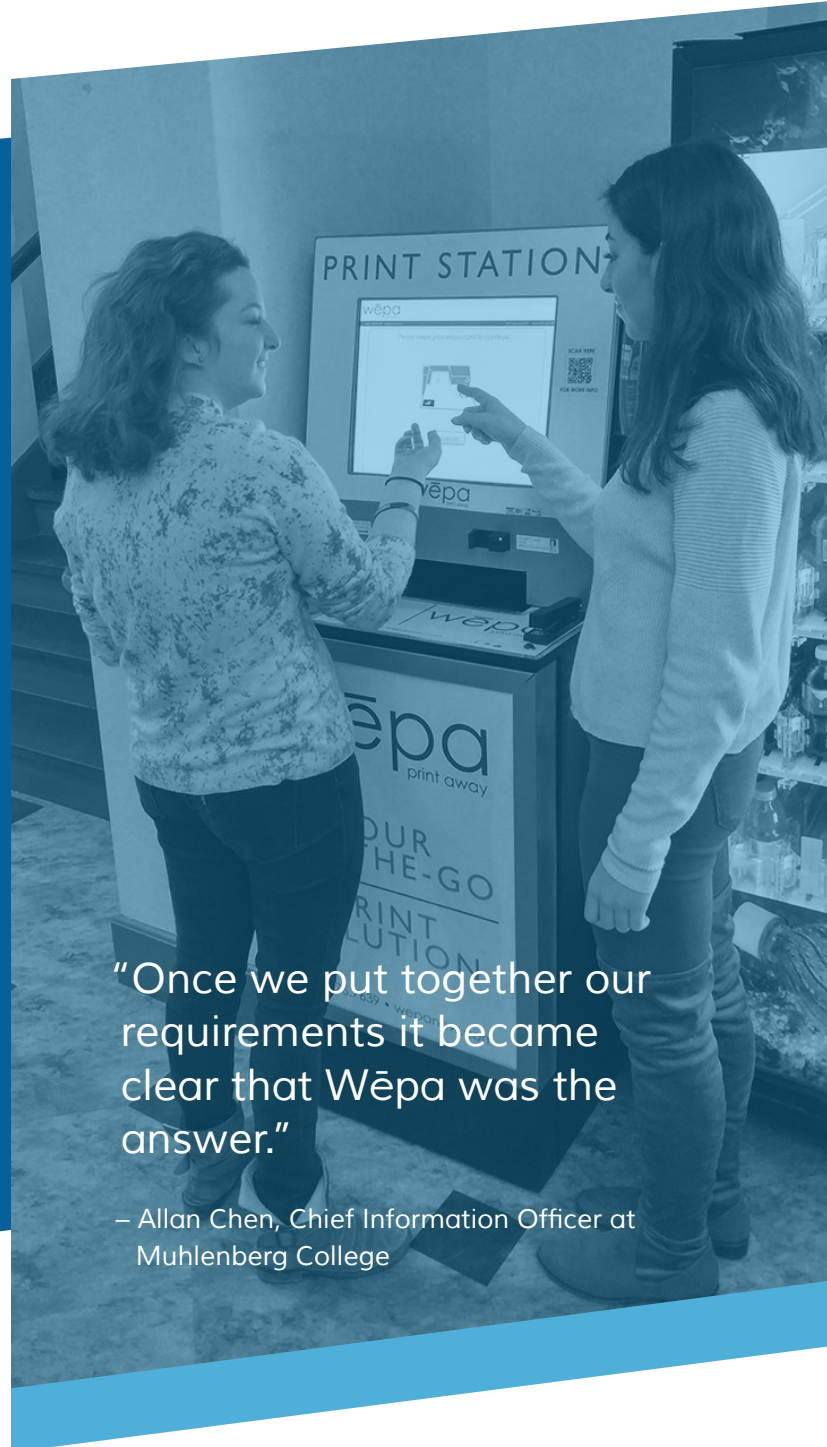
Because students were notified that their funds would regenerate, printing actually increased temporarily that spring with the introduction of kiosks that were more reliable, conveniently located, and integrated with the cloud. "We have good monitoring so we can be notified by Wēpa if there's something running low and replace it much faster," says Chen. "Before, we didn't even know how long something had been down."

## SOLUTION

### Using data to combat waste

The kiosks' screensavers now display graphic representations of student printing data. Students can see Muhlenberg's high print volume compared to other schools in the Wēpa network and can understand the environmental impact of double-sided versus single-sided printing.

For the fall 2016 term, Chen turned to data provided by Wēpa to set an accurate quota and continue the process of transitioning students away from limitless printing. "The 75th percentile for usage was 75 dollars, which is very high compared to other schools," he says.



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Students began with a 75-dollar limit and no automatic reloads. At the close of the fall semester, 76% of students hadn't used half of their quota. "The 75th percentile is 38 dollars now, so it's a huge success," says Chen. "Just knowing that there's a set quota [helped]. It made students aware of the need to decide to print something or not."

## RESULT

### Steady decline in print volume with an increase in reliability

“We wanted to get rid of aging printers, have better service, and have a kiosk model,” Chen says, noting that each desire has been met. Wēpa supplies arrive on time, printers are easy to restock and maintain, and serve students both in and outside of traditional labs.

What’s more, Muhlenberg College is on the path to continued savings on printing. Chen feels confident that lowering the quota even further in the future will be met with success. By making students aware of the impact and introducing them to a quota-based system, Muhlenberg is able to have greater control over printing now and in the future.

“It’s a huge success.”

– Allan Chen, Chief Information Officer at Muhlenberg College

Sharing data to cut down on waste



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