

Malcolm G. Keif, Ph.D.
Professor, Graphic Communication Department
California Polytechnic State University, San Luis Obispo

I. BACKGROUND

a. Education

- Doctor of Philosophy (December 1995) – Vocational-Technical Education with a concentration in Technology Teaching, University of Missouri
- Master of Arts (August 1989) – Industrial Arts with a concentration in Graphic Arts, CSU Long Beach
- Bachelor of Science (June 1986) – Graphic Communication with a concentration in Printing Management, Cal Poly State University, San Luis Obispo

b. Certifications

- Certified GRACoL® Trainer – Graphic Communications Association, NY

c. Academic experience

- Professor (tenured): Graphic Communication Department – Cal Poly State Univ.
Fall 2009 to present
- Associate Professor (tenured): Graphic Communication Department – Cal Poly State Univ.
Fall 2004 to 2009
- Assistant Professor: Graphic Communication Department – Cal Poly State Univ.
Fall 2001 to Summer 2004
- Professor (tenured): Graphic Arts Technology–Management – Central Missouri State Univ.
Fall 1997 to Summer 2001
- Assoc. Professor (tenured): Graphic Arts Technology–Management – Central Missouri St. U.
Fall 1994 to Summer 1997
- Assistant Professor: Graphic Arts Technology–Management – Central Missouri State Univ.
Fall 1990 to Summer 1994

d. Related professional experience

- Consulting/training/speaking: Provided independent consulting, training, or speaking programs for the following sampling of companies and organizations (*Fall 1989 to present*):
 - AGFA Corporation
 - Banta Corporation
 - Flexographic Technical Association
 - Graphic Arts Show Company
 - Graphic Communication Institute at Cal Poly
 - Hallmark Cards, Incorporated
 - HBSC Corp.
 - Heidelberg Corp.
 - HP Labs
 - James Printing Company
 - Moore Wallace Corporation
 - New England Business Services
 - Pacific Southwest Container Corporation
 - Printing Industry Associations (PINC, PIASC, PIP, PIASD, PIAMidAm)
- Sales Representative: Matco Packaging, City of Commerce, CA
Fall 1988 to Fall 1989
- Cost Estimator: Madison Graham ColorGraphics, Los Angeles, CA
Spring 1986 to Fall 1988

II. TEACHING RELATED ACTIVITIES

a. Courses taught

- GrC 228 *Film Assembly (Cal Poly)*
- GrC 301 *Electronic Publishing Systems (Cal Poly)*
- GrC 316 *Flexographic Printing Technology (Cal Poly)*
- GrC 320 *Implementing Quality Systems in the Graphic Arts (Cal Poly)*
- GrC 324 *Binding, Finishing, and Distribution (Cal Poly)*
- GrC 329 *Web Offset and Gravure Printing Technologies (Cal Poly)*
- GrC 403 *Printing Estimating (Cal Poly)*
- GrC 411 *Pricing, Costing, and Web Estimating (Cal Poly)*
- GrC 437 *Consumer Packaging (Cal Poly)*
- GrC 461 *Senior Project (Cal Poly)*
- GrC 471 *Applied Graphic Communication Management (Cal Poly)*
- GrC 485/495 *Cooperative Education in Graphic Communication (Cal Poly)*
- GRAP 2031 *Electronic Publishing Systems (CMSU)*
- GRAP 2610 *Principles of Multimedia (CMSU)*
- GRAP 3034 *Lithographic Press Technology (CMSU)*
- GRAP 3045 *Substrates and Inks (CMSU)*
- GRAP 3051 *Graphic Arts Management (CMSU)*

b. Professional mission statement

- "My professional mission is to strive for excellence in teaching by providing a learning environment that is highly-organized, challenging, intellectually-honest, relational, and focused on student learning. I will devote myself to respecting the individuality of each student, providing accessible and relevant academic experiences to all. Since holistic education is maximized through both structured and unstructured learning opportunities, I will seek to mentor individuals beyond the classroom who display genuine curiosity and an interest in lifelong learning."

c. Teaching effectiveness

- Recognized by the Print and Graphics Scholarship Foundation (PGSF) as the *PGSF Educator of the Year* for 2004. This prestigious annual award is presented to one educator in the United States who has demonstrated excellence in Graphic Arts Education.
- Coordinating Cal Poly's entry into FTA's Harper Flexo School of the Year, where Cal Poly was recognized as the country's **Harper Flexo College of the Year** in 2004 and 2005.
- Coordinated Cal Poly's entry into the **Phoenix Challenge College Flexo Competition**, where Cal Poly has won three category awards and one overall top award between 2008-2010.
- Served as one of eight **Center for Teaching and Learning (CTL) Faculty Associates** at Cal Poly 2005-2007. Coordinated Cal Poly's CTL monthly "E-tip". These electronic teaching and learning tips provide concise pointers for improving instruction in the classroom.
- Regularly receive strong quantitative and qualitative student evaluations.

