



COLORID CAMPUS IDENTITY ROADMAP GUIDE

By: COLORID

Version: 1.0

Date: October 31, 2017



**PURPOSE:**

Emerging advanced campus identity technologies and solutions are becoming available at an unprecedented speed. New credential types (mobile, biometrics, advanced contactless credentials, cloud based solutions, etc.) can provide increased safety and enhanced student engagement across your campus. Universities are complex ecosystems comprised of both independent and integrated systems that provide everyday campus services. These systems use many types of identifiers, along with a variety of backend systems that manage them. It's important that these technologies and business practices align to provide an efficient delivery of services. The ability to unify and integrate existing campus services and successfully fold in emerging, advanced campus identity technologies is key to successfully enhancing services and safety.





THIS GUIDE DISCUSSES:

- How to create a unique Campus Identity Roadmap for your campus
- Inclusive strategies to manage up to senior leadership and across to key campus influencers and stakeholders.
- How to establish identity industry best practices and emerging trends.
- Identifying 'blockers and siloes' -- outdated technology, personnel, hardware, departmental restrictions, etc.
- How to break down siloes and unify your campus.
- Create a clear identification technology on-boarding guide for the institution.





IDEA OF AN IDENTITY ROAD MAP

TECHNOLOGY AND GEN Z

Many forward-thinking institutions recognize that technology adoption reflects on their brand in the eyes of the Gen Z student. Providing seamless service across the many systems on campus and adopting emerging campus identity technologies such as mobile, biometrics, contactless credentials and cloud solutions, can significantly differentiate an institution.

IDENTITY IS IMPORTANT.

The day has finally come when identifying people as numbers is a good thing. From the static number on a mag stripe card to the fingerprint stored in a database as a biometric template (a number!), to a random number generated on a phone as a one-time identifier for a single transaction, numbers have become the key to answering questions generated by practically any interaction with a campus system - who, where, when, how and sometimes why?

How these numbers are assigned, used and shared around a campus can significantly impact the smooth flow of everyday campus services. With so many types of identifiers and varieties of backend systems that manage them, it is important that technologies and business practices align to provide the most efficient delivery of services and have the flexibility to incorporate new technologies as they become available.





SILOES

Campuses have undergone tremendous growth in the last 20 years and departments have worked hard to add and upgrade supporting systems. However, siloes have often sprung up on campuses which use systems that do not share identity technologies well. This can negatively affect security and physical access, IT service delivery, the card office, housing, dining, and other auxiliary services. Sometimes this happens because legacy systems were incompatible, sometimes because decision makers were unaware of interoperable options, or perhaps integrated systems seemed financially out of reach.

ColorID has an extensive background in helping colleges and universities with these challenges and has proven that it is possible for a campus to share identity information and practices across many systems, while maintaining the autonomy of each of the various departments to select and operate the systems they require. With a smooth flow of information between systems, campus services are enhanced, security is improved, costs are reduced, and everyone is happier.

The key to achieving these remarkable results is good planning based on proven experiences. Just as a great road trip relies on a map, from the venerable AAA TripTik to the latest update from Waze, colleges and universities need a Campus Identity Roadmap.





HOW TO CREATE A CAMPUS IDENTITY ROAD MAP

Because every institution has its own unique combination of existing infrastructure, politics, IT strategy, government regulations and many more variables, each institution should create and manage their own unique identity roadmap. Typically, ColorID serves in a consultative role in this process by providing guidance and information concerning best practices, best in class products and services, and advanced identity technologies. This guidance would also include exploring the strengths and weaknesses of each solution when applied within the existing campus environment.

The process works best when the institution selects one or more business owners to be the champions for creating the Identity Roadmap. They will work with ColorID to bring together key influencers and stakeholders that utilize identity credentials, to discuss existing and emerging identification trends and technologies. Through these technical discussions, it will naturally become evident that collaboration will be needed for successful innovation. This is the first step in the creation of a Campus Identity Roadmap.

Once in place, the Campus Identity Roadmap will serve as a clear reference document for the institution in reviewing and establishing standards, policies and priorities for adopting and implementing innovative identity technologies. One of the first benefits of this approach is identifying “blockers,” such as personnel, outdated technology, hardware, or political restrictions, which can help in removing siloes and giving stakeholders the ability to adopt emerging





technologies. This will be the first step toward achieving the goals of enhancing customer services and engagement in a more secure and unified campus environment.

MANAGING UP, ACROSS AND DOWN

The business owner(s) of the Campus Identity Roadmap will effectively manage up, across and down in working to achieve the goals of the institution.

The business owner will manage up by communicating the Campus Identity Roadmap to senior leadership in a way that they can clearly understand. This will include describing the existing challenges which limit the institution's ability to adopt emerging identity technologies, the long term consequences of proceeding without a plan, and the benefits of adopting appropriate emerging identity technologies. Cost-benefit analysis can be an important part of these conversations.

Managing across is the process of collaborating with peers and motivating them to all row in the same direction with regard to identity processes. With years of experience and knowledge in working with personnel at all levels and departments of an institution, ColorID will be available to assist in acquiring buy-in from these individuals.

Managing down means the business leader and their colleagues will demonstrate leadership and vision, leading by a positive example for everyone on campus.





CONTACT COLORID TODAY

Toll Free: 888-682-6567

Web: www.ColorID.com

Email: Sales@ColorID.com

