

Snapshot of Success

"A grant makes the classroom-based business a reality. Students excel using the RISO Printer-Duplicator."

Tony Caruso, Desktop Publishing Instructor, North River School



North River School

North River School, a division of the North River Collaborative, is an alternative junior/senior high school designed for adolescents with special needs. Students who are enrolled in the school have difficulties ranging from learning disabilities, school adjustment issues and lack of motivation to peer relations and emotional disorders.

Tony Caruso, Desktop Publishing Instructor at the North River School, teaches his students desktop publishing, graphic design, type setting, printing and production. His class makes up North River School Graphics (NRS Graphics) a fully functioning, student run printing company that designs, prints, collates, packages and fulfills orders from local area businesses using two RISO Printer Duplicators.

When Caruso was tasked with establishing a graphics depart-

ment he decided on RISO products because of his previous positive experience with RISO Printer-Duplicators. He then researched, applied and was awarded a grant from the Massachusetts Charitable Mechanic Association to purchase the RISO equipment.

At North River School, students spend alternating weekly increments in academic classes, so they can participate in projects from conception to output.

NRS Graphics relies strictly on word of mouth advertising. Customers can contact NRS Graphics by phone, fax, and email and by website to gain price quotations and cost analysis. Students receive various degrees of job orders from simple typesetting to a Parent Student Handbook to full-fledged brochure design and printing. Recently Caruso's students designed & printed a

full color 28 page program book for the American Legion Championship Baseball League Awards Night.

"We have produced numbered raffle tickets, certificates, NCR invoices, business cards, envelopes, High School program of studies, letterhead stationery for local businesses. NRS Graphics is also responsible for printing the Massachusetts 'Scouters News' and 'Moccasin Tracks' council newsletters for the Boy Scouts of America.

One of our greatest projects was the complete production of materials for a start-up business including business cards, NCR invoices, envelopes, letterhead stationery, parking permits, ID cards and meal tickets. The students have also produced many newsletters, flyers, brochures, cards, calendars, school resource directories, and program books"

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said Caruso.

When asked what his students learn from running the business, Caruso explains, “Students learn cost analysis, negotiating skills, creative layout design, desktop publishing techniques as well as self confidence, self esteem and pride. My students are taking their skills they learn in the classroom and are using them outside of school. I have students that are designing, creating and selling business cards and flyers at home for their friends and families. They are

actually making money!”

For the past 2 years, a student was hired from the Desktop Publishing class as an aide to work with Caruso during the 5 week Summer School Program teaching the students of the Summer classes. Also, 3 graduates of 2007 have been accepted at local Colleges in the Graphics Arts Program.

The student run, self-funding, printing company has raised enough money to purchase computers, software, printers,

scanners, and peripheral equipment. NRS Graphics has seven flat screen personal computers, two RISO Printer Duplicators with 3 color drums (green, red, and blue), a Bizhub C350 color copier, a RISO ScreenFax SP-275 Self Inking Stamp Pad System, a Standard Bind-Fast 5 padding machine, MBM booklet maker with a trimmer, a Sprint stand alone booklet maker, MBM Triumph Paper Cutter, Interlake Stitcher, Multi-Air Folder and a Perforator and Scorer.