III. PROFESSIONAL GROWTH AND DEVELOPMENT ACTIVITIES

a. Recent presentations

- Keif, M. G. (2010). *Flexo Bootcamp* – a 2-day workshop given for the Graphic Communication Institute at Cal Poly on June 24-25, 2010.
- Sperry, J. & Keif, M. G. (2010). Co-chaired *Flexo 101* session at the Flexographic Technical Association Annual Forum, Las Vegas, May 1, 2010.
- Keif, M. G. (2010). *Print 101: The Hitchhiker's Guide to the (Printing) Galaxy* – a presentation given for the Printing Industries of Northern California on April 2, 2010 in San Francisco, CA.
- Cooper, K. L. & Keif, M. G. (2009). *Lean Printing* – a 3-day workshop given in Amsterdam Netherlands October 5-7, 2009.
- Keif, M. G. (2009). *Press and Bindery Setup Reduction* – a presentation given at Print09 on September 13, 2009 in Chicago, IL.

- Keif, M. G. (2009). *Study of PLA Printability* – a presentation given at the Flexographic Technical Association Annual Forum on May 4, 2009 in Orlando, FL.
- Keif, M. G. (2009). *Predictability of Press Color Matching via Bladed Ink Proofing* – a presentation given at the Flexographic Technical Association Annual Forum on May 4, 2009 in Orlando, FL.
- Keif, M. G. (2009). *FIRST 4.0: Walking the Process* – a 2-day workshop presented at Cal Poly February 26-27, 2009.
- Keif, M. G. (2008). *Building a Packaging Business* – a presentation given at GraphExpo on October 26, 2008 in Chicago, IL.
- Keif, M. G. (2008) *Flexographic Printing* – a presentation given at the Printing Industry Overview Workshop for the Graphic Communication Institute at Cal Poly on Aug 26, 2008.
- Keif, M. G. (2008). *Process Control* – a presentation given for the Graphic Communication Institute at Cal Poly on August 15, 2008.
- Keif, M. G. & Cooper, K. L. (2008). *Lean Label Printing* – a 2-day follow-up workshop presented at Label Impressions (Orange, CA) on May 8-9, 2008.
- Keif, M. G. (2008) *Paper and Press Troubleshooting* – a presentation given at the National Paper Trade Association Workshop for the Graphic Communication Institute at Cal Poly on March 21, 2008.
- Cooper, K. L., Keif, M. G., & Macro, K. L. (2007). *Lean Printing* – a 3-day workshop presented for the Graphic Communication Institute at Cal Poly on Feb 21-23, 2007 & Dec 5-7 2007. The candidate conducted 1/3 of the workshop.
- Keif, M. G. (2007). *Roundtable Discussion: Opportunities in Packaging* – moderation of a roundtable at the Printing Industries of the West 2007 Management Conference on October 16, 2007 in Kauai, HI
- Keif, M. G. (2007). *Unwrap New Profits – Diversifying into Packaging* – a presentation given at GraphExpo on September 8, 2007 in Chicago, IL.
- Keif, M. G. & Cooper, K. L. (2007). *Lean Manufacturing for Lower Costs* – A 3-day workshop given at Signature Offset Corporate Retreat on June 20-24, 2007 in Glenwood Springs, CO.
- Keif, M. G. (2007). *Estimating and MIS Systems* – a presentation given for Canon at the Graphic Communication Institute at Cal Poly on May 24, 2007.
- Keif, M. G. (2007). *Cost Estimating for Commercial Digital Printing* – a paper presentation given at the IS&T/SPIE 19th Annual Symposium on January 31, 2007 in San Jose, CA.
- Keif, M. G. (2006) *Generate New Business with Label and Package Printing* – session moderator for PrintFest 2006 on May 11, 2006 in Long Beach, CA.
- Keif, M. G. (2006) *A Candid Look at Print* – a presentation made at the North American Graphic Arts Suppliers Association (NAGASA) Forum on March 23, 2006 in Dallas, TX.
- Keif, M. G. and Cooper, K. L. (2005) *Strategically Positioning your Company for Growth* – a three day workshop presented September 12-14, 2005 to industry leaders in Manama, Bahrain.
- Keif, M. G. (2005) *Excellence in Manufacturing* – a presentation made at the Western Flexo and Label Association (WFLA) Forum on June 30, 2005 in Pleasanton, CA.
- Keif, M. G. (2005) *Educator's Roundtable* – a panel presentation made at the 2005 Gravure EXPO on May 24, 2005 in Philadelphia, PA.
- Keif, M. G. (2005) *Recruiting Great Employees to Web Offset Companies* – a presentation made at the Web Offset Association annual conference on May 2, 2005 in Dallas, TX.
- Keif, M. G. (2005) *Web Press Technology* – a presentation given March 15, 2005 at the NPTA west coast workshop, Cal Poly State University.
- Keif, M. G. (2004) *Lean Manufacturing* – a presentation made at the Northern California Label Manufacturers Association (NCLMA) summer conference on June 19, 2004 in San Luis Obispo, CA.
- Keif, M. G. (2004) *Strengths of Gravure Printing* – a panel presentation given at the 2004 Gravure EXPO on February 2, 2004 in Woodfield, IL.
- Keif, M. G. (2003) *Cold Foil Research Outcomes* – a presentation made at the FTA/TLMI Technical Conference (Flexographic Technical Association in partnership with the Tag and Label Manufacturers' Institute) on September 11, 2003 in Chicago, IL.
- Keif, M. G., Henry, C. L, and Ko, K. K (2003) *5S in the Pressroom: A Cal Poly Case Study* – a presentation given at the NEXPO SuperConference 2003 Newspaper conference on June 17, 2003 in Las Vegas, NV.

