

ACUP+ Impression Awards Submission for:

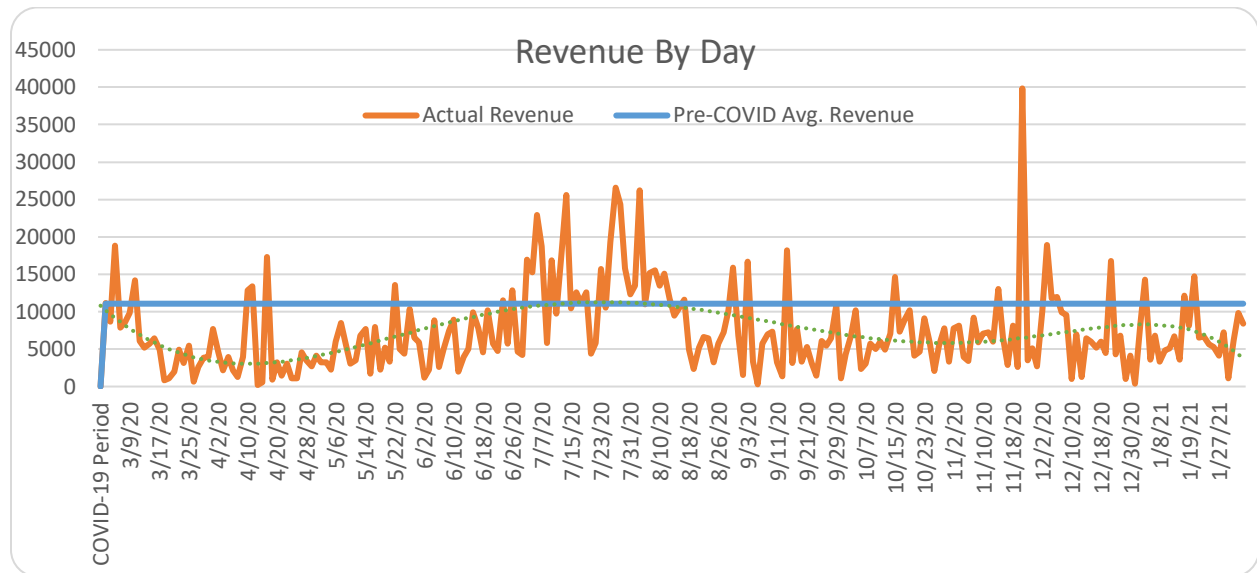
Adapting During COVID-19

February 2021

Iowa State University Printing Services

Nominated by: Nathan Thole, Director

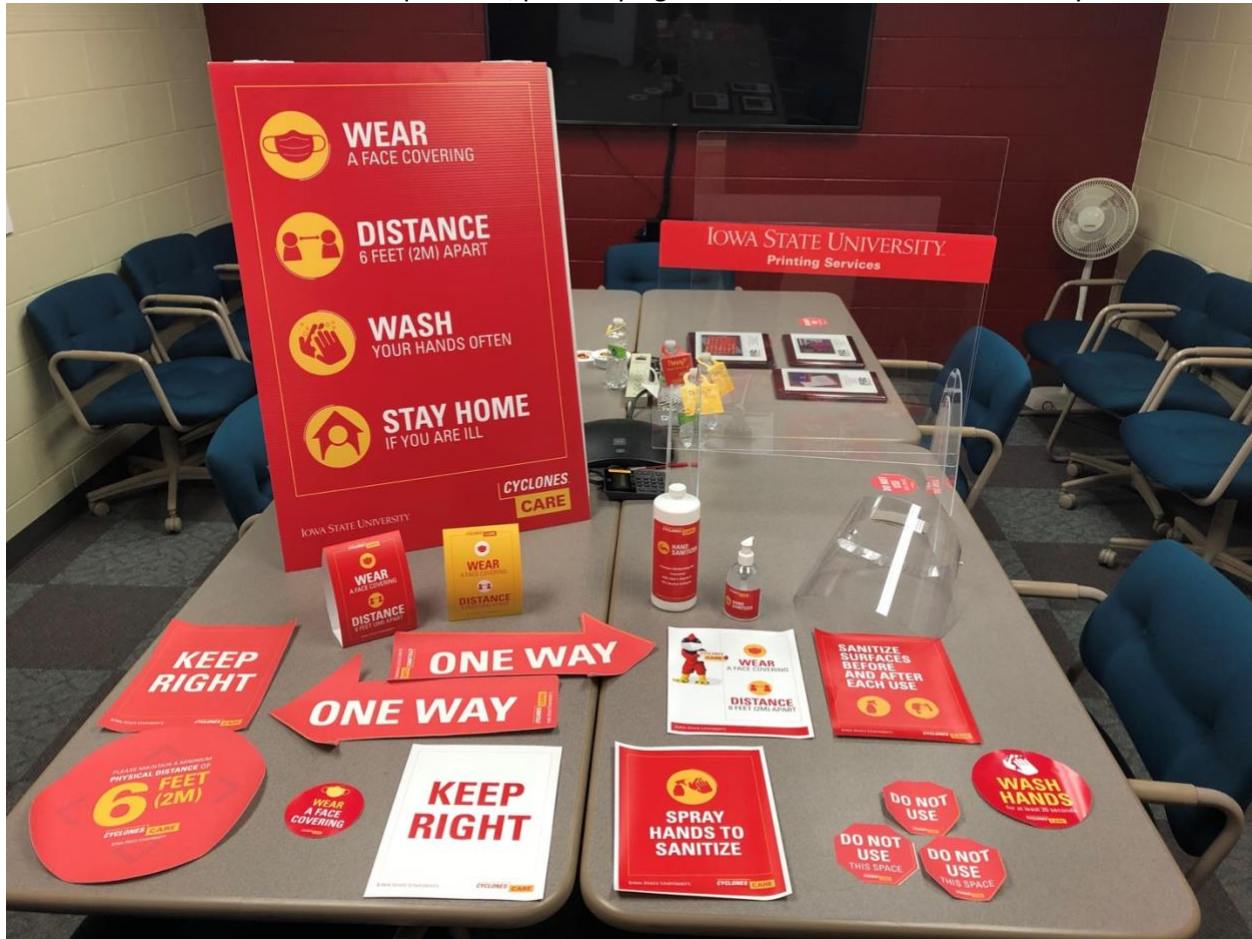
ISU Printing Services, like most, was drastically affected by the COVID pandemic. Orders dropped by an average of 65% since COVID mitigation strategies started in mid-March of 2020. This equates to a drop in over 10,000 orders or the equivalent of \$850,000 in lost revenue (to date), a very big impact on a fully self-supporting, cost-recovery unit within the Iowa State University community. In an attempt to offset some of the lost revenue and protect employees' jobs long term, ISU Printing Services was forced to reduce staff schedules to 50% for the equivalent of 4 months, so far.



