



"When It's Not Free Anymore"

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Electronic Poster Session

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Recently, the Library has seen the **cost of paper** and **number of printed pages** in our recycling bins rise to new levels. With the advent of electronic access to full text and graphics via Ovid and the Web, paper and printing costs were expected to further escalate. After **investigating alternatives** to our current printing practices, we decided to **initiate charging for printing** in certain areas of the Library. This decision resulted in the installation of the Lynx 5000 Network Printer Manager. A task force then brainstormed for ways to positively **market** this transition, focusing specifically on the benefits of the new service. Formulating a **slogan** that could be adopted to different formats, marketing the implementation as an event, and identifying channels of publicity, were the primary challenges that needed to be addressed. Superb planning allowed us to meet these challenges, and since this service has been implemented, the complaints have been few. This **learning experience** has further equipped us with the tools necessary to promote future projects, especially those which may be of an unpopular nature.



Problem

- User demand for printing electronic information increasing
- Cost and use of paper, toner cartridges, printer repairs and maintenance rising due to this demand
- No additional funds available to cover these expenses
- Paper in recycling bins rising to new levels, indicating waste
- Use and cost expected to escalate due to forthcoming electronic access to full text resources.



Project Objectives

- Investigate alternatives to current printing practices
- Initiate process to recoup rising paper & printing costs
- Find a solution that will work with networked computers and printers
- Determine where in the Library to charge for printing (all public areas, some public areas, no where) and what to charge for (MEDLINE, Netscape, etc.)
- Keep solution as simple as possible for Library users and staff
 - One card to use for both photocopying and printing
 - More reliable printing
- Minimize negative patron reactions to new printing fees



Path to a Solution

1. Held Library staff meeting to generate issues and suggestions to solving the problem (*May 1996*)
2. Created task force to consider issues and suggestions and find a means to meet the Library's objectives (*August 1996*)

3. Researched information on different systems (*August 1996 - May 1997*)
 - Sent messages to listservs to see how other libraries were handling the same problem (*August 1996*)
 - Determined where in the Library users could print for free and print for a fee (*November 1996*)
 - Brought in vendor to demonstrate Lynx-5000 system (*May 1997*)
4. Selected Lynx-5000 (*May 1997*)
5. Installed Lynx-5000 (*June - July 1997*)
 - Marketed the product (*June - July 1997*)
 - Provided a trial period to prepare users for the change (*June - July 1997*)
 - Implemented printing fees (*July 1997*)



Marketing

Marketing the implementation of the new system as an event was one of the many challenges...

The SLOGAN

Save Trees, Save Paper, Save Our Library's Budget!

Formulating a slogan that could be adapted to different media formats was one of the first steps in the plan. We felt that by taking a conservation angle, the concept would be well received, environmentally sound, and politically correct.

The BANNER



The banner was prominently displayed outside the front of the Library about one month prior to the final implementation. Because it was designed with a velcro flap of the word "COMING" (which could be removed to reveal the word "HERE"), it could be used after the implementation as well.

The

POSTER

Save Trees, Save Paper, Save our Budget!

-  Access to OVID Web Gateway and full text journals inside the Library
-  Easy-to-use touch-screen print stations
-  Precise control over every print job - no lost jobs!



-  FREE printing of OVID database citations in the Reference Area
-  New high speed laser printer in the Reserve Room
-  One card for printing/copying (only \$.06/page)

Please help us test this system! Pick up a copy/printing card at the Circulation Desk or MLEC Help Desk anytime you want to print.

To highlight the trial period, posters (and flyers of the posters) were displayed in key areas of the Library listing the advantages of the new system, soliciting for volunteers to test it, and generally emphasizing the positive nature of this period. After the trial period was over, the bottom of the posters were removed and they remained on display.



During the testing period (June to July 1997), patrons were invited to print for free.

The TRIAL PERIOD

- Method established for distributing trial copy/printing cards
- Instruction sheets created to distribute with copy/printing cards
- Reimbursement form created to track problem specific information

The DISPLAY



Library staff collected a month's worth of scrap/recycled paper from the public printers to create this visual display of the problem. It was displayed in the Lobby about 2 weeks before final implementation and was definitely the coup de grace. The display really did the job in terms of dramatizing the waste produced and the need for control!

The PRINT MEDIA

- Identified channels of publicity within and beyond the Library

- Medical Center boxes stuffed with flyers
- Announcement via the Website
- **Cover story in *Library Newsletter***
- Featured article in *Inside DUMC*, the Medical Center's Newsletter



Findings

Patrons

- Several patrons were "surprised" that a decision was made to charge for printing, but all understood the reasoning and the need
- Patrons were well aware as to the implementation date of the Lynx-5000 system
- Very few complaints received about paying for printing
- Number of patrons using the MLEC (Medical Library Education Center) dropped during the first few months of implementation

Hardware

- Significant amount of time spent with installation of the new print server, print stations, and Lynx-5000 software (*Initial installation took about 2 weeks*)
- Lynx-5000 software was not compatible with existing printers
- New compatible printer was purchased costing the Library additional funds
- Initial technical support was slower than expected (*This has improved since the installation of the system*)



Staff Support

- Significant amount of time spent with installation of the new print server, print stations, and Lynx-5000 software
- 6-8 months of "de-bugging" the software
- Learning experience for Learning Resources Services (LRS), Systems, Circulation, Marketing and Publications, and other staff



Benefits

- Reduced amount of paper in recycling bins
- Less wear and tear on the printers
- Decreased costs for printing supplies
- Increased Library exposure
- Staff equipped with tools to promote future projects



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Suggestions?