**Print Policy FAQs**

**Why do we need a print policy?**

The implementation of this policy will ensure SDSU’s compliance with the below listing of South Dakota Codified Laws (SDSL), Bureau of Administration (BOA) Administrative Rules, and South Dakota Board of Regents (BOR) policies.

* SDCL 5-18A-38; BOA 10:02:05:01-10:02:05:15; BOR 5.4: Environmental preferred products shall be used when purchasing printing projects, paper stock, and cleaning and maintenance equipment and supplies. If the total cost of recycled paper exceeds the cost of virgin stock by 5% or more, virgin stock may be used.
* SDCL 5-18D-15; BOA 10:02:03:01; BOR 5.4: Any publication, brochure, pamphlet, or flyer with a total cost exceeding one hundred dollars, paid for and distributed by a state agency shall bear an inscription listing the publisher, the number of copies published, and the approximate cost of publication per copy.
* SDCL 5-18D-16: If the price is reasonably competitive and the quality is acceptable, soybean-based inks shall be purchased in lieu of conventional inks for use in any state government operations.
* SDBOR 4:34; SDSU 9.4: Copyright compliance and procedures must be applied to copyrighted materials as they related to reproduction and distribution.
* SDBOR Policy 5:16; SDSU 9.3: This policy and its procedures implement and set forth the University operating protocols for appropriate use of Trademarks to ensure their proper registration, licensing, use, and appropriate use of funds derived therefrom.

**What is the scope of this policy?**

This policy covers all printing and photocopying that you are not able to do within your office, including course packs. It does not include incidental photocopying at an individual or departmental level that you are able to do within your office.

This policy applies to all university departments and units. Any request for an exception to this policy must be submitted with justification to the Director of the University Printing Services or his designee.

**How can Printing Services help with copyright compliance of printed materials?**

Education, awareness and access to convenient means to obtain copyright permission are the best ways to ensure that SDSU is complying with copyright law. Printing Services in partnership with LAD Custom Publishing can obtain permission to re-use and distribute copyright-protected information. This single point of contact helps departments manage the cost of content by providing an itemized breakdown of copyright permission fees prior to printing, thus giving faculty an opportunity to edit content before printing.

**How can Printing Services help in delivering a better project?**

Managing print is an intricate process involving detailed specifications that can be confusing to individuals not in the industry. Bob Carlson, the Director of Printing Services has 33 years experience within the print industry at multiple sized organizations. He, and staff at Printing Services works in the print environment every day allowing them to develop a knowledge and expertise of print methods, technologies, print stocks and vendor capabilities. This benefits your projects by allowing for clear communication with all parties, procurement of the right stocks, reduced overall timelines. Additionally our staff will often make suggestions for money saving alternatives resulting in a professionally produced end product.

An additional service that Printing Services offers is archiving and data retention of projects to include all related paperwork and creative files preserved for audit as well as reliable backup of lost departmental copies. Having those files available as a reference for production of follow up campaigns stream lines the process and again results in a quicker turnout of your work.

**How does this policy help protect the University’s brand?**

Every organization possesses a unique brand and is inherently responsible for maintaining their individual brand strategy.  Compliance requires pre-determined standards, process, procedures and fulfillment.  Printing Services personnel possess training and equipment, which ensure consistency of brand throughout the organization and guard against these common reproduction errors.

* Incorrect size of University marks
* Distorted logo image
* Low resolution logo image
* Incorrect Panton Matching System (PMS) color of university marks
* White space around University marks
* Missing trade mark notation

**I suspect I may be able to get a better price off campus.**

It is important to start from the understanding that Printing Services exists in part as a cost saving center for the university. While the occasional job may exceed off campus pricing, overall Printing Services is more cost effective than outsourcing, and will save delivery time and delivery costs. For some print work that will be viewed by external audiences, maintaining a level of print quality is important to represent the university in a reputable and/or an official way.

Many factors impact printing costs including printing process (photocopying vs. digital vs. offset process color), paper, delivery, and shipping charges, etc. Printing Services can recommend the appropriate reproduction or printing process that is best suited for your print project and budget.

Producing projects on campus also helps ensure university branding standards are met, all jobs comply with copyright laws, and campus printing and copy facilities are utilized at the optimum capacity. As a dedicated high quality service center, Printing Services helps ensure that printing decisions are made in the best interests of the university and contributes to the overall financial health of the university.

**I know of a vendor who will donate the job we need printed. Do I still need to go through Printing Services?**

Printing jobs that are donated in their entirety will be accepted. Obviously Printing Services cannot meet the "reasonable requirement" of zero cost.

A “gift” or “donation” may raise legal, ethical, and quality concerns. It is advisable in these situations to include Printing Services, to ensure the above print quality/graphic standards are met. As part of the process, Printing Services can provide a quote to aid in determining the actual value of the gift. With those items completed, please contact the South Dakota State University Foundation to ensure that the gift is properly received and recorded. Often donated work still requires some level of expense on the part of the university.

**What if I am at a conference and need to get something printed?**

Employees in travel status may use procurement cards to purchase University business-related photocopying services. When you submit your credit card receipts you should include a copy of the approved Travel Authorization form.

**Does this apply if I am paying for the printing from my Foundation Account?**

No. Purchases flowing through the Foundation for University related print do not need to adhere to this policy.