CREATIVE COMMUNICATIONS
Connecting Employees to Their Customers Through an Aligned Strategy
Agenda

- Creative Communications (C2) story
- Strategy
- Virtual visit to our Lean board
- Employee Engagement
- Connecting team efforts to customer needs
- We’re really fun
Services provided by C2

In-house, one-stop, comprehensive shared service for design, copy, print, and delivery

Design & Web
- Graphic Identity
- Website Development
- Layout
- UW Brand Compliance
- Electronic Communications

Copy
- 6 Full Service Copy Centers
- 94 Student Scan/Print Stations
- Poster, Banners, Floor Graphics, Wall Clings
- Academic Course Packs with Copyright Clearance

Print
- Managed Print Outsourcing
- UW Secure Print: Paychecks, Vendor Checks, Data Reports
- Transcripts
- Just-in-time Digital
- Personalized Direct Mail Printing
- MPS: Managed Consolidation of Campus Printers and Copiers

Mailing
- Mail Preparation
- Postage Discounts
- Mail Processing
- USPS & Campus Mail Delivery
- Sustainable Delivery: Hybrid-electric Trucks and Bikes
- Fleet Advertising
C2 at a glance:
Service, Quality, On-time, Low Cost

- 74 employees
- Award winning
- Financially self-sustaining
- Cost effective, modern digital production
  In-Plant, from design to delivery
- Lean continuous improvement since 2010
Creative Communications Story

Serving the UW Community

DEPARTMENTS

STUDENTS

FACULTY

LIBRARIES

UW MEDICINE

COPYING
for Students, Faculty and Campus

SUSTAINABILITY
for Students, Faculty, Departments and Our World

DESIGN & WEB
for Departments

CONTRACT MANAGEMENT
for Departments

PRINTING
for Students and Departments

PROTECTING THE BRAND
for Departments, the University and UW Medicine

Providing Essential Services
C2 Lean: 2010 to present
Strategy

LEAN STRATEGY

TRANSFORM SERVICE

QUALITY
- Enhance Experience

DELIVERY
- Deliver Value

COST
- Improve Efficiency

Seek Perfection

RELEASE POTENTIAL

SAFETY
- Build Capacity

MORALE
- Embrace Innovation

Lead With Humility

Create Constancy of Purpose

Respect Every Individual

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C2 Leaders Strategic Framework

- Exceed Customer Services Expectations
- Provide On-Time Delivery And Increase Ease of Use
- Practice Financial Stewardship

- Transform Service
  - Increase Capacity
  - Implement 1850 Ideas in FY19

- Customer Service rating on POS survey of 4.6 or higher
- On time delivery 100% of the time
- Ease of use rating on POS survey of 4.6 or higher
- Increase revenue by $200K
- Reduce overtime by 50%
- Reduce expenses by 4%

- Perform 2 Marketing Events month
- Outreach Efforts- 25 meetings per month
- 250 hours of training annually (POD, Lean, External or Lynda.com)
- Cross train- All Key Business Tasks:
  - 100% KBT have at least one b/u, 50% of KBT have at least two
- Implement 2 ideas per employee per month

lead with humility | respect every individual | assure quality of the source | create constancy of purpose | create value for the customer
Aligned Strategy
# Senior Managers Daily Huddle Board

**AUGUST 16, 2018**

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<tr>
<td>Andrea in 9:14</td>
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<td></td>
<td>Reach out T-Fri</td>
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## Account Managers
- Web
- Design
- C2 Production
- IGen
- Bindery
- Envelopes
- Posters
- Copy Centers
- Sorting & Delivery
- Mail Processing
- Mail Prep
- UW Tower M/R
- IT
- Billing
- Front Desk

### Issues & Updates
- Kody out on Thursday
- Earth Day April 20th!
- Botham, out today, on email, in 60s magic
- OPEN HOUSE: Wide Format 4/14 11:1
- New VP Brian McCartan here on 4/25

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**Creative Communications | University of Washington**
Ideas
Employee Engagement
Everyone Huddles