- Keif, M. G. (2003) – Presentation series: *Teacher Workshop* – presentation series given the week of August 18-22, 2003 at the GAERF/Cal Poly Graphic Communication Teacher Workshop.
 - Keif, M. G. (2003) – Presentation series: *Flexographic Printing* – presentation series given the week of August 11-14, 2003 at the GAERF/Cal Poly Introduction to Flexography Workshop.
 - Keif, M. G. (2002) *Leveraging a Digital Workflow* – a keynote presentation given October 8, 2002 at the Wallace “Beyond Ink on Paper” conference, San Francisco, CA.
 - Keif, M. G. (2002) Presentation series: *Color Theory and Separation, and Postpress Finishing* – presentation series given the week of August 26, 2002 at the Xerox Graphic Arts conference, Cal Poly State University.
 - Keif, M. G. (2002) *State of the University: A look at Binding Education* – a presentation given April 13, 2002 at the Binding Industries Association International Conference, Las Vegas, NV.
 - Keif, M. G. (2002) *Lithography* – a presentation given March 16, 2002 at the Pacific Southwest Container customer conference, Modesto, CA.
 - Keif, M. G. (2000) *PDF Forms*. Presentation made at the Center for Teaching & Learning – Central Missouri State University, Warrensburg, MO.
- b. **Publications – Peer-reviewed** (visit <http://works.bepress.com/mkeif/>)
- Jacobson, J., Keif, M. G., Rong, X., Singh, J., & Vorst, K. (2009) Flexography Printing Performance of PLA Film *Journal of Applied Packaging Research* 3(2). 91-104. (Refereed)
 - Bayard, M., Rong, X., Keif, M. G. (2008). G7 Method for Flexographic Press Calibration. TAGA 59th Annual Conference Proceedings, 2008. Page number unknown. The candidate contributed by helping Michael Bayard run the press and analyze the results. He also proofread and offered suggestion to make a stronger paper. (Refereed)
 - Keif, M. G. (2007). Cost-Estimating for Commercial Digital Printing. *Proceedings: Electronic Imaging Science and Technology. Document Recognition and Retrieval XIV*. (Refereed)
 - Rong, X. & Keif, M. G. (2007) The Study of PLA Printability with Flexography. A Poster Paper. TAGA 59th Annual Technical Conference March 18-21 2007 Pittsburgh, PA. The candidate ran the press run and helped write and edit the paper. (Refereed)
 - Singh, J., Vorst, K., Keif, M. G. & Jacobson, J. (2006). Printing Sustainability on Biodegradable Film. *Proceedings: The 15th IAPRI World Conference on Packaging*. Tokyo, Japan. The candidate supervised the printing of the press samples and offered considerable editing and direction on the writing of this paper. (Refereed)
 - Keif, M. G. and Goglio, T. (2005). Identifying High-volume Printing Processes. *Visual Communications Journal* 2005. 35-42. (Juried)
 - Keif, M. G. and Stewart, B. R. (1996). A Study of Instruction in Applied Mathematics: Student Performance and Perception. *The Journal of Vocational Education Research*. 21(3). 31-48. (Refereed)
- c. **Selected Publications – Other** (visit <http://works.bepress.com/mkeif/>)
- Keif, M. G. (2009). Optimizing Carbon Mask Plate Production. *Labels and Labeling*, 5, 38-39.
 - Keif, M. G. (2008). It May Need the “Rubber Stamp”: What every Buyer and Designer Needs to Know about Flexography. *Blueline*. #79 (Winter 2008). 2-8.
 - Keif, M. G. (2008). Pre-registering Print Cylinders on Press. *NarrowWebTech*. Vol 11, February 2008. 6-8.
 - Keif, M. G. (2008). Making Superior Plates Every Time. *Flexo*. January 2008. 42-44.
 - Keif, M. G. (2005-2008). WFLA TechTip. WFLA Quarterly E-Newsletter – have written a monthly or quarterly TechTip for this newsletter since its inception.
 - Printing Industries of Northern California (2007). Label and Packaging Resources. *Print Buyers Guide* 2007. 261-272.
 - Cooper, K. L. & Keif, M. G. (2007). Why Lean isn’t Working in the Print Industry, and What You Should be Doing about It. *PIA/GATF 2007 Forecast: Technology, Trends, Tactics*. 19(1). 21-22.
 - Cooper, K. L., Keif, M. G. & Macro, K. L. (2007) *Lean Printing: Pathway to Success*. Sewickley, PA: PIA/GATF.
 - Keif, M. G. (2007). IGAEA holds its 82nd annual conference at RIT. *Phoenix Challenge*. Charlotte, NC: Phoenix Challenge Foundation. 3.
 - Keif, M. G. (2006) *Cost Estimating for Commercial Digital Printing* – a study completed for the Graphic Communication Institute at Cal Poly.

