

Mobile Credentials:

The Key to a Connected Campus

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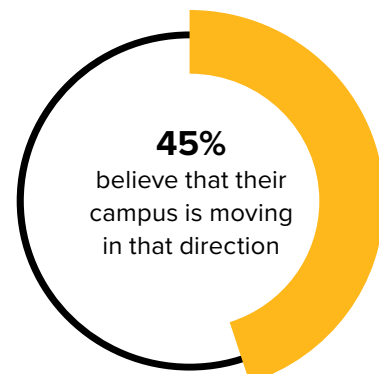
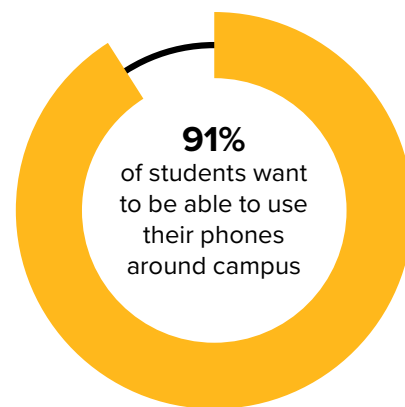


Moving Toward Mobile Credentials

The University of Tennessee, Knoxville, welcomes nearly 34,000 students to its campus every fall. With such a high volume of students and faculty at the university, which spans 910 acres with 294 buildings, the campus ID card is integral to a well-functioning operation and safe, positive student experience.

In October 2019, the university launched mobile credentials for their campus cards. And as a result, VolCard holders now enjoy more seamless, secure transactions and access as they go about their daily routines. By implementing a mobile credential solution, UTK met the demands of its tech-savvy students while improving operational efficiencies and increasing revenue.

Mobile credentials are more than attractive to this generation of students, they're expected. According to key findings from CBORD Insights, which provides thought leadership based on proprietary research of stakeholders on higher education campuses across America, 91% of students want to be able to use their phones to purchase food, access buildings, and order services around campus. However, only 45% believe that their campus is moving in that direction.ⁱ



The Connected Campus: Meeting Student Expectations

Colleges and universities face a unique challenge in satisfying the demands for connectivity and convenience on their campuses. To attract top-performing students, institutions must foster a dynamic and engaging environment that offers mobile solutions students are accustomed to, while also ensuring student safety. On a connected campus, technology and automation work to streamline dining, access, housing, retail, and other auxiliary services while improving the student experience.

It's not just the students who benefit from a connected campus. Mobile credentials deliver notable business impacts for institutions. In its research, CBORD asked higher education C-suite decision-makers which business activities their future success depends on.

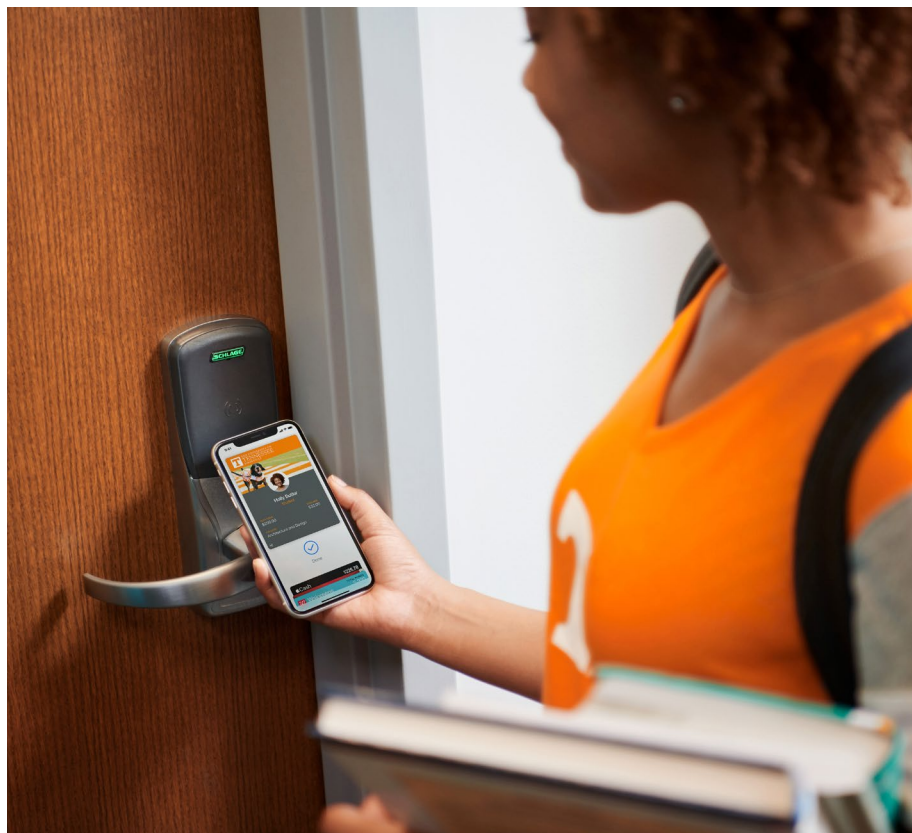
The following were the top three answers:

- **Reducing labor needs required to deliver services**
- **Creating new, non-traditional revenue streams**
- **Reducing costs via technology and automation**

A connected campus offers multiple tools to help colleges and universities address market disruptions while delivering new revenue streams. Mobile payment and access credentials reduce the demands on card services and security staff. Automated menu management increases efficiency and reduces waste, helping to address supply chain and inflation issues. Automated self-service kiosks help address labor shortages while enabling students to grab and go. And so much more.

The ultimate value can be found not just in each individual solution but in the synergies created across solutions. Too often universities use different systems across facilities, functions, and locations. With a connected campus, they can command a full suite of solutions that support residential life, foodservice, student purchases, security, and more.

And at the heart of a connected campus lies mobile credentials.



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**We asked
Higher Ed C-Suite Decision-Makers
which business activities future
success depends on:**

- #1** Reducing labor needs required to deliver services
- #2** Creating new, non-traditional revenue streams
- #3** Reducing costs via technology and automation

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Mobile Credentials: Moving Beyond Plastic

At UTK, the mobile VolCard has received overwhelming positive feedback from students and faculty. “Students absolutely love it,” says Mike Henderson, VolCard technology manager.

In the nearly four years since the mobile credentials launched at UTK, 45,000 unique devices have been provisioned. Those devices have completed 30 million transactions. On average, the university sees between 30,000 and 40,000 transactions per day — sometimes as high as 45,000.

Digital student IDs improved the student experience by making transactions and access on campus more seamless. The university realized operational benefits, beginning with eliminating plastic card distribution. The mobile student IDs also enhanced credential security. In the event that a phone is lost or stolen, it can be locked so that the mobile credential is inaccessible. Students can easily do this through their iCloud account or on the school website.

Henderson adds that the solution has also improved security and peace of mind on campus. “Phones are personal; people want to keep them in their possession. As a result, students aren’t giving away their phones like they might an ID card. This has lowered fraud and given us better insights into who is actually using the credential for access.”

A benefit that UTK couldn’t have predicted is how mobile credentials helped during its orientations. According to Henderson, prior to their mobile credentials transition, the first day of orientation would begin early in the morning with students waiting in long lines, hundreds-deep, to have their photos taken. Then the staff would work tirelessly to print the ID cards before the students left on the last day of orientation. The entire process required a significant amount of time and dedicated staff to complete.

