Free printing session 2:

-Reimbursement rate for school is about 5cents and up, they try to reimburse for how much school normally does, they reimburse only for black and white bc color is problematic
-Built integration w certain print system so they can do it but they aren't actively working w it
-Rn they are talking to 70 schools, Launched in small school outside Chicago, called Wheaton college, and this has been success bc they have contract till 2020, this college is the only one in active contract
-pilot w healapractor, own HBprinters and print w frequenters, you earn money back for this and this was v successful
-Northwestern decided they didn't want advertising in the library so they might have printing somewhere else
Chicago , frequenters placed kiosks and printers and they just needed space for this, but it just didn't work out?
-the ads can be based on userIDs so they are specific to u, if choose not to use userID then the ads will be random
-What are the procedures to ensure that student information remains safe and secure when we use freenters?
Encrypt students data and while in transit, take all necessary info and hide it (collect things like gender, ethnicity, on/off campus, greek life, major)
Why greek life singled off? b/c its an organization thats been established, but frequenters said that they can change the model
-Hacked in nov 2014, that time they had just started, had 4 printers on campus w kiosk and one computer, and that time they had no security at that time bc they were still in college , some kid just accessed their server and could look at profiles and printed a bunch of random pages, after this they eliminated all data and started fresh w new server, and every 6 months now they gave a vulnerability assessment, freenters said they can share this w our IT department
-Now frequenters uploads everything to cloud to print and the documents never reach their server
-can print double sided and the ad pages are stand alone
-easier to implement this in beginning of yr, normally need 2 month lead time to sell advertising inventory, and w the technology basis it doesn't need a lot of man power, installing the driver its very quick, the only thing that takes a lot of time is testing all of it and making sure integration works well
-doing all of this is better in middle of yr so they can use the info to improve the next academic school yr
-have a lot of media to teach students how to use it, just sticking it onto the system doesn't help bc ppl won't know abt it and will print normally instead of using frequenters, so we SGA and other things need to advertise it
-Troubleshooting frequenters stuff you call their line and its not a third party service
-thinking of adding policy and if students can't print something at middle of night w freenters, and they pay for printing and it comes out, freenters will reimburse, but if pay system doesn't work either then they won't bc its hopkisn fault
-customer service can be contacted thru an app that puts requests in due

-freenters doesn’t take ownership of any of our stuff, a document came up saying that it was, freenters said thats not what was supposed to say and thats false
-challenge: these ads will become annoying
also avg aunt printed, they will share that w us