



CASE STUDY

SCOTT COUNTY SCHOOLS PREP FUTURE PRINT PROFESSIONALS WITH SUPPORT FROM CANON

Central Kentucky school district's career-building program runs on Canon's imagePRESS V700

About:

Scott County Schools is a public school district located in Georgetown, Kentucky, north of Lexington. The district consists of a preschool center serving special needs and economically at-risk students, nine elementary schools, three middle schools, and two high schools. Scott County High School and Great Crossing High School, which opened in 2019, both provide a forward-thinking curriculum that integrates academics with career-based disciplines.

Scott County Schools by the Numbers



10,000
Students



2,000
Employees



27
Career Paths



1 of 171
School Districts
in Kentucky

The Situation:

The motivation behind creating a specialized Information Technology program at Scott County Schools started as a simple mission for the husband-and-wife teaching team of Dewayne and Marissa Hancock.

The trailblazing initiative—spearheaded by Dewayne, an IT instructor, and Marissa, an IT and Business Services educator—trains students at Great Crossing High School in Georgetown, Kentucky, on everything from computer literacy and graphic and web design to print production, giving them the freedom to create concepts, develop and produce printed pieces, and sell their ideas to the masses. By empowering students with access to computers, cutting-edge technology, and software, they are supplying prospective professionals with the tools needed to help meet the growing demand for IT and graphics/printing talent in Kentucky's Bluegrass region.

Over time, select students have transitioned into paid interns, serving customers externally throughout the community and providing services internally to the school district. They have learned how to operate equipment, design products, receive feedback directly from customers, problem solve to project completion, and, most importantly, build confidence.

But for Dewayne and Marissa to have formed an ideal world of work and a program to be replicated across the county, access to the right equipment was essential. This required technology that could handle the straightforward production of business cards, stickers, magnets, calendars, posters, and more. That's where Canon's imagePRESS V700, along with highly capable third-party finishing equipment, came into play.

"IN SCOTT COUNTY, IT'S BEEN THE MISSION OF OUR SUPERINTENDENT AND BOARD TEAM TO MAKE SURE THAT WE ARE FOCUSING ON PROVIDING MEANINGFUL OPPORTUNITIES FOR STUDENTS. OF COURSE, YOU CAN UNDERSTAND WHAT THAT MIGHT LOOK LIKE WITH CANON AT THE TABLE."

– Billy Parker, Superintendent

The Approach:

After years of the school district's faculty and staff experiencing the capabilities of Canon technology from an enterprise print perspective, Dewayne and Marissa made the decision to connect with Canon in the summer of 2022. They expressed a strong desire to explore the world of high-performance production printing with industry-standard equipment that could



“WE MAKE BANNERS, POSTERS, SIGNAGE FOR ALL OVER THE DISTRICT, LOGOS, BUSINESS CARDS—JUST BASICALLY ANYTHING YOU CAN THINK OF. MY ABSOLUTE FAVORITE THING ABOUT BEING PART OF THE PROGRAM IS GETTING THE EXPERIENCE THAT I CAN’T GET ANYWHERE ELSE WHILE I’M STILL IN HIGH SCHOOL AND BEING ABLE TO TAKE THAT EXPERIENCE WITH ME FOR THE REST OF MY LIFE.” – *Emily Ferrell, Student*

help solve the complexities of a limited footprint and the program’s overall end goal of prepping students with real-world experience.

Through collaboration with their Canon Representative, a compact yet highly capable production printer that could handle various media and production workloads was recommended.

And the timing couldn’t have been more perfect.

The imagePRESS V700 color production digital press was just entering the market—a light-volume machine, built on impressive productivity, color repeatability, and automation, that presented highly accurate front-to-back registration technology and specialty media support. Dewayne and Marissa considered the press to be a quantum leap when it came to producing important print jobs like booklets, menus, bookmarks, coupons, direct mail pieces, band/choir programs, and more.

To take the production environment to the next level and help enhance efficacy in job processing by alleviating time-consuming efforts, a variety of third-party finishing components were also suggested.