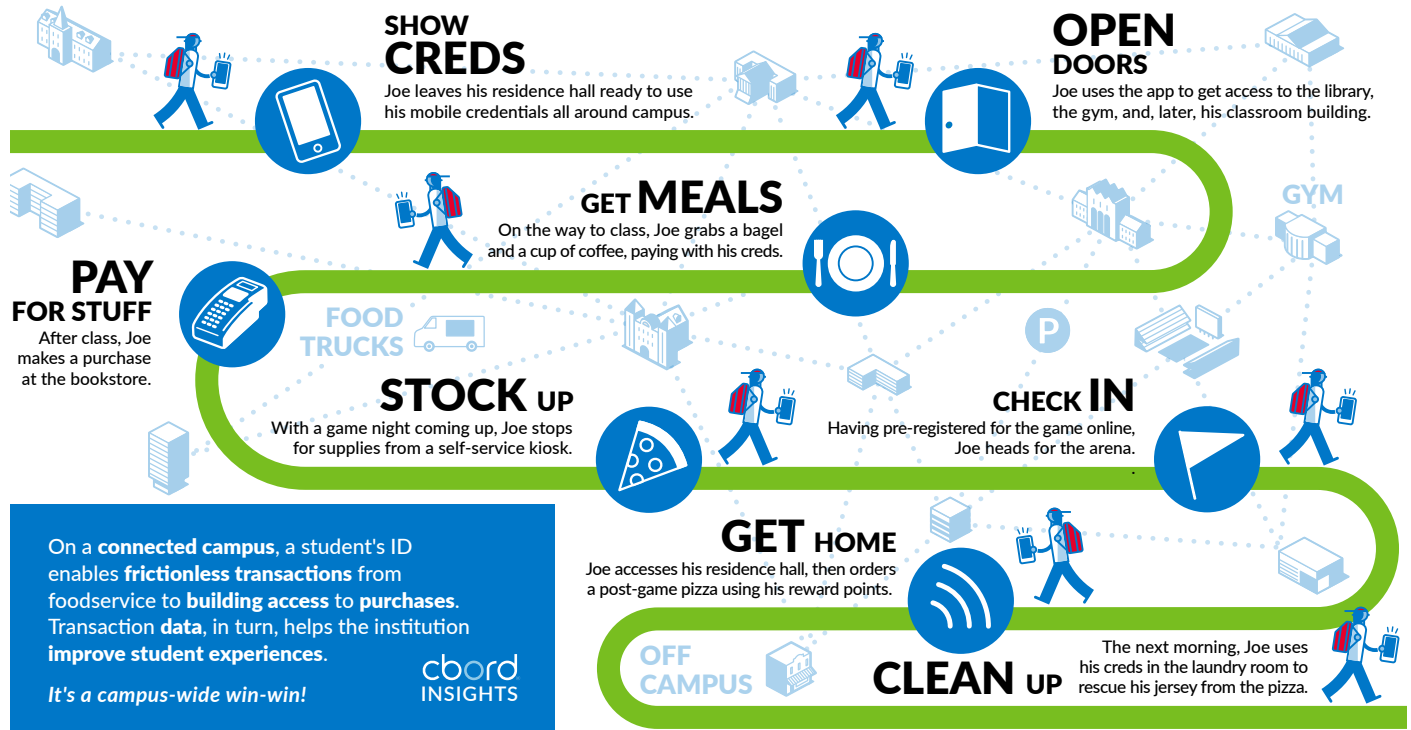
Now, everything happens online prior to orientation. Students upload their photos and staff can approve those photos and send emails with instructions for provisioning the mobile credentials. “Unless they have an issue, we never have to see them. It helped us tremendously from a labor perspective and the time that it took to get the students a credential,” says Henderson. “It’s been a big, big change for us.”

Secure access to integrated auxiliary services with multiple credential options creates a seamless student experience and ensures your campus is ready to grow with future tech-savvy generations. From building access to meal plans, laundry, coffee, and everything in between, students just need a smartphone or smart watch to go about their daily routines. They grew up with this technology, and they expect it from their university.

ⁱCBORD Insights™ Student Experience Survey, April 2023. N=179 C-suite/VP-level administrators in public and private universities with undergraduate and graduate programs.



A CBORD Connected Campus



A Day with Student Joe on a Connected Campus

- 1 Leaves residence hall
- 2 Accesses library, gym, classroom
- 3 Pays for meals
- 4 Buys books
- 5 Stocks up on snacks
- 6 Parks and checks-in at the game
- 7 Uses reward points to purchase a pizza off campus
- 8 Does his laundry the following day

Why CBORD?

Only one company has helped colleges and universities create connected campuses for more than 45 years. CBORD offers centralized solutions to improve the student experience, increase revenue, and inform strategic planning. Learn more by emailing highered@cbord.com.