



# THE PERSONALIZED CAMPUS ID

Creating an All-Access Pass to Five-Star Experiences for Gen Z and the Modern Campus

# Why Old-School ID Programs Won't Impress these Tech-Savvy, Social Multitaskers and Campus Influencers

For students and campus employees alike, their expectations of a great campus experience shine through as they seek validation that the decision they made was the right one. Leaders in higher education are reinventing their approach to meet these evolving expectations by offering them new means to impact their campus experience.

Universities across the world are focused on delivering a digital-centric educational experience. According to a survey by Barnes and Noble College, smartboards, digital textbooks, online study materials, game-based learning systems, Skype, social media and other ed tech tools are increasingly part of the college learning experience.

Many campuses have successfully tailored the educational experience to meet the expectations of digitally entrenched, sustainability-minded Millennials, and now this new generation of student, Gen Z, has arrived on campus. And, they have different expectations than their Millennial predecessors.

At the same time, universities are struggling to meet the expectations of their employees. Professors, public safety and healthcare personnel, facility and maintenance, and other higher education staff self-report that they do not feel engaged in the workplace, and increasingly they are willing to look for other jobs to find the amenities and support they believe they deserve. To reengage employees, universities and colleges need to find new ways to support employees and rebuild their trust in these institutions.



## IDENTITY



Provide a unique and trusted identity across campus.

## SAFETY



Prioritize employee and student privacy and maximize safety.

## SECURITY



Maintain a highly secure environment — from facilities to information and payments.

## EFFICIENCY



Streamline campus processes with a simple one-card solution.

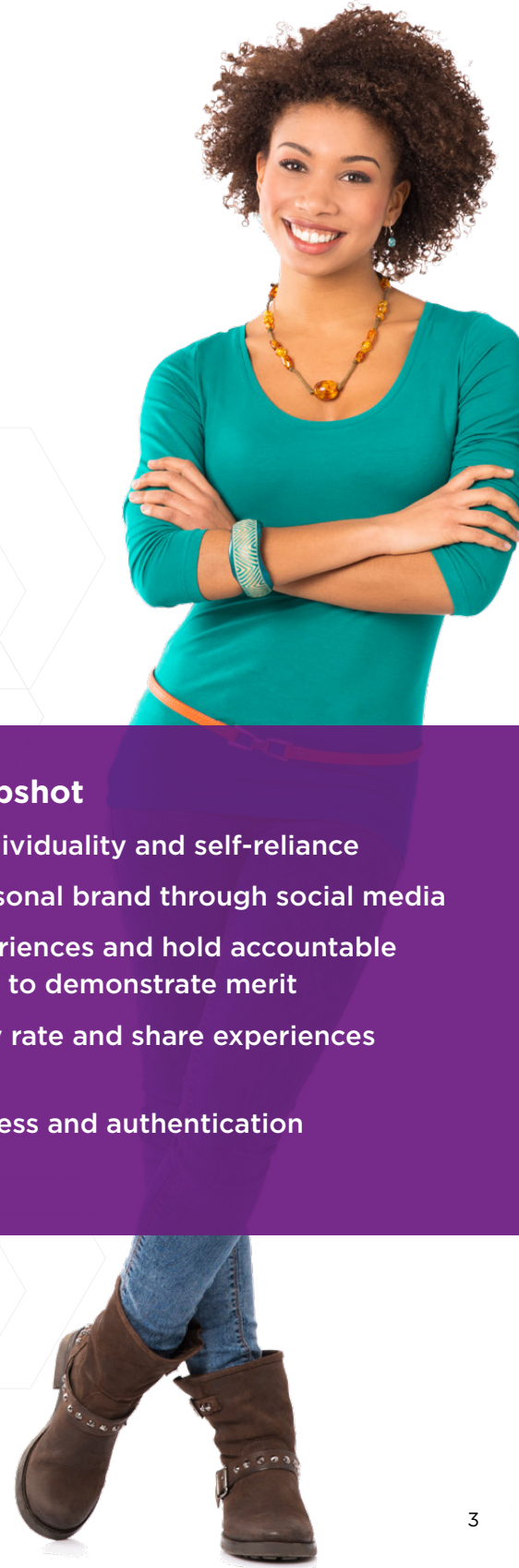
## Understanding Gen Z

Gen Z is a new breed of student born between 1994 and 2009 that connects in very different ways. They're not digital natives, they're digital experts. They're multitaskers with short attention spans. They're fiercely individual, self-reliant and extremely influential. They expect five-star experiences, and the value that comes with their higher education investment.