This included Duplo’s DPC-600 digital die cutter, DC-618 slitter/cutter/creaser, and the DFL-500 dry coat/foil/laminator.

With support from both school- and district-level administration, Scott County Schools became one of the first customers in the country to receive the imagePRESS V700, which was further enriched with the addition of the finishing equipment.

The Results:

The imagePRESS V700, with its powerful performance in a compact footprint and large capacity tray, has enabled the IT program to expand its services. Handling thicker media, students are consistently printing an assortment of creations—from district holiday cards and tri-fold brochures to school-branded decks of cards, calendars, literary magazines, and even packaging.

“MY FAVORITE THING ABOUT THE IMAGEPRESS V700 IS ITS SIMPLICITY. IT’S EASY TO USE, EASY TO OPERATE, AND EASY TO TROUBLESHOOT AND MAINTAIN. IT’S ALSO VERY EASY FOR ME TO TEACH STUDENTS, AND THE STUDENTS ARE ABLE TO COME OVER, GRASP THAT KNOWLEDGE VERY QUICKLY, AND THEN BE ABLE TO START RUNNING THE MACHINE ON THEIR OWN.” – *Dewayne Hancock*

The various finishing capabilities, like hole punching, spiral binding, stapling, and saddle folding, have also expanded the diversity of the students’ skillsets, allowing them to build out a portfolio while still in school and opening the door for them to join the workforce immediately upon graduation.

But the technology’s positive impact isn’t limited to just the students. According to Dewayne, the school district has saved roughly \$100,000 by keeping work in-house. Students are also actively prospecting local businesses to offer a catalog of items in small format print.

The Future:

Creating a pathway for students to gain internship-level experience with production and finishing technology from Canon has proven to be pivotal to the success of Scott County School's IT program. While both Dewayne and Marissa see an opportunity to expand the curriculum's evolving production capabilities, they both have a strong sense of pride in knowing how far the program has come.

Participating students are now establishing an active market for their services, which, in time, may lead to employment beyond the walls of Great Crossing High School. These transferable design and teamwork skills aren't limited to current processes. Experiencing the power of an active production environment with powerful equipment like the imagePRESS V700 will help them in their transition when working with other types of media and machines and give them a leg up when utilizing similar technology on a college campus.

“THERE'S NO SUBSTITUTE FOR EXPERIENCE IN BEING ABLE TO CREATE THEIR OWN PRODUCT, PRICE THEIR PRODUCT, AND THEN GO OUT AND PROMOTE THE PRODUCT. IN THEIR CIRCLE, I'VE SEEN CONFIDENCE IN STUDENTS WHO KNOW THE HIGH QUALITY OF THE PRODUCT THAT COMES OFF THE IMAGEPRESS V700, AND THEY'RE PROUD OF IT IN THE SENSE THAT THEIR ABILITY TO SELL, THEIR ABILITY TO EXPLAIN THEIR PRODUCT, AND WHAT CAN BE DONE IS AT A MUCH HIGHER LEVEL THAN WHAT IT WAS WHEN WE WERE USING OTHER EQUIPMENT.” – Marissa Hancock

Through it all, they can place confidence in Canon supporting them every step of the way.

“I THINK THAT WHAT CANON HAS DONE FOR THE ADVANCEMENT OF THIS PROGRAM HAS BEEN INSTRUMENTAL IN HELPING US MAKE OUR NEXT STEPS FOR STUDENTS. WHEN STUDENTS FIND THEIR PASSION, THEY OWN IT. THEIR GENERATION IS SO FOCUSED ON FINDING THEIR PASSION. AND, SO, WHEN THEY GET THEIR HANDS ON REAL-WORLD EQUIPMENT AND SEE THE VALUE OF WHAT THEY'RE PRODUCING, THERE'S NO STOPPING.” – Marissa Hancock

To learn more about the capabilities of the imagePRESS V700, call or visit

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12/25-0521-9690