



**Request for Measure C New Equipment Funding
For the Three-Year Period 2011-2014
Furniture, Fixtures & Equipment (FF&E)**

Please read the Measure C FF& E Spending Guidelines to determine what can be purchased with these funds.

The request comprises of three parts. All three parts must be completed:

Part 1 – Division Process for Preparing Request for Measure C Funding

Part 2 – Narrative Supporting Request (See questions below.)

Part 3 – Measure C – Budget & Item Detail (See separate Excel Spreadsheet)

IMPORTANT DATES:

Due Date: **December 1, 2011**
Allocation Date: **Spring 2012**

REQUIRED SIGNATURES

Division: President's Office

Department: Marketing/Communications **Request # 1**

Dean/Manager's Name: Marisa Spatafore

Signature: 

E-mail: spataforemarisa@deanza.edu **Date:** November 29, 2011

PART 1 – DIVISION PROCESS

1. Please Describe Your Division Process For Preparing Your Request.

Pursuant to staff input at a meeting to discuss Marketing/Communications Administrative Unit Outcomes, Director Marisa Spatafore requested that Lori Susi, the department's Web and Print Communications Design Coordinator, research color printers for the Marketing Office. After considering the optimal features for a color laser printer, Lori determined that the Ricoh Aficio SP C820DN would meet the office's needs at very reasonable purchase and maintenance costs. After reviewing Measure C FF&E

Purchasing Guidelines, printer specs comparison with four other color laser printers under \$3,000.00 and the office's B-budget, Lois Jenkins and Marisa Spatafore wrote this request for Measure C funds. Drafts of this document were discussed at meetings among staff. Spec sheets and comparisons are attached.

PART 2 –NARRATIVE

Please answer all questions. Put N/A if questions don't apply.

1. Please Describe Your Measure C Project

1.a. Summarize What Is Being Requested

Marketing/Communications is requesting a color laser printer for our office:

- Ricoh Aficio SP C820DN. (It can be ordered online from Printer Showcase at <http://www.printershowcase.com/Ricoh-SP-C820DN-2.aspx>. There are no shipping charges.)
- Cost of printer: \$2498.00 for printer (office has furniture-top space for printer)
- Installation and activation package: \$549.00 (factory trained rep install onsite)
- Extended Warranty: \$699.00 (adds 1 year for 2 years total coverage)
- Online rating: 57 out of 60 points (excellent range)
- See attached information for complete specs

1.b. How Will The Equipment Be Used?

Marketing/Communications designs numerous color flyers, brochures, programs, booklets, invitations, posters, logos, business cards and other such items for the college and its programs and services. For each client, we print and revise color proofs, and provide final proofs to clients for inspection and approval. The current color printer, which is located in another part of the Administration Building and shared by all occupants, is not capable of duplex printing or on 11" x 17" paper, which is a standard size for many of our folded brochures. There are also occasions when the office prints or would wish to print multiple copies of collateral or other documents for special events, guests, etc.

1.c. Can The Equipment Be Shared With More Than One Discipline?

The equipment could serve as a backup printer for Administration Building colleagues during times of peak usage, when the shared printer is offline, or when there are special size or production needs.

1.d. What Is The Anticipated Annual Cost Of Maintenance?

- Black toner (20,000 pages): \$60 per year
- Cyan, Magenta and Yellow toner cartridges (15,000 pages each): \$555.00 per year (\$185.00 each)
- Paper: \$500.00
- Total per year: \$1,115.00

1.e. Where Will It Be Located? Is There Sufficient Space?

The printer will be located in the Marketing Office, next to our black laser printer on the large, heavy-duty workbench. There is plenty of space for it.

2. What Programs And Disciplines Will The Project Support?

2.a. List The Programs/Disciplines That The Equipment Will Support

Please see the attached list of Marketing Projects for complete information on programs, services and disciplines that have benefited from our services. They include De Anza College as an entity, Outreach, DSPS, Puente, Health Services, President's Office, graduation, Counseling 100, DASB, Child Development, DARE, HTCTU, OTI, Athletics, DSS, Veterans Office, ISP, Financial Aid, EOPS and many others.

2.b. How Will The Equipment Improve Student Learning Or Student Services?

Printed materials that Marketing produces help inform our current and prospective students of programs and services available to them at De Anza. Attractive, informative printed pieces draw students into exploring their many options. Up-to-date information is also crucial to student success, so renewing and updating materials is necessary on a regular basis.

2.c. What Data Or Evidence Supports Your Request?

See attached project list, collateral samples, list of Marketing awards, and list of Outreach events with large target audiences for which Marketing/Communications produces materials.

3. Will The Project Support Student Learning Outcomes Or Other Outcomes?

3.a.i Student Learning Outcomes?

Indirectly through program promotion and support

3.a.ii. Administrative Unit Outcomes?

At least one Marketing/Communications AUO: Prospective and current students will find materials produced by the Marketing/Communications Office to be appropriate, useful and informative.

3.a.iii. Student Services Outcomes?

Directly and indirectly for departments relying on awareness and promotion of their services

3.a.iv. Program Level Outcomes?

See AUO above.

3.b. How Will Outcomes Be Measured For Future Planning?

Planned polling of participants in Latina/o, African American, and Pacific Islander, Southeast Asian, and Filipino Outreach conferences; focus groups; and dedicated or appropriated surveys.

3.c. What Evidence Supports Your Requests?

Qualitative as supplied in 2.c. Quantitative data will be available by methods described in 3.b. above.