They also expect technology to work. They have never known a world without the internet, and they want their higher education experiences to mirror their technology-enabled world. They can multitask on an average number of five screens, and they Snapchat, Tweet and learn visually from short, to-the-point YouTube videos. If information isn't quick and transparent, they're easily frustrated. And anywhere, anytime access to important cloud-based applications is non-negotiable.

Gen Z students also share their lives — and opinions — online. Their lives play out in images shared on social media every day. If they have a bad experience with their school, retailer or the products they purchase, they're quick to broadcast their discontent to hundreds, if not thousands, of followers.

These students have grown up in a world where great experiences aren't an aspiration, they're an expectation. They expect five-star experiences whether they're online or on campus. They rate every experience for their networks, and the world, to see and won't hesitate to assign five-star ratings to experiences that live up to their high expectations — and lower ratings for those that fall short.



### Gen Z Snapshot

- Cherish individuality and self-reliance
- Create personal brand through social media
- Value experiences and hold accountable institutions to demonstrate merit
- Continually rate and share experiences online
- Instant access and authentication credentials

# Understanding Cross-Functional Campus Employees

Employee engagement throughout higher education is suffering. In fact, university employees self-report some of the lowest workplace engagement rates in any industry. As a result, many colleges and universities have trouble retaining key faculty members and sourcing top talent when existing employees leave.

It's not that these employees dislike their jobs — quite the opposite is true. They often report they feel a higher calling to contribute to the advancement of future generations. But budget cuts, fewer tenure track positions and increasing administrative burdens prevent campus staff from feeling empowered to do their jobs effectively and that makes it hard to stay engaged.

From administrators, to faculty, maintenance workers, healthcare workers and campus police, higher ed employees are looking for ways to streamline their campus experiences. They want the higher education work experience to reflect their value to the organization — prioritizing both their identity, safety and time.

Universities and colleges need a new approach to match evolving employee expectations. And it starts with a focus on employee culture that looks at the employee experience holistically — considering all the touchpoints between the university and employees throughout their daily schedules.

Enriched employee interactions allow universities and colleges to meet employee expectations for 5-star experiences in new ways — driving engagement and demonstrating employee value multiple times each day.



## Campus Staff Snapshot

- Often struggle to feel engaged at work
- Experience high rates of turnover
- Value a streamlined campus experience
- Expect to have their time and safety prioritized

# New Ways to Deliver a Consistent Campus Experience

## Streamline & Personalize IDs

As students and staff become more critical of the campus experience, colleges and universities are looking for ways to adapt their services, streamline and personalize user encounters, and deliver five-star experiences. In their search, schools are finding that one simple tool can set their campus apart and impress both groups – the campus ID card.

The campus ID is an extension of school identity. It's the most tangible connection between students or employees and their school. They expect it to be a seamless, personalized, all-access pass to every experience they have on campus. It should connect seamlessly into their daily lives and create frictionless interactions with important school services.

Forward-thinking higher education administrators are investing in the right ID card issuance software so it will be easy to issue highly personalized ID cards and meet high expectations.

All of this individuality can be accomplished while ensuring ID cards properly represent the school's branding initiatives.

Affiliation with academic groups, arts programs, sports teams, fraternities and sororities can be added to card designs.

Enrollment in a specific school, such as a School of Medicine, can be prominently displayed on the card.



Tactile impression features can be added for fraud protection and enhanced branding.

Students can be offered a choice of full-color backgrounds, which can be printed on ID cards from blank cardstock.

# New Ways to Deliver a Consistent Campus Experience

## Great Student and Staff IDs — No Waiting

The same broad challenges — rapidly changing technologies, security breaches and concerns, and solution scalability — that are driving universities to reimagine the campus experience as a whole also affect ID issuance.

Just got my student ID! I got to put a photo of our mascot on it 😊 Want to grab food on our way to the game? 🍔



I forgot my wallet in our dorm and thought I was going to have the WORST day 😞 Thank god our student IDs get us into the dining hall and campus buses. Found out they work in the coffee shop too ☺