- Keif, M. G. & Donegan, L. (2006). Recruiting Gen X and Millennial Employees to Grow your Business. *PIA/GATF 2006 Forecast: Technology, Trends, Tactics*. 18(1). 89-92. The candidate wrote 80% of this paper.
- Keif, M. G. (2006). Cal Poly Hosts Graphic Arts Educators Conference. *Phoenix Challenge*. Charlotte, NC: Phoenix Challenge Foundation. 4.
- Keif, M. G. (2006). Why Aren't We Leaner in the United States? *Flexo*. November 2006. 24-27.
- Keif, M. G. (2006). Monthly technical tip written for the Western Flexo Label Association (WFLA) newsletter.
- Keif, M. G. (2006). *Estimating and Job Costing Digital Printed Matter*. A white paper published by the Graphic Communication Institute at Cal Poly.
- Keif, M. G. and Donegan, L. (2006). Recruiting Gen X and Millennial Employees to Grow your Business. 2006 – *GATF Technology Forecast*. 69-72.
- Keif, M. G. (2005). *Increasing Flexo Shadow and Solid Ink Density with High-Line Screens*. A white paper presented at the 2005 IDS Publishing / Media international online conference.
- Keif, M. G. (2004). An Educator's DRUPA Experience. *Gravure Magazine*, 24-29.
- Keif, M. G. (2003). *Designer's Postpress Companion*, Paramus, NJ: The National Association of Printing Leadership.
- Gravure Education Foundation / Gravure Association of America (2003). *Gravure: Process and Technology*. Rochester, NY: GAA and GEF. (Chapter 1 lead author and chapter 15 coordinator and contributing author).
- Keif, M. G. (2003). Curriculum Development in Graphic Communication Degree Programs. 2003 – *GATF Technology Forecast*. 73-75.
- Keif, M. G. (2002). Training from the Corporate Viewpoint. 2002 – *GATF Technology Forecast*. 93-94.
- Keif, M. G. (2001). Do you have your Training Foundation in Place? *Binding, Finishing, & Distribution*, 4(6). 10-11.
- Keif, M. G. (2001) *Ink Tutorial*. An on-line ink course published by the Association for Graphic Arts Training.
- Keif, M. G. (2000) *Review of GATF's Imaging Skills Training Program*. Review published on <http://www.agatweb.org/>
- Keif, M. G. (1996). So where do we go from here? *Graphic Impressions*, 1(3). 20-23.
- Keif, M. G. (1995). *Performance of Students Completing Courses Using the CORD Applied Mathematics Curriculum in Four Missouri School districts*. (Doctoral Dissertation, University of Missouri, 1995).
- Keif, M. G. (1993). *Color Stripping: A Guide for Process Color Image Assembly*. San Luis Obispo, CA: Graphic Services & Seminars.
- Keif, M. G. (1992). Trends in Book Publishing and Printing. *Print Today*, 2(21).
- Keif, M. G. (1992). Waterless Offset Printing. *Print Today*, 2(2).

