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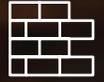
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## FEATURES

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### Sustainable Campus-Based Dining

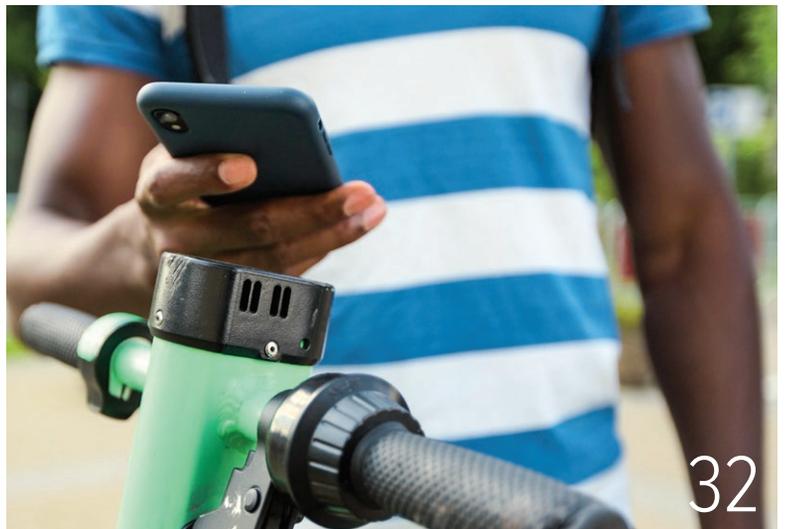
Colleges and universities continue to seek out ways to increase sustainability and decrease waste across their campuses. Catawba College and College of the Atlantic (CoA) provide models for sustainable dining options that other institutions of higher education can consider emulating.



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### Transforming Campus IDs

In this new era of campus cards, technology is redefining the function of the campus ID and what the ID management system can do for students, staff, and the institution. Mobile phones, cloud and hosted computing, and integrated solutions provide ID systems with capabilities that turn mobile devices into the new nexus of the student experience and campus operations.



### 40 Dean's List 2022

The 2021 Dean's List Award winners represent exceptional products in a variety of categories. The companies included among these winners offer continuing, long-term contributions to the mission of private colleges and universities that seek to provide the finest facilities and services to their students, staff, and faculty.



## COLUMNS



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### SPOTLIGHT / ON OUR COVER

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Margaret LeMay, Assistant Professor of English and Faculty Co-Director of the Center for Health and Society at Coe College (CHS), demonstrates through the many facets of her work the possibilities that lie at the intersections of writing and medicine, liberal arts and healthcare. She also embodies liberal arts values of collaboration and curiosity in her work on campus and in the community.

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# EDITOR'S LETTER



Hello, and Happy Fall—

As you read this, we are entering into many people's favorite season—some call it fall, but a lot of us call it football season. Most of your campuses will have weekends full of visitors, and you will be putting on a campus-wide show for all. This is truly a time for you to shine and put your campuses on display, giving a firsthand experience on why private colleges and universities provide a second-to-none campus life experience.

Many visitors will experience your dining facilities firsthand; in this issue, we shine the spotlight on Catawba and its new dining hall that gives the students—as well as the faculty and staff—an amazing experience, day in and day out. You also are concerned with keeping your campuses safe during these times, and we cover those concerns with our story on security technologies. The challenges that you have across your campuses are many, but you rise to meet them every day and exceed expectations time and time again. When I visit campuses across the country, I am forever amazed at how each campus provides a unique experience that offers a distinct version of the private liberal arts college.

This issue highlights our 2022 Dean's List award recipients. These are companies that share your vision, working hard every day to provide quality products and services to support you as you fulfill your missions. In working with these companies, you can be assured that they take pride in their work and see helping you as a privilege. Each Dean's List award recipient works hard to provide you expertise as well as products that will be part of your campuses for years to come.

I love the fall season, as it brings us beautiful colors and events that I like to enjoy every year. From apple picking to the annual pumpkin patch visits and fall festivals, we get to enjoy the camaraderie of family and friends while making long-lasting memories. As you head into the upcoming busy season, I encourage you to take the moments to enjoy these times, as well.

