



**Automated  
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# **LASER PRINTING & MAILING SERVICES**

**FINANCIAL AID LETTERS AND OTHER STUDENT COMMUNICATIONS**

**PREPARED FOR:**  
**STATE UNIVERSITY**

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## EXECUTIVE OVERVIEW

**Our strategy is to assist our clients in utilizing the newest technologies in efforts to streamline processes. This not only results in cost savings it allows you to reallocate resources toward your core competency.**

These goals are accomplished by providing comprehensive document services as a single source supplier. From design, printing, and management of traditionally printed materials to comprehensive document delivery and archiving services, we are positioned to deliver this value proposition to our clients as their business partner.

**Our philosophy redefines traditional roles between supplier and customer by sharing resources, ideas, goals and objectives as “Document Consultants” rather than simply providing products and services for a fee.** As “Document Consultants”, our only obligation is to our clients, contrary to a manufacturer that is obligated to fill their equipment whether or not it is the most efficient production method for a given project. Unlike common standardized computer filled forms, electronic documentation generation allows economical production and distribution while retaining a professional image. Document redesign will not only improve document readability it will potentially streamline secondary processes that are dependent on the usage of those documents.

Data consolidation from multiple software packages and platforms into a customized target table allows documents that were previously printed in separate runs to now be printed concurrently in a single print stream, eliminating the costs associated with multiple small runs of each document type. **These and other techniques will improve efficiencies, reduce costs, and improve the overall image and readability of your student communications. As your “Document Consultants” some of our goals are to:**

- Transition you to a print on demand environment, eliminating as many pre-printed forms as possible and the costs associated with procuring, storing, and managing those forms. Eliminate document obsolescence by retaining images in an electronic library.
- Further enhance your current documents to improve document readability and response rates, laser printing important information in color and consolidating other communications into a single envelope.
- Provide address correction, standardization, and delivery point bar code appending (required by the USPS to obtain maximum postal discounts).
- Provide Electronic Bill and Document Presentation as required by your clients.
- Provide comprehensive Document Archiving Services of Student Records and other Student Communications.
- Achieve greater utilization of your resources through outsourcing.
- Present a professional first class image to your customers.

We are confident in our ability to meet and exceed your business requirements. Please let us know if there are any questions or concerns that we have not addressed.

## CONCEPTUAL OVERVIEW

Programs are customized to achieve your specific requirements. Programming architecture allows optimum flexibility to accommodate all of your communication needs. Data consolidation from multiple software packages and platforms are fed into customized target tables. Modular programming written by our staff is then developed so that data records can be parsed and documents can be sent to a “Print and Mail” engine, an “Electronic Bill and Document Presentation” engine and/or a “Document Archiving” engine.

- **Tuition Bills & Past Due Notices**

Documents are redesigned so that multi-page statements utilize different 1<sup>st</sup> and 2<sup>nd</sup> page overlays, eliminating the remittance stub on these subsequent pages. This *“on the fly”* formatting allows for expanded detail lines on every page, reducing the total number of pages required per envelope. Follow-up letters are personalized to retain image and to convey a more positive response than a redundant statement copy, providing a sense of urgency to accounts in arrears.

- **Acceptance Letters, Scholarship Letters, and Other Student Communications**

With comprehensive programming services at your disposal multiple departments can cost justify outsourcing their student communications by consolidating into a single system. A myriad of personalized letters can be imaged with signatures, professionally communicating directly to your students.

- **Report Cards, Registration Letters, Immunization Letters, and Other Student Communications**

Our established document system can be utilized by various outlying campus locations, providing them with complete flexibility on timeframes and content while enabling them to recognize volume discounts they couldn’t achieve on their own. This results in savings to the entire organization.

- **Alumni Communications, Marketing Letters, and Recruitment Letters**

Demographic information or other data criteria can be used to target current or prospective students, sending them separate promotional pieces or including them with other current outgoing documents. Test mailings can be accomplished without incurring the associated high costs of low volumes.

- **Document Archiving of Student Records & Other Student Communications**

Software can convert Xerox LPDS print files to PDF images fulfilling any COM/COLD requirements. PDF images, which are exact images of the enhanced data populated overlays including any and all highlight color, are then posted to secure sites so clients can retrieve and download as needed. Hard copy documents can also be scanned and archived for future retrieval.

## PROFILE OF MAIL SOFTWARE

There is considerably more to a mailing cycle than personalized forms and mail handling. Clean, accurate data, sophisticated software, and efficient printing and mailing systems are of significant importance when selecting your Direct Marketing Partner.

Address & Zip Code Correction. How much can an undeliverable address cost you? Postal software identifies bad addresses and standardizes them to conform to Postal standards. Correct Zip Codes are mandatory for all U.S. Postal discounts. Software matches addresses and City/State information against the U.S.P.S. national address database and standardizes city names and two character state abbreviations.

Postal Discounting Services. Postal sorts are simply an extension of standardization and correction services. Once we have cleansed your data, appropriate sortation extensions (ZIP+4 or 11-Digit Delivery Point barcode) are applied and then your mail is qualified for the greatest possible postal savings.

