

“We turned our print center around and created a 100 percent digital operation. Print volume has increased by 20 percent and more than half the jobs that were produced outside are now printed in-house. Our turnaround time went from days to hours and print costs are 60 percent lower.”

—Penny Hedgecoth
Digital Printing/Mail Services Administrator
San Diego Mesa College



Our Challenge

“Our entire print operation was analog. Jobs were hand-delivered and we would scan and print from hard copies. We were doing word processing and had manual processes like hand-numbered work orders. We couldn’t produce high-quality work because we basically had black-and-white office copiers. A lot of jobs were being sent outside for printing, and we were missing out. Everything was time-consuming, costly and frustrating.”

Our Solution

“I had worked with Xerox at two previous school districts. I knew we could provide the college with cost savings and a quicker turnaround time if we had the right in-house systems and processes. I began replacing our outdated equipment with Xerox® digital devices and an integrated job submission system.

Today, we’re producing black-and-white and color brochures, posters, commencement programs, special event programs, tickets and more. We’re pushing the print center beyond what was anticipated.”

Our Results

- Higher quality output due to Xerox® state-of-the-art color and black-and-white digital systems
- Reduced turnaround times, from weeks to days or hours
- Streamlined and integrated processes, including job submission via an EFI™ DigitalStorefront®
- Able to produce wider range of materials, from black-and-white student handouts to full-color, perfect-bound books
- 60% decrease in print costs over five years
- 20% increase in in-house print volume, with 60% of jobs formerly printed outside now in house

“There’s no way you can go backwards in the digital world. It just doesn’t work. With the help of Xerox, I was able to bring Mesa’s print department into the 21st century.”

—Penny Hedgecoth
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San Diego Mesa College and Xerox: A Lesson in Visionary Thinking

When Penny Hedgecoth started her job as Digital Printing and Mail Services Administrator for Mesa College, it was as if she had travelled back in time. The print center’s outdated black-and-white copiers were firmly rooted in the past. Print workflow was equally archaic, with manual processes and zero integration of orders and output.

Rather than let yesterday’s methods prevail, Hedgecoth looked toward tomorrow. Guided by her motto of “whatever it takes,” she created a path to the future and asked Xerox to lay the foundation.

Changing the Course

“Mesa’s print operation was 100 percent analog,” says Hedgecoth. “Faculty and staff would come in with hard copies that we would scan and print as analog jobs. It was time-consuming and quality was compromised. If it looked bad when it came in, it looked bad when it went out.”

Consequently, many print jobs at the two-year college, the largest in San Diego’s community college district, were outsourced.

“Booklets. Posters. All the high-quality jobs were being sent outside for printing. I knew we could provide savings and a quicker turnaround if we did it in-house.”

Hedgecoth turned to Xerox to renew Mesa’s print infrastructure, which grew to include a Xerox® Nuvera® 120 Digital Production System, a Xerox® 4110™ Copier/Printer and a Xerox® DocuColor® Printer.

But would the new equipment earn a passing grade? The test came in the form of a fashion show.

Making In-House Printing Fashionable

“I saw what the fashion department used for its annual show,” Hedgecoth continues. “It was black-and-white and looked like something from a primary school. I reached out to the professor and we produced a nice package with high-quality invitations, RSVP cards, a color program and perforated tickets. It was like a professional fashion show.”

The fashion materials became a promotional tool for the print center’s new capabilities, as did subsequent projects. Soon, outside jobs were coming back in, drawing on the center’s ability to produce everything from syllabi to perfect-bound color books highlighting student artwork.

“About 60 percent of what was going out has come back inside. And I would estimate that we’ve cut printing costs by 60 percent. For me, it’s all about saving money for the students.”

High Marks for Efficiency

Hedgecoth also reengineered key processes: “From the time a job came in and went out, it was touched between ten and fifteen times by someone in my office. The first thing I did was eliminate the need to handle a job so many times.”

Compounding matters was a homegrown order processing system that was buggy, expensive and segregated from accounting software.



Mesa College’s Gianna Principato, Monique Lybarger and Penny Hedgecoth in front of the college’s Xerox® Nuvera® digital press.

“Everything from chargebacks to inventory was manual and took a very long time. It was really frustrating.”

Enter the EFI™ DigitalStorefront®—a job submission system fully integrated with accounting.

“Today, we’re 100 percent digital. Users can upload their job to the storefront with their work order and send everything at the same time. Jobs that used to take a week now take a day.”

A Better Impression

Mesa’s new approach is so efficient that when Hedgecoth lost half her staff to attrition, no one was replaced. In addition, the print center is now accepting jobs from the college’s 25,000 students.

“We’re able to offer services we didn’t have before,” Hedgecoth says. “We’re also making our publications look better, which helps entice students into choosing our school.”

But a new challenge has emerged—training faculty. Fortunately, Xerox helps.

“Xerox supports us very well. I can call and someone is always there. They’re really good partners, and I’m really proud about where we started and where we are now. It’s been a very exciting journey.”