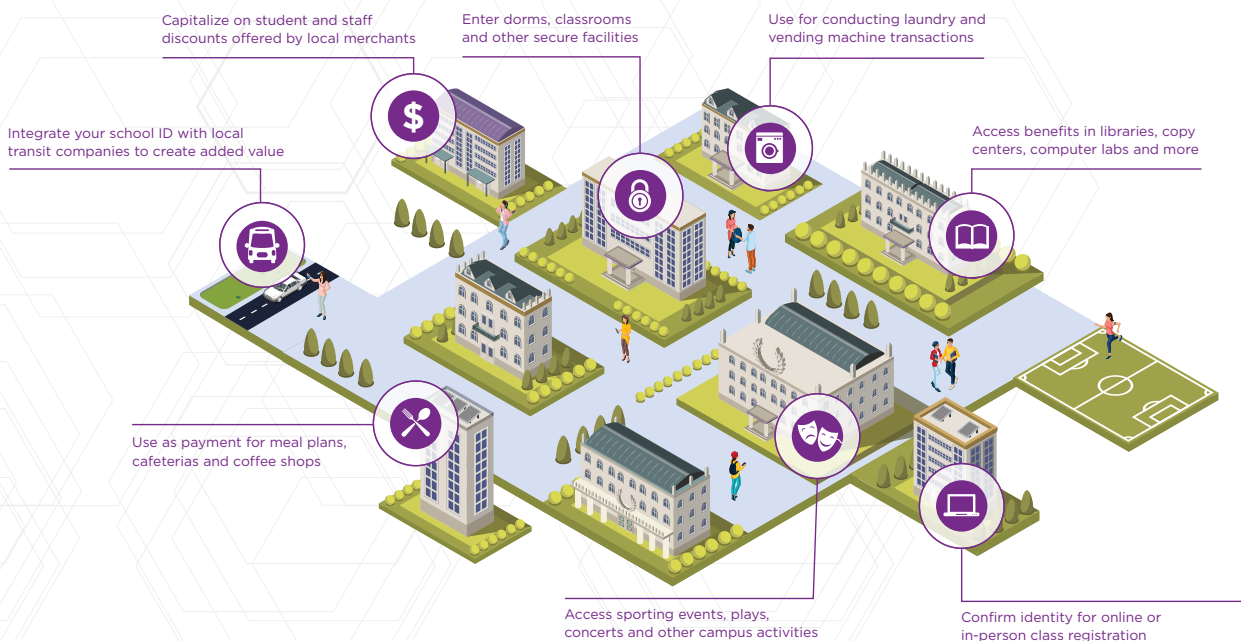
Waiting in long lines at the campus services department to have photos taken or receive an ID card on orientation day is an experience killer. And issuing simple photo ID cards with only the school logo, ID number and barcode doesn't reflect the uniqueness and individuality of everyone on campus. Imagine using a tablet to take photos and enrolling new ID holders anywhere — creating reduced friction

at high-traffic card issuance offices and speeding the process from start to finish.

Now it is easy to give students and staff what they want — an ID card that celebrates their individuality and delivers five-star experiences throughout their time on campus — without disrupting existing ID card issuance infrastructure.

## Offer a True One-Card Experience

Technology available today for ID card issuance empowers schools to easily provide a true one-card experience that significantly increases the potential to earn five stars from students and staff. Smart chips, magnetic stripes or radio frequency capabilities can create a one-card environment for ID cards that can be programmed and used to pay for meals, access the gym, enter secure facilities — and do everything in between. Schools are creating card programs that offer a sense of individuality, self-reliance, purpose and community to help capture and deliver experiences that serve everyone.



# ID Issuance that Supports Seamless Interactions

## Connect Campus Systems for a Consolidated Experience

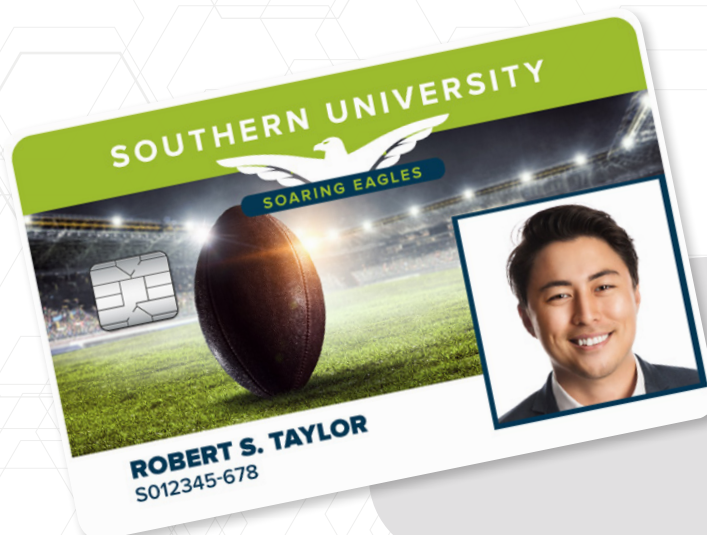
To continue to meet the evolving expectations of students and staff for new, better experiences, campus systems need to be able to communicate and collaborate to eliminate gaps in a seamless user experience. In many cases, closed or proprietary hardware and software environments prevent universities from realizing the full benefits of a truly one-card experience. Integrating with agnostic ID card providers enables universities to create a more connected, more efficient campus ecosystem that simplifies identity, access and payment — at scale, across many campus systems.

