



## News

University News & Information

California Polytechnic State University, San Luis Obispo, California

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April 27, 2011

FOR IMMEDIATE RELEASE

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# Carpe Data Supports Cal Poly Graphic Communication Department with Workflow Solution

SAN LUIS OBISPO – Cal Poly Graphic Communication Department announced the installation of JOBZ! software that will be used to educate future leaders in the printing, publishing and imaging industry. JOBZ! was donated by Carpe Data, a publisher of workflow software for printing sales, management and production applications.

“JOBZ! will be integrated into curriculum for the department’s University Graphic Systems (UGS) laboratory,” said Harvey Levenson, department head of Cal Poly’s Graphic Communication Department. “UGS is a student-run and -managed, faculty-advised, full-service printing and publishing company, including graphic design and web development. UGS is part of the experiential curriculum at Cal Poly where students learn ‘real world’ applications that make them immediately valuable to employers upon graduation. We are grateful for the support that Carpe Data has provided.”

The new software will enable the UGS staff of to organize their workflow, from an initial Request for Estimate to the final Billing Draft, providing access and transparency throughout the product’s manufacturing cycle, including status reports and schedule updates.

"The students need a way to track jobs and customer information, and process paperwork as much as any other printing company," said Jim Taylor, president of Carpe Data and developer of JOBZ! "We're very happy to help them out.

"The fact is, University Graphic Systems is a microcosm of the real world, with all the same issues," said Taylor. "You have customers, both on- and off-campus, that you need to keep track of and communicate with. And you have jobs, lots of jobs, that all need specifying, and pricing, and quoting, and work orders and changes, and you need to know what's ready for press today, and all those kinds of things."

### About Cal Poly and the Graphic Communication Department:

Cal Poly is a nationally ranked, four-year, comprehensive public university located in San Luis Obispo California. The emphasis of the University is a "Learn by Doing" educational experience for its more than 18,000 students. Many students seek admission to Cal Poly not only because of its excellent academic reputation, but also because the main 6,000-acre campus is nestled in the foothills of San Luis Obispo, just minutes from California's Central Coast beaches.

The Graphic Communication Department ([www.grc.calpoly.edu](http://www.grc.calpoly.edu)) was founded in 1946 and is one of the largest and best-known programs of its kind in the nation. It features concentrations in graphic communication management, web and digital media, design reproduction technology, graphics for packaging, and individualized study. The program is strongly supported by industry with grants and endowments, and with equipment, supplies and software for the department's more than 33,000 square feet of modern laboratories. The Graphic Communication Institute at Cal Poly ([www.grci.calpoly.edu](http://www.grci.calpoly.edu)) focuses on services for industry including research, testing, product evaluations, consulting, training, seminars, workshops, conferences and publishing. The department is accredited by the Accrediting Council for Collegiate Graphic Communications.

#### About Carpe Data:

Carpe Data has been supplying database software to the printing and packaging industry since 1996, with a focus on the front end of the business. Bridging the categories of sales/manufacturing workflow and Customer Relationship Management, JOBZ! evolved from a simple proposal tool in 1990 to what is considered the lifeblood of many printing companies and brokerages, with a feature set of capabilities that is unique in the industry. Carpe Data is a member of the FileMaker Business Alliance. For more information, go to: [carpedata.com](http://carpedata.com)

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