

# Bishop Noll Institute



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-Lisa Woodruff  
Director of Development,  
Bishop Noll Institute



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McShane's helps school increase productivity and decrease costs

## • THE CHALLENGE

Since 1921, Bishop Noll Institute (BNI) has been one of Northwest Indiana's premier college preparatory institutions, educating more than 19,000 young men and women.

Founded the exact same year, McShane's has upheld a relationship with Bishop Noll by providing office equipment, furniture and technical services to the school.

Most recently, the challenge faced by Bishop Noll was two-fold. Not only did the school wish to increase enrollment and alumni participation, but in order to do so, they also wanted to create a consistent marketing message with in-house production. McShane's Major Account Representative, Rob Urbaszewski, worked closely with Bishop Noll Director of Development, Lisa Woodruff to determine how McShane's could provide equipment to help obtain those goals.

“BNI required two production output systems - a high speed black and white copier/printer for the entire staff to use on a daily basis and a reliable color device for the Development Department,” Mr. Urbaszewski explains. “In addition, BNI was looking to launch an aggressive program, providing laptops to every student and faculty member.”

## • THE SOLUTION

To provide powerful black and white output, McShane's recommended a Canon imageRUNNER, which prints at the speed of 85 pages-per-minute. This solution is a perfect fit to handle the 90,000 images per month volume the organization runs.

For the full-color needed in the Development Department, McShane's installed a Canon color imageRUNNER multi-function device. Additionally, McShane's recommended a production level software package that would enable variable data merge, or personalized marketing, in conjunction with the color device. With this solution, Bishop Noll can effectively

reach out to parents, students, prospective students, and alumni with a consistent, colorful, personalized message.

McShane's Business Technologies (MBT), McShane's computer and network support group, was already supporting Bishop Noll's PCs and expansive wireless network. However, MBT was now called upon to design a program specifically for BNI to be able to provide Toshiba laptops to each student within a three-year period, starting with the 7th and 8th grade students in 2007. This ambitious program is based upon special lease financing allowing the school to update the Toshiba systems on a regular basis as well as providing a purchase option to the students at the end of the lease term. By 2010, every student in the school will be networked with an individual laptop.

## • THE BENEFIT

The laptop program has contributed to the 50% increase of enrollment of 7th and 8th grade students. Students and teachers are networked together throughout the school to foster an interactive, progressive learning environment. Implementing this technology has pushed Bishop Noll ahead of the curve compared to other local schools.

MBT Senior Computer/Network Engineer Steve Tepper explains, “Within a short amount of time, BNI allowed us to help transform the school into one of the most technologically savvy learning environments in the area.”

While the laptop program has directly benefited the students, the color imageRUNNER has greatly impacted the way the school looks at development, marketing, and alumni involvement. First, Bishop Noll can create the majority of its marketing materials in-house, which provides a significant cost-savings.

“It's been so positive for us to do all of these projects in-house,” Ms. Woodruff says. “We have saved so much money by creating letterhead electronically as we need it,

## Bishop Noll Institute (continued)



*Bishop Noll Institute, Hammond, IN*

rather than ordering mass quantities from an outside source. Now we use that extra money to buy higher quality paper which further enhances our image.”

Second, Ms. Woodruff creates the annual three-page alumni letter on the color device using colorful graphics and is able to personalize each letter with individual alumni names and addresses through the variable data merge software. Numerous research results have shown that personalized mailings in color significantly increase attention and encourage greater rates of response. This mailing goes out to over 14,000 alumni.

“The impact has been tremendous. We have seen our annual fund double in the last two years, and it just wouldn’t have been possible without this technology,” Ms. Woodruff explains. “To be able to be this flexible is ideal - the personalization and consistency of message is so effective.”

Mr. Urbaszewski adds, “What made this project possible was that the cost savings on the annual alumni letter alone were enough to offset the cost of acquiring the color imageRUNNER. All other pieces now created in color at BNI represent additional cost savings.”

While the color device has greatly improved the productivity of in-house color projects, the black & white imageRUNNER has assisted the teachers and staff with rapid output and ease-of-use. It is networked throughout the institution so every teacher can access it directly from their class room. They print a job and walk down to the office when they have time to retrieve the finished product.

“Even our athletic programs benefit from these solutions. As opposed to going to a print shop the week of a game, our football coach can easily print plays and diagrams at the last minute from his desk,” Ms. Woodruff says.

It has been rewarding for McShane’s to see how much these solutions impacted Bishop Noll’s way of life and its success as a school. From the laptop program to the two multi-function devices, McShane’s was able to provide a total networked solution complete with hardware and software. As both organizations celebrate 86 years of service in Northern Indiana, McShane’s will be there for Bishop Noll when it is time to make the next technological advancement.