



# Audio cast

## Lincoln Public Schools case study

Transforming student learning with strategic  
document outsourcing.

**Kirk Langer**  
Director of Technology  
Lincoln Public Schools

August 2008

**Narrator:** Sometimes you can take a look at an aging fleet of printers and copiers and see the obvious need for new equipment. But the leaders of one innovative public school district in Nebraska saw something entirely different. They saw an opportunity to boost student achievement by taking a bold leap forward into the future.

Instead of simply replacing old equipment, they realized that they could totally transform their approach to document management and create a new, enterprise-wide system that would reduce costs... advance learning...and help students succeed in the Information Age.

All they needed was a strategic partner with the expertise, experience and resources to help a public school system take full advantage of the power of innovation.

Hello everyone. This is Mike Rusinko on behalf of Xerox Global Services. And in this audio cast, we're featuring the second largest K through 12 school district in Nebraska. Lincoln Public Schools includes over 60 schools and serves more than 34,000 students.

We spoke with Kirk Langer, Lincoln's Director of Technology, at the Xerox Thought Leadership Summit in Chicago on August 11, 2008. Kirk shared his thoughts on how Lincoln Public Schools created a practical, cost-effective enterprise document and content management system with help from their strategic partner...Xerox Global Services.

**Langer:** When we decided to put out an RFP for what was at that time sort of the idea of printers and copiers, really copiers, it didn't take long before I was sort of disenchanted with that process because it didn't seem to me to make a great deal of sense to talk about things that were just going to kick out paper.

I wanted to understand documents as being all the different things that we get either handed to us, all of the different things that come out of fax machines, all the things that come at us in terms of email, all of those things are one way or another, they can be construed as or considered documents.

One of the things that we knew was that we were going to need to look at this as a holistic solution, a true document strategy.

**Narrator:** Langer and the other district leaders began looking for a proven partner to help them develop an effective, enterprise-wide document management strategy designed for success now...and for the future.

**Langer:** One of the things that we looked at when we were considering partners was who in the marketplace was capable of not only fulfilling the need that we had today and the needs that we knew that we had but also somebody could help fulfill the needs that we didn't even realize yet.

We needed somebody who could shepherd us through a pretty difficult process in the way of finding our way into a true document management strategy. A single vendor that could bring a great deal of resources themselves as well as vendor strategic alliances with other vendors that could bring solutions to the table was of paramount importance. And that is one of the primary things that made a difference in our ultimate selection of Xerox as our partner.

**Narrator:** Once the strategy was crafted and approved, Xerox worked closely with the district team to develop a solution that was practical...cost-effective...and very easy for teachers to use.

**Langer:** They can expect to find the same type of equipment wherever they go. That reduced the training time necessary. So that's one thing that an enterprise approach does. The other thing it does is it makes—it assures that you're dealing with one partner who can help you achieve your goals rather than trying to stitch together multiple different vendors.

**Narrator:** Once it was ready for implementation, the comprehensive solution for Lincoln schools involved three key components. The first was an office optimization project targeting Lincoln's aging document device infrastructure.

After an in-depth assessment to determine the district's exact needs, Xerox installed state-of-the-art Xerox multifunction systems with advanced scanning capabilities in over 60 schools and facilities. The results were dramatic.

**Langer:** In one of our high schools, we moved from, you know, well over 100 devices down to under 50 devices. So we cut the number of devices by 50%. That metric is pretty clear and true throughout the district.

That then means that we just have less devices that are taking power, less devices to service, less devices to put toner in and so on...one of the things that was important to us was reducing the total number of devices.

**Narrator:** Thanks to their advanced scanning and emailing capabilities, the multifunction systems gave teachers, staff and students an easy way to convert paper documents into digital form and automatically route them wherever they needed to go. That built a strong technological foundation for enterprise content management that included every school and facility.

Next, district leaders worked with Xerox to make two important additions to Lincoln's digital infrastructure. One was Xerox helped the Lincoln Public Schools expand their print center from one that served the needs of just the district office to one that serves the entire district.

They've improved turnaround times from 1 - 2 weeks to next-day delivery. Teachers can even submit print orders for class materials at the end of the school day, and have them delivered the very next morning. That's a big help.

