Technically Speaking

Tech Bytes

PLONE MIGRATION

The university is migrating to a new version of the Plone web platform. To take advantage of all of the performance enhancements offered by Plone 4, **each university department must recreate their site by July 1, 2014**.

Request a staging site now at **https://netapps.louisville.edu/SiteManager/Account**.

TRAINING

Migrating your Plone 3 site yourself? Take advantage of IT's Plone 4 training. Need help with SharePoint or other training? See what free training is available at **http://louisville.edu/it/departments/consulting/training**.

SHOP ITECH XPRESS FOR THE HOLIDAYS!

iTech Xpress has great gift ideas for everyone on your list. Pick up a pair of Swype Gloves for the techie on the go. Colorful accessories by Sakroots and phone cases by Kate Spade will please even the fiercest fashionista. Music lovers will enjoy rocking out to a great selection of Skullcandy headphones. iTech Xpress also carries a great selection of gift cards and two plush versions of everyone's favorite squirrel.

Print Gets Personal

In the digital age, print marketing can seem like some sort of vestige of a bygone era: an old-fashioned and ineffective tool in a web-savvy world. However, according to a survey by Two Sides, 70% of people, including **69% of 18- to 24-year-olds, say they prefer to read print and paper communications than reading off a screen**.

Variable data printing is an increasingly useful method for targeting printed materials to an end user.

A majority of people also feel that paper is more pleasant to handle and touch than other media.[1] Just because print media is static doesn't mean your marketing materials have to be. The Design and Printing Department has leveraged variable data printing for quite some time, and they are eager to help you get the most out of your printed marketing materials.

University students, faculty and staff submit all sorts of valuable information via applications, web forms and other means. Why not use that data to create specialized marketing materials to promote your degree, service or your next fund-raising effort?

Personalization Works!

Personalization is proven to:

> Reach individual customers with messages tailored to their unique interests
> Boost response rates
> Increase sales, revenue and return on investment,[2]

and the process is probably easier than you think. Just ask **Liz Fitzgerald** from Admissions. She's been using variable data services for quite some time.

What types of projects does Admissions use variable data printing for?

Liz: We use variable-data printing for a variety of projects. We use it frequently in postcards. We have one postcard that is completely variable based on what action a student has taken (application for admissions, scholarships, campus visit, etc). We also use it for our variable-data admissions newsletter that we send out daily to every admitted, degree-seeking student.

What do you hope to accomplish through the use of variable data printing?

Liz: We hope that the students feel like we are communicating directly to them. We hope that they will see each communication, not as a generic one that doesn't apply to them, but as something that targets them and their interests. We got positive feedback

Liz Fitzgerald shows off her Cardinal Spirit. The Admissions department uses variable data printing to target their message to specific students.

about the variable-data daily newsletter, so we feel like we are achieving our goal.

What sort of data collection is required to make variable data printing possible?

Liz: For some projects it is pretty simple—just an Excel spreadsheet. For other projects, like the daily newsletter, we have to be extremely careful with the lists that we supply. If the wrong data is matched with the wrong student, it can lead to negative results. It will have the opposite impact that we want!

What is it like working with Design and Print on variable data projects?

Liz: Working with Design and Printing Services on these projects is always a pleasure! I always feel that they go out of their way to assist us and we ultimately get the best final product. I appreciate their professionalism and willingness to adapt in all situations!

Go For It!

If you want to boost response or build revenue with your publication, Design and Printing Services has the capability to integrate the most powerful digital technology with databases, provided by you, to produce dynamic marketing pieces. Let your imagination be your guide. If you can think it, Design and Printing Services will help you find a way to achieve it.

For more information:
louisville.edu/it/printing
852-6661

Additional Sources:
[1]http://www.twosides.us/newsitem. asp?NewsID=345

[2]http://www.xerox.com/digital-printing/ personalization

Digital Downsizing: From Paper to E-file in a "Flash"

Sue Francik, Katie Radmacher and Jenny Taylor, Kent School of Social Work, strike a pose on the boxes of files that Design and Printing Services scanned and converted to electronic files that were easily searchable by case number.

You know how it is at the University: applications, surveys, tests, research—and retention policies to go along with each and every one. That can add up to a lot of paper, and oftentimes, not enough room to store it all or retrieve it easily. Design and Printing Services has the solution!

Design and Print provides scanning services to turn that muddled mess into a digital oasis, searchable by keywords or other information, giving you instant access to your files and freeing up valuable office space. They will work with you to maintain retention compliance according to University policy and they will address any security or privacy concerns. They can even shred the 'evidence' if necessary!

Sue Francik, at the Kent School of Social Work, recently used the scanning services to create an electronic file of the data collected on a 5-year grant project. She felt the quality was excellent and the

"They did a great job of organizing everything in a way that kept the data confidential."

price was quite reasonable. According to Sue, "The process was fairly easy and smooth. Design and Print came and picked up the boxes and transported them back when the job was complete." Although there was a charge for delivery and pick up, the Kent School appreciated the pick up/delivery option. "We had 250+ cases and each case had anywhere from 20-70 pages. There were about 12-15 boxes," Sue indicated. "It would have been too much leg work for us to move them all to IT ourselves."

Because the data was confidential, the information had to be stored on a password protected jump drive to keep the data secure. Design and Print also made sure the actual boxes of data would remain secure and locked during the scanning process. "They had me come over and walk through a sample scan and we decided how files would be saved on the jump drive," said Sue. "They did a great job of organizing everything in a way that kept the data confidential and organized it by case number."

Does your file cabinet need a digital downsize too? Let Design and Printing Services help you manage that unruly mass of information. Shredding services are also offered.

For more information:
louisville.edu/it/printing
852-6661