## Deliver Issuance Processes that Fit Any Schedule

Waiting in line to have an ID issued is one of the first experiences new students and staff have on campus. Unfortunately, this experience isn't usually a positive one. New ID technologies, like web application MyPhoto, are rapidly changing the ID process for the better — providing faster, more positive first impressions that meet the high expectations of students and staff.

Now the campus ID process can begin before an individual ever arrives at an ID issuance station. Students and staff submit their ID photos to be approved and printed remotely. Then they pick up their new IDs when they are ready, avoiding long lines and saving valuable time.

And the remote process empowers colleges and universities to deliver more durable, longer lasting IDs. By eliminating in-person waiting, cards can be printed in batch jobs on retransfer printers — delivering more UV resistant IDs that will stand up to the busy lives of students and staff.



# Unleash the Power of an ID Program with Distributed Issuance Options

Rather than issuing IDs at a dedicated location, resulting in long lines, schools can now find flexible cloud and on-premises deployment options that personalize the ID issuance process to match their unique environment and needs. On-premises solutions maximize data control and customization, while cloud-based solutions deploy quickly and update instantly when new features are made available. Both issuance options offer uninterrupted access from any connected workstation or mobile device to print ID cards at multiple locations or in batches for efficient distribution.



## 6 Considerations for Choosing a Deployment Option

- **Budget.** Up-front investments and ongoing costs.
- **Speed to Market.** How much time is required to implement and deploy the solution?
- **IT Dependency.** Capacity to implement and manage infrastructure, maintenance, security.
- **Organizational Readiness & Agility.** Ability to prioritize, adopt and support digital transformation.
- **Data Security.** Comfort and assurance with high levels of account information security.
- **Training.** Amount of instruction needed to educate and equip employees on delivering a five-star experience.

**Remote Monitoring and Management (RMM)** software can also be used to manage a fleet of card printers from one convenient dashboard. With RMM software, schools have real-time visibility across their printer fleet. They can quickly deploy firmware updates. Certificates and keys can be updated centrally. And supply levels and maintenance alerts can be monitored — with less intervention by school IT staff.



## Get Five Stars from Gen Z and the Modern Campus

Ready or not, students and staff are taking control of their campus experiences. They're digital gurus, expert multitaskers, fiercely individual and extremely influential. And they're comfortable rating and reviewing their daily interactions — putting your school's brand image and reputation on the line.

Colleges and universities are innovating ways to deliver the five-star experiences that these groups expect, starting with the campus ID card. Adapting card issuance programs to provide students and employees with a stunning ID card that reflects their unique identity. Giving them an all-access pass to everything they want to do and everywhere they want to go on campus. Eliminating long lines and reducing unnecessary wait times.



Today's flexible deployment solutions make it easy to adapt campus ID card programs. University staff can issue ID cards on any device, anywhere on campus. And remote monitoring and management tools will streamline administration of card issuance programs like never before. In return, schools can deliver five-star experiences to everyone on campus, satisfying their need to be connected to the systems and accounts that power campus life.

## Use Case: Designing Better Experiences from Capture to Issuance

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The University of Vermont needed a flexible, high quality ID issuance solution to better align with student and staff expectations. Under the existing system, a single card office — featuring four tethered capture/print stations — was responsible for serving the entire campus. The solution couldn't capture photos remotely and printers couldn't move off-site, driving all ID traffic through the ID office and increasing ID wait times. To streamline issuance, the University of Vermont migrated to a new solution including Entrust Datacard CR805 equipment and TruCredential software. This new product suite allows the University of Vermont to easily deploy card printers in new locations and capture ID images remotely — empowering it to speed ID issuance times and meet students and staff in the locations that are most convenient.



## About Entrust Datacard Corporation

Consumers, citizens and employees increasingly expect anywhere-anytime experiences — whether they are making purchases, crossing borders, accessing e-gov services or logging onto corporate networks. Entrust Datacard offers the trusted identity and secure transaction technologies that make those experiences reliable and secure. Solutions range from the physical world of financial cards, passports and ID cards to the digital realm of authentication, certificates and secure communications. With more than 2,000 Entrust Datacard colleagues around the world, and a network of strong global partners, the company serves customers in 150 countries worldwide.

For more information about Entrust Datacard® products and services, call **888-690-2424**, email **[info@entrustdatacard.com](mailto:info@entrustdatacard.com)** or visit **[entrustdatacard.com/markets/education](https://entrustdatacard.com/markets/education)**.



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