<table>
<thead>
<tr>
<th>Service</th>
<th>Daily</th>
<th>Weekly</th>
<th>Monthly</th>
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<tr>
<td>Account Managers</td>
<td>8:30</td>
<td>Tues. @ 11:00</td>
<td>1st Tues</td>
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<tr>
<td>Accounting</td>
<td>9:45</td>
<td>Wed @ 2:00</td>
<td>4th Wed</td>
</tr>
<tr>
<td>C2 Leaders/Mt. C2</td>
<td>9:00</td>
<td>Thurs @ 9:00</td>
<td>3rd Thurs</td>
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<tr>
<td>C2 Production Ctr</td>
<td>12:30</td>
<td>Wed @ 12:00</td>
<td>2nd Wed</td>
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<tr>
<td>IS</td>
<td>10:00</td>
<td>Thurs @ 2:30</td>
<td>3rd Thurs</td>
</tr>
<tr>
<td>Mailing Services</td>
<td>8:30</td>
<td>Tues @ 1:30</td>
<td>Last Tues</td>
</tr>
<tr>
<td>Web/Design</td>
<td>9:15</td>
<td>Thurs @ 3:30</td>
<td>3rd Thurs</td>
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<tr>
<td>Copy Centers</td>
<td>Varies by center</td>
<td>Wed @ 11:00</td>
<td>1st Wed</td>
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<td>Mail Prep</td>
<td>8:00</td>
<td>Thurs @ 11:00</td>
<td>Last Thurs</td>
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<tr>
<td>Mail Rating</td>
<td>8:45</td>
<td>Thurs @ 11:00</td>
<td>Last Thurs</td>
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<td>Cpy Ctr Supervisor</td>
<td>9:30</td>
<td>Wed @ 1:00</td>
<td>1st Thurs</td>
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<td>Mail Sorting</td>
<td>7:30</td>
<td>Thurs @ 11:00</td>
<td>Last Thurs</td>
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<td>iGen/Bindery/Shino</td>
<td>12:30</td>
<td>Wed @ 12:00</td>
<td>2nd Wed</td>
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<tr>
<td>Shipping</td>
<td>8:00</td>
<td>Wed @ 1:00</td>
<td>1st Wed</td>
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Recognition at the board
Service Awards

Thanks for your years of service!

Alex - 20 Years
Maurice - 20 Years
Corey - 20 Years
Mahmoud 30 Years
Week in Review

Congrats To Our Graduates!
A huge congratulations to all of our graduating student employees. You did it! We are so proud of you all and truly appreciate the great work and positive attitudes you bring while juggling your academic duties. Best of luck to you all and please come back to visit us.

Matt Gaudin, Kristin Kinney, Vu Nguyen, Claire Casey, Arianna Dean, Maddy Coates, Matthew Rogers

Moving Day In Client Services
A few months ago, Kristi Walker came up with a great idea and detailed plan to help the Account Managers better utilize their space. Last weekend, a team of four—Jake, Patrick, Bethany and Kelly, came in and rearranged some desks to make the space much more usable for them all. It’s amazing what can be done when fueled by donuts, soda, cheesecakes, pizza and chicken wings.

Pace Training In Progress
The last elements of Pace are rolling out by July 1 to all service and production areas of C2. All of this training has been created by Sam Sorgnet and Jake Dobner. From setting up a training room with computers to leading instruction to creating content for cheat sheets, Sam and Jake are the muscle behind the Final Pace push. Account Managers trained on Tuesday. The Postcard Department begins training on Thursday to see what the new job tickets will look like and then dive into practicing entering their time in the data collection module.

Great service, great teams!

Steven Roberts, new Assistant Director
Congratulations to Steven Roberts for his much deserved reclassification to Assistant Director of Mailing Services. Steven has been the Manager of Mailing Services since 2004 and under his direction the department has made substantial progress such as campus mail route transformation, moving to forklift electric trucks and assisted bikes, and promoting the Transit Messaging Program.

Fall 2019 Admit Letters Are Going Out!
The Office of Admissions encourages C2 every year with their most important print and mail project: Admissions Packets. Over 20,000 letters will be sent out to prospective ducks all across the world during these next couple weeks. Thanks to Kristine Armstrong, David Walters, Ken Dirks, Rick MackMichael, Charlie Jones and the Mail Prep team for confidential and careful handling.