d. Professional judging/publication reviewing

- Served as juror 2005-present for the International Graphic Arts Education Association's peer-reviewed *Visual Communication Journal*.
- Served as judge for SAPPI Printer of the Year Awards – 2008-present
- Served as book reviewer and contributor for...
 - Flexographic Technical Association (2010). *Flexographic Principles and Practices* (6th ed.) Ronkonkoma, NY: FTA – to be released later in 2010.
 - Flexographic Technical Association (2009). *Flexographic Image Reproduction Specifications and Tolerances* (4th ed.) Ronkonkoma, NY: FTA
 - Flexographic Technical Association (2003). *Flexographic Image Reproduction Specifications and Tolerances* (3rd ed.) Ronkonkoma, NY: FTA
 - Ruggles, P. K. (1993) *Printing Estimating: Principles and Practices*, (3rd ed.) Clifton Park, NY: Thomson Delmar Learning.
- Served as judge for the PIA /GATF Intertech Awards – 1999-2002
- Served as judge for the PIA Mid-America Print Excellence Awards on 1998, 1999, 2000, 2004 and 2005 in Dallas, TX.
- Served as judge for FloridaPrint Awards – 1998, 1999.
- Served as judge for Sun Chemical/ Gravure Education Foundation student writing competition – 1999.

e. **Participation in professional associations and organizations**

- **Offices held**
 - **Director** and **Secretary** for the International Graphic Arts Education Association (IGAEA), 2005-2007. IGAEA is the premier international association for policy, research, and pedagogy in Graphic Communication education. Duties of the secretary include recording minutes of all meetings of the Board of Directors, the Executive Assembly, and the Annual Business Meeting. The Secretary is also responsible for notifying members of meetings and proposed changes in the Constitution and Bylaws.
 - **Chair** of the Education Leadership Council of the Flexographic Technical Association.
- **Association memberships**
 - Member of the Western Flexo and Label Association (WFLA).
 - Member of the Flexographic Technical Association (FTA).
 - Member of the Printing Industries Association (PIA).
 - Active with the three west coast chapters of the Printing Industries of America (PIA): PIASC (southern California), PINC (northern California), PIASD (San Diego).
- **Professional committee membership**
 - Member of the Phoenix Challenge College committee 2008-present. This committee is charged with development of the Phoenix Challenge College competition for excellence in flexography.
 - Member of the Flexographic Technical Association Technical Education and Services Team advisory board 2009-present

f. **Grants**

- Endowment proposed to Consolidated Graphics to support *University Graphics Systems* for \$25,000 over five years. This endowment was funded May 2006 for \$25,000 over five years.
- Endowment proposed to EFI Corporation to support *University Graphics Systems* for \$25,000 over five years. This endowment was funded July 2005 for \$25,000 over five years.
- Endowment proposed to the Muller-Martini Corporation to support *University Graphics Systems* for \$25,000 over five years. This endowment was funded June 2005 for \$25,000 over five years.
- Endowment proposed to the Ron and Katherine Harper Foundation to support *Flexographic education* for \$25,000. This endowment was funded February 2005 for \$25,000.
- Grant proposed submitted to DuPont Corporation for in-kind equipment valued at \$125,000. This equipment was approved and placed in the GrC department November 2004.
- Coauthored grant proposal to Mark Andy Corporation for in-kind donation of *commercial flexographic printing press* with estimated value of \$500,000. Submitted October 2002. Funding for press components was awarded in June 2004 for \$75,000.
- Graphic Arts Education Research Foundation grant for GAERF Flexography Workshop proposed for \$9,184. This grant was funded October 2002 for \$9184.