**Langer:** They're actually able to direct their scan to a central print center, that central print center then takes care of the production work for them and gets it back out to them by the next day.

That has a direct impact on the time that they get to spend on instruction, time they get to spend on the business of collaborating with their colleagues, those are the types of things that ultimately help us achieve our strategic goals.

**Narrator:** The optimized print center also helped the district reduce printing errors and waste. That made a big impact. Use of the center has taken off, even faster than expected.

**Langer:** Some of the folks said, you know, you'd be hard-pressed to get people to submit as much as fifty percent of their work to the district print center.

Well, we're basically at this point, just a couple of years into the project; we've moved seventy percent of our printing to a central print center. So all of the efficiencies that we hope to gain in doing that, even at fifty percent, we've now more than eclipsed by getting seventy percent of everything.

**Narrator:** The final component of the innovative solution was Xerox DocuShare, an award-winning, web-based, content management solution that makes it easy to access, store and share documents and other content. Once DocuShare was plugged into the district's network, teachers could scan in their classroom documents at any school or facility and send them straight to DocuShare. And then students and other stakeholders could access them in digital form—faster, easier, and more cost-effectively than ever.

**Langer:** One of the keys in all of it is that we want to provide students with opportunities to enhance their 21st century skills and that's really about collaboration, that's about communication in a digital realm. And what we're doing with our document management strategy particularly with DocuShare, it provides them opportunities to do precisely that. They are gaining a literacy, a tech literacy, that's going to serve them no matter where they go and no matter what they do.

**Narrator:** The new enterprise solution is enabling Lincoln Public Schools to be more eco-responsible as well. The focus on digital documents and more efficient multifunction devices reduced paper and energy consumption. It's reducing their overall environmental impact.

**Langer:** We reduced waste, we gained great efficiency in terms of the actual devices themselves. And when we put those two things together I think we're having the kind of environmental impact that is positive and that ultimately we want to have as being good stewards of what we've been given.

Early on, in working with Xerox, it was clear that they had a commitment to doing what they could to safeguard the planet and make sure that we were doing things that did exactly that.

**Narrator:** More support for learning...more time for teaching...significant savings... greater speed and efficiency...supporting sustainability...All of these goals are extremely important in the world of public education. But let's face it. You can't achieve any of them unless people willingly accept and adopt a better way of working.

Fortunately, THAT wasn't a problem in Lincoln, Nebraska.

**Langer:** Anytime you're looking at transforming something, which bringing in a true document management strategy will do, you're really talking about re-engineering business processes, you're really talking about changing the way that people work. And that can have a number of different impacts. The most important thing is that you try to make that move to the evolutionary rather than revolutionary.

So what we've done is capitalize on people's ability to basically walk up to a device and print and copy. And then from there really get them used to, well, you know, there's other places that you can go. You can let other people do your production work for you by sending it to a district print center. You can move that into an enterprise content management digital repository which allows you to reuse it and allows you to share it.

**Narrator:** Whether it's evolution or revolution, it's a challenge for any public school system to build an enterprise document and content management system in an age of increasing budget constraints. But Lincoln Public Schools found a practical, cost-effective solution...with help from its strategic document services partner...Xerox.

**Langer:** We're constantly being asked to do more with less. We are of course based upon the good-natured ability of the taxpayers to provide us the funding we need. They're asking us to do that the best that we can, they're asking us to return them students that are prepared to be leaders. And in order to do that you have to have a partner who can innovate. One of the key things that Xerox brings is—is they innovate themselves.

You're getting somebody who is very agile and able to bring a considerable amount of resources to the table and to make sure that innovation is something that you can benefit from, and we've certainly seen that in our time working with Xerox.

**Narrator:** For more information on how Xerox Global Services helps school systems and other educational institutions reduce costs and advance learning with a better approach to document management, visit [xerox.com/globalservices](http://xerox.com/globalservices).

This podcast was recorded on August 11, 2008 and at the time of recording all information was factually accurate. Because this will reside on the Internet for a period of time, Xerox assumes no duty to update the podcast to reflect new information. Listeners should visit [www.xerox.com/newsroom](http://www.xerox.com/newsroom) for up-to-date factual information.

That concludes this podcast. On behalf of Xerox Global Services, thank you for listening.

[END OF RECORDING]