Thanks again for sharing your time with us; we look forward to helping all of you in our small way.

Sincerely,

Ed Bauer

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## Collaborative Curiosity at Coe College

by Cynthia Mwenja, PhD

Margaret LeMay, Assistant Professor of English and Faculty Co-Director of the Center for Health and Society at Coe College (CHS), demonstrates through the many facets of her work the possibilities that lie at the intersections of writing and medicine, liberal arts and healthcare. She also embodies liberal arts values of collaboration and curiosity in her work on campus and in the community.

LeMay has longstanding experience employing creative writing in medical contexts. After earning her undergraduate degree in English from Barnard College and completing an MFA in Poetry Writing at the prestigious University of Iowa Writers' Workshop, LeMay was hired at the University of Iowa Carver College of Medicine to start a writing center within the medical school. She attributes her success in this position in large part to her liberal arts undergraduate degree. This background, she says, instilled curiosity in her and made her willing and able to seek out opportunities and conversations so that she could “understand how the things [she] did fit in a larger picture.”

Through her work at Carver College of Medicine, LeMay says that she learned “how human health speaks to each person professionally and personally” and that health professions need people from all sectors; they’re “not just clinical care.” This program used “narrative care”—reflection as a care technique—for both patients and providers. As LeMay engaged in this writing center work, she also learned approaches for building community, engaging in conversations with

multiple stakeholders, and working in interdisciplinary ways. Additionally, she became a medical writing consultant and continues that work currently as an active consultant for an allergy and immunology journal. Gina Hausknecht, John William King Professor of English Literature and Creative Writing at Coe, notes LeMay’s “long experience in working with doctors and medical students” which has added to her “expertise in medical humanities, a growth field in higher education.”

### Coe College's Center for Health and Society

Coe College is expanding its focus on pre-health paths, allied health, and the medical humanities with the recent establishment of the David and Janice McNally Center for Health and Society (CHS); LeMay is beginning her second year as one of the Faculty Co-Directors. According to Coe's website, the CHS “enables an intentional health focus across the liberal arts,” “facilitates dialogue on the future of healthcare,” and “offers opportunities and support for students of the liberal arts to integrate elements of health and care within their area of interest.”

To ensure a holistic view of health care and to properly plan for how the system will evolve, Coe has established a CHS advisory board consisting of fourteen health officials and advocates from local hospitals and across the country. Board members provide input for the planning of the facility, programming, mentoring for future providers and technology to ensure those studying to join the industry are prepared. One of the key aspects of the CHS is inclusion of the latest technology including a digital anatomy table. Outside of the building, two Top 25 teaching hospitals and fifty-five square blocks of medical offices and clinics are within walking distance for internship experiences in the MedQuarter Regional Medical District.

LeMay says that her story is one way of understanding what the CHS can do, but the possibilities are endless. Through the CHS, she says, each person is welcomed to the conversation around healthcare and “encouraged to see themselves as an essential contributor to health and society,” no matter their discipline. LeMay says that this framework will “help young people understand that meeting their life goals happens in a broader context and



PHOTO COURTESY COE COLLEGE

conversation” and may encourage them to see themselves in a healthcare profession even if they have decided not to become a doctor.

The new CHS building, opening this fall, will be named for recently-retired President Emeritus David McNally and his wife, Janice McNally. McNally was key in creating Coe’s current strategic plan, in which the CHS plays a significant part. McNally saw an opportunity to take further advantage of Coe’s location, which is within walking distance to the Cedar Rapids urban center and has two hospitals close by.

Fundraising for the CHS was successfully led by former vice president for advancement and current President David Hayes ’93. The 2021 Strategic Plan says that, through establishing the CHS, “Coe will become known as a premier destination for students interested in health care by offering experiential learning in partnership with nearby hospitals, and through our multidisciplinary approach to studying health and society, drawing on the full range of the liberal arts curriculum to examine historical, cultural, social, economic, spiritual, and ethical issues related to human health.”

Hayes is convinced the medical humanities approach will thrive within a liberal arts setting. He says the establishment of the CHS is proof liberal arts colleges can drive progressive ideas in health and health education. He added that he wants students to “apply their creative and problem solving skills when they think about the impact of health care in everyday life and imagine the possibilities.”