Great service, great teams!

Mailing Services Rocks It!
The Mailing Services crew was an exceptional partner to C2 Production & Account Management this week. They went above and beyond with making many time-sensitive, unpredictable, and last-minute deliveries. A special thank you to Doug Stevens and Paul Stansel for your dedication and professionalism always.

Stepping Up for the Playoffs
When the Husky Men’s Basketball Team went to the big dance for the first time in 8 years, Creative Communications had our own March Madness. We had 8 hours to print and ship the post-season media guides. No problem thanks to the hard work logged by Corin, Owen Dale and Jake Dobner. And our team might not have won it all, but their guides looked amazing.

Retractable Banners R Us!
C2 is the primary source for retractable banners on campus—they are portable, easy to assemble, cost-effective and reusable. When our supplier unexpectedly ran out of hardware, C2 team members jumped into action to find new banner stands, reused existing customer files to fit and found new materials to work with. Thanks to our team who continuously performs, even when our clients don’t know about all the work that goes into our seamless operation.

Great service, great teams!

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Results and Impact

Summer

Frank Davis, C3 Steward, Quality after all these years.

Two major events of the summer were C3 and Emotional Affair. C3 was a successful event, with over 100 participants. Emotional Affair was a smaller event, with around 50 participants. The attendees reported feeling more connected to the university community.

Viva! Emotional Affair might be a demographic that has accounting functions. They looked for a partner to join them. C3 Accounting has no plans for External Affair. It is an event that is the partnership they would recommend to others.

MedCity Green Award

Congratulations to the C3 Mail Services delivery team on winning the 2019 MedCity Green Award for their outstanding work with the electric cars! RTX’s new delivery fleet! This is the tradition. MedCity award that acknowledges the innovative work all of you have done with the take-out delivery program. Well done!

Winter

In order to reduce our print and sustainability efforts, C3 has switched to smaller, white paper. They have reduced the amount of paper usage by 50%.

Autumn

C3 at the State Loan Conference

July 1, 2020, and Steven Roberts presented at the 2018 State Loan Conference. In the presentation, a faculty member shared insights about the loan process, highlighting the importance of financial planning. The attendance was expected to be around 50 people.

From An Andris’ perspective on this year’s event, we have effective communication. In 2019, Emily found the ideal employee for the job. She has been with us for 8 years and is excited to take C3 to the next chapter in its journey. Please join me in congratulating Emily!

Spring

70 Years of Service

Doug Harris, a veteran of 70 years, was awarded the 2019 UW Alumni Staff Award. He has contributed significantly to the university community, not only in his role as an employee but also as a mentor to younger staff members.

In order to honor our employees, 70 Years of Service, Doug Harris was awarded a $250 gift card to thank him for his contributions. He will use this card to purchase items that he needs for his retirement home. This is a recognition of his long-term dedication and commitment to the university.

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Tours in C2
Using the voice of the customer to create focus

• Point-of-Service Survey
• TAP Survey
  – Our copy, print & mail
    Top 10 (of 133 UW teams)
    Have reviewed results and comments and created a plan in response
• Debriefing Issues as the arise
We work too hard to not have fun
Accolades and Awards

4 Distinguished Staff Award Winners
Including one in 2019

Cover Story in national trade journal
(2012 In-Plant Graphics Magazine) that showcased our Lean Journey and financial turn-around

State and Regional Lean Leaders
More than 120 Lean Tours for UW departments and external guests, including government agencies, private-sector companies, and other colleges and universities

Two UW Husky Green Awards, 2015 and 2018
New Electric-Assist bike delivery program

2016 Facilities Services Partner of the Year Award

2019 Shingo Research Award featured C2
Take Aways

• Find a lean management system that works for your team
• It all starts with strategy
• Engage people to make a difference
• Listen to the customer and adjust
• Have fun!
For more information

Come visit us! Sign up for the free UW Lean Tour- Washington State Employees, December 6th from 9:00 a.m. – 10:30 a.m.
-Sign up on the website: finance.uw.edu/lean/tours

UW Lean Case Study
Free download at: https://higher-ed.sisulms.com
Questions?