Rather than sit back and allow this terrible situation to define them, they thought outside the box to come up with ways to help their university and community, while helping themselves at the same time. One idea that was developed fairly early was to use their flatbed printing and cutting equipment to create protective face shields and acrylic safety barriers. While these types of products wouldn't be defined as traditional printing, ISU Printing Services was able to produce over 840 custom and standard barriers. ISU Printing Services partnered with ISU Central Stores for sales and distribution of the standard models. Also, in partnership with various academic units on campus, ISU Printing Services helped with the production of over 4,800 face shields (PPE).



The next big project was helping with the development of directional signage as part of the Social Behavior Messaging Committee, on which the director participated. In total, and mostly within a one-month rush before fall classes started, ISU Printing Services was able to produce over 132,000 individual units of COVID-related products, primarily sign-related, for Iowa State University.



A user-friendly COVID-signage ordering webpage was quickly created by assistant director Zach Covington to make ordering signs as visual and easy as possible for Iowa State University. ISU Printing Services was very proud to provide such an important supply to aid in the mitigation of the COVID pandemic, especially while keeping ISU dollars on campus.

IOWA STATE UNIVERSITY Printing Services

COVID-19 Building Signage

Check out Process

Building: PRINTING BUILDING

Building Supervisor Name: Nathan Thole

Building Supervisor Email: nthole@iastate.edu

Building Supervisor Phone: 515-294-0000

Campus Delivery Address: Printing & Publication Bldg.

Qty	Description	Price Each	Total Price
2	17x9 Blank Arrow Floor Graphics	\$7.27	\$14.54

11.5"x11.5" Circular Floor Graphics	17"x9" Left Arrow Floor Graphics	17"x9" Right Arrow Floor Graphics
Quantity: <input type="text"/> \$6.77 ea	Quantity: <input type="text"/> \$7.27 ea	Quantity: <input type="text"/> \$7.27 ea
17"x9" Blank Arrow Floor Graphics	4"x4" Do Not Use Multi-Surface Graphics	4"x4" Do Not Use This Space Multi-Surface
Quantity: <input type="text"/> \$7.27 ea	Quantity: <input type="text"/> \$2.82 ea	Quantity: <input type="text"/> \$2.82 ea
4"x4" Face Covering Circle	8.5"x11" Keep Right (Red)	8.5"x11" Keep Right (White)
Quantity: <input type="text"/> \$2.82 ea	Quantity: <input type="text"/> \$5.42 ea	Quantity: <input type="text"/> \$5.42 ea

For their efforts, ISU Printing Services was recognized and awarded the “**Exemplary Operational Support Award**” from the office of the president of Iowa State University.

None of this could have been accomplished without the cooperative attitudes and teamwork approach of the ISU Printing Services employees. They all saw the necessity of temporarily reducing operations and worked cooperatively and diligently to alter processes and procedures to ensure the printing needs of campus were completed with the same creativity, timeliness, and high standards they aspire to during “normal times”.