Hausknecht points out that LeMay is perfect for encouraging students to “think more capaciously” in this regard because she “knows the power of words to examine these ideas.” Additionally, LeMay’s open, imaginative ability to “think past what is to what could be” really benefits the CHS.

Marty St. Clair, Ben Peterson Professor of Chemistry and Environmental and Faculty Co-Director, C3: Creativity, Careers, Community at Coe College—as well as head of the Coe Water Quality Lab—was previously LeMay’s faculty mentor. He now serves as a resource to support her work in the CHS while the other Co-Director, Scout Kelly, is on leave. St. Clair says that LeMay is “a delightful

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Coe College is expanding its focus on medical humanities with the recent establishment of the Center for Health and Society ; LeMay is beginning her second year as one of the Faculty Co-Directors. According to Coe’s website, the CHS “enables an intentional health focus across the liberal arts,” “facilitates dialogue on the future of healthcare,” and “offers opportunities and support for students of the liberal arts to integrate elements of health and care within their area of interest.”



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person to work with” and—as a creative person—is “ideal to look at the center in a liberal arts way.” Further, he notes that Coe has done traditional liberal arts things, such as offering pre-med courses—but students often recognize that being a physician is “not the direction they want to go.” Through the Center’s work, students find that “they can still participate in healthcare in a meaningful way,” St. Clair says.

Some upcoming CHS events offer insights into the depth and breadth of its mandate. One event will focus on medical Spanish and translation, bringing together a medical Spanish class and local community members. Another event will offer a conversation about public health with a former attorney for the Centers for Disease Control and Prevention. A third event will be a poetry reading with an award-winning poet and Coe alumna, focused on the topics of motherhood and health. LeMay says that having a physical locus in the center of the campus will contribute to the success of the CHS, but the true success of the building will be shown when “every student feels welcome and sees the CHS as a place they belong.”

In conjunction with the creation of the CHS, Coe has also established a minor in Health and Society, consisting of six classes across the college, including philosophy, sociology, and other humanities. As they promote the new minor, LeMay hopes to attract not only students who are interested in clinical careers, but also those who may not have previously seen how they could pursue their interests within a healthcare setting. In building the minor, she continues to speak with students and colleagues across campus to help everyone see the potential within the CHS.

**Poet and Writer**

In her own work, LeMay—an accomplished poet and writer—explores ideas of home, safety, and identity, she says. She is also currently working on a project with Kathy Good, director of the Chris and Suzy DeWolf Family Innovation Center for Aging and Dementia at Mercy Medical Center Cedar Rapids. Good and LeMay were introduced to one another by Tim Charles, President of Mercy Medical Center, who met LeMay at

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a golfing event for Coe. Charles knew that Good had been working on a book about her experiences caring for her husband, Dave, who lived with dementia for twelve years; Charles thought LeMay might have a role in helping Good with the book. When the two met, Good immediately admired the way that LeMay was “able to listen and then put elements together—to reflect back with improvements.” They have worked on the manuscript together for about a year and hope to wrap up soon. Good appreciates the “great working relationship” that she and LeMay share, and she is looking forward to the possibility of giving a presentation at the CHS when their project is complete.

**Professor**

LeMay’s students appreciate her ability to connect with everyone enrolled in her classes. Maiya Varner, who took Introduction to Creative Writing and two poetry classes with LeMay—and who also served as

LeMay’s work study assistant—says that LeMay is not only “personable” but also a “great professor who knows a lot about her craft.” Varner is a Creative Writing Major who graduated in May; she is now Assistant to Human Resources in a St. Louis school district. LeMay also embraces her students as whole human beings; according to Varner, she’s always up for a conversation outside of class, and she’s just as happy to hear about her students’ pets as she is to hear about their newly-written poems. Reagan Boyken—an English major with minors in Secondary Education and Creative Writing entering her junior year at Coe—appreciates how LeMay has listened to both her “rants about little problems” and also about her bigger fears in taking on a Creative Writing minor. Boyken says that LeMay “never stopped encouraging her.”

Varner commends LeMay for her inclusivity—“making sure everyone has a seat and feels comfortable.” Boyken echoes this

point about LeMay, saying that “She has a way of making people feel comfortable, and she genuinely cares.” Boyken, who entered college in Fall 2020, says that “It’s incredible how [LeMay] creates a close-knit community, even online.” Boyken says that she is still close with some of the students from that first class she took, and some have become her mentors.

In class, LeMay poses questions for students to apply to their readings and to their own work. A common opener is “What did you think?” Students are “allowed to express both negative and positive” reactions, Varner says, and if the answers are vague, LeMay “would dig deeper to open the discussion up.” In the class discussions, there are no right or wrong answers; this openness “allowed everyone to pitch in because all answers were valid,” Varner says. “If it reminded you of a song or a poem—or if it inspired you to write a poem—she wanted to know.” Not only is she approachable and a good listener, Varner

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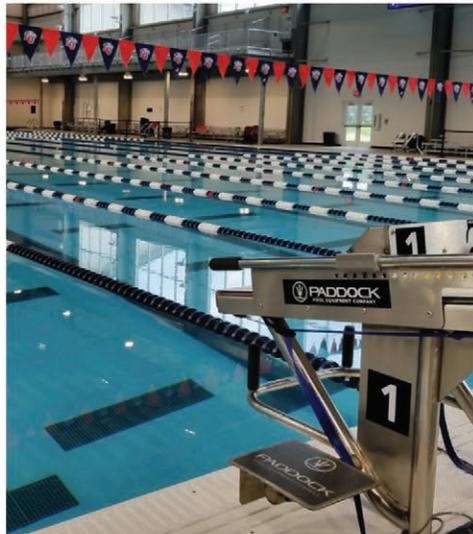
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says, but she also helps students learn how to listen to one another and think about how to respond.

Hausknecht says that LeMay’s students “love her because she really helps them learn and grow as writers. She is also a warm, nurturing, curious person—students respond to that.” Hausknecht credits LeMay with “transforming” the poetry track of the creative writing program. In one example of the depth of the feelings that LeMay’s students have, Boyken states: “I love Margaret LeMay with my whole heart.” Boyken—who had dreamed of being a writer when she was young but put those dreams aside when she couldn’t see how they might lead to a “real job”—says that she took Writing Health with LeMay as a first-year student; this class led to Boyken adding the Creative Writing minor. In another example of the aspects of LeMay’s teaching that students value, Varner—who calls herself a “big nerd when it comes to writing”—says that, through LeMay, she has become much more aware of how sound is

working in her writing. She says that poetry “comes to life when it’s read out loud,” and she loves to hear it.

### Potential for Other Schools

LeMay encourages administrators who may want to consider pursuing projects similar to the CHS to really consider their specific locations and “build connections that are beneficial to the college and the students,” thereby “integrating the institution in the environment.” She points out that interdisciplinarity and multi-disciplinarity can bolster these connections. Particularly within the liberal arts context, she notes, professors are not just teaching outcomes; they are helping students to “see beyond data points to see the world.”

When considering the collaborative nature of everyone associated with the development of the CHS, Hayes asserts that thinking beyond the traditional health fields and into new allied health fields such as the medical humanities will continue to be of

importance for society. He says that the “combined viewpoints and thought processes will create a more empathetic and communicative atmosphere throughout health care.”

In all of her work, LeMay draws on her nature of collaborative curiosity, Hausknecht says, benefitting everyone—students, colleagues, the CHS, and the larger community. LeMay consistently encourages those around her to ask, “What are our goals?” and “How can we reach them?” LeMay—in a marvelous reflection of the qualities that others see in her—says that at their best, interdisciplinary liberal arts programs such as the CHS can guide students in learning to “listen, be curious, and have confidence in not just knowing how to get from A to B but why”—and why doing so is important.



**ABOUT THE AUTHOR:** Dr. Cynthia Mwenja teaches Composition and Rhetoric at the University of Montevallo.



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## Modern Access Control Systems Increase Safety, Not Expense

BY BYRON WHETSTONE

Defining exactly what an Access Control System (ACS) is and how it functions has become increasingly difficult as technology has expanded both features and uses. At face value