## BENEFITS SUMMARY

- Provide you with complete, single source project management: document design; manufacture of all materials such as forms, envelopes, and brochures; printing of variable information; inventory management; lettershop/bindery services; delivery to the U.S. Postal System.
- Transition you to a print on demand environment, eliminating as many pre-printed forms as possible and the costs associated with procuring, storing, and managing those forms. Eliminate document obsolescence by retaining images in an electronic library.
- Further enhance your current documents through redesign and highlight color integration in efforts to improve document readability and response rates, consolidate other communications into a single envelope to allow cooperative mailings, enable matrix marketing, present a professional first class image to your students.
- Comprehensive data processing services results in address correction, standardization, and delivery point bar code appending which is required by the USPS to obtain optimal postal discounts. All communications are produced, tracked, and audited with the highest quality standards.
- Provide you with access to state of the art production systems, keeping you up to date with advanced technology without your investing in costly hardware and software. Achieve greater utilization of your internal resources, enabling you to redirect those resources towards your core competency.
- All developmental programming is written by our staff; modular programming enables future expansion of other business documents and/or services such as Electronic Bill and Document Presentation and comprehensive Document Archiving Services.

## CURRENT PROCESS

1. Each of 35 campuses has a 5 to 6 person staff to support Financial Aid Services.
2. There are approximately 40 different preprinted financial aid forms for each academic year that are centrally procured for this operation and shipped to each campus to be stored into individual bin/shelving areas for the ongoing fulfillment (assembly and mailing).
3. The software that manages students and their respective financial aid requirements generates student MIL (Missing Information) and Award Letters. On a daily basis, this staff spends a considerable amount of time manually selecting preprinted forms from the bin area to create and fulfill a personalized financial aid kit that addresses the specific financial aid requirements of each individual student and the campus location they want to attend.
4. Often, many of the State, Federal, and university/campus preprinted forms change, making inventories obsolete. In addition, due to the fact that forms change every year, at the start of each new academic year there are twice as many documents to manage and select from, as some students still need to complete the process for the previous year.
5. Personalized/addressed labels are applied to 9x12 envelopes, and personalized financial aid kits are match inserted and mailed out at flat 1<sup>st</sup> class postage rates.
6. As this process is manual and many of the forms look the same, the wrong forms are sometimes picked in error and sent to the student. This error is not known until much later in the process and creates much confusion and frustration for the prospective student.
7. In addition, errors occur during the data entry process as many times names and social security numbers are difficult to read on hand written completed forms.

## PROPOSED PROCESS

1. Centralize all printing, fulfillment, and mailing with AIS.
2. Convert this entire process to a POD (Print on Demand) application, which is driven by data files exported from the financial aid management software. This will eliminate all error in students receiving the wrong documents.
3. By employing a POD strategy, we can eliminate 40+ preprinted Financial Aid forms and the costs associated with procuring, shipping, storing, and managing those forms. The cost of document obsolescence will be eliminated. AIS will maintain a library of electronic images, which can be eliminated or changed as required.
4. During the imaging process, financial aid forms can be populated with critical information (name, social security number, etc.) ensuring the proper student records are updated accurately as this critical information is legible.
5. A 6" x 9" double window envelope will be used instead of the 9x12 envelope, significantly reducing postage costs from standard flat rates. The return address on MIL/Award letters will be laser printed with the proper campus address so that each package looks as if it came from that campus.

**ANALYSIS**

<b>Current Internal Costs</b>			
<b>Description</b>	<b>Qty</b>	<b>Unit</b>	<b>Total Cost</b>
<b>Materials</b>			
Paper	1	0.009	0.009
Photo copying/Laser Imaging	1	0.03	0.03
<b>Subtotal: Materials</b>			<b>0.04</b>
<b>Equipment/Facilities</b>			
Printer Cost/Lease		Not Available	
Computer Processing Time		Not Available	
Maintenance Agreement Costs		Not Available	
Cost of Consumables/Toner		Not Available	
Electricity		Not Available	
Space		Not Available	
<b>Subtotal: Equipment/Facilities</b>		<b>Not Available</b>	
<b>People Costs</b>			
Letters per Hour	90	1	90
Est. Hourly Rate + Benefits	1	14.11	\$ 14.11
<b>Subtotal: People Costs/ Letter</b>			<b>\$ 0.16</b>
<b>Total Cost per Piece</b>			<b>\$ 0.20</b>
<b>Standard Postage Rate</b>			<b>\$ 0.60</b>

<b>AIS Costs</b>	
<b>Description</b>	<b>Unit Sell</b>
Flat Processing	\$ 100.00
Per Image Cost	\$ 0.15

<b>Cost Analysis</b>				
<b>Category</b>	<b>Qty</b>	<b>Current Costs</b>	<b>AIS Costs</b>	<b>Savings</b>
2/1/03 - 2/28/03	119,436	\$ 23,382.91	\$ 18,315.40	\$ 5,067.51
Mailed Pieces & Postage	35,447	\$ 21,268.20	\$ 14,048.14	\$ 7,220.06
<b>Total for February 2003</b>				<b>\$ 12,287.57</b>
Number of Months per Year				12
<b>Total Annual Savings</b>				<b>\$ 147,450.90</b>

**Please note that as not all costs were available, actual savings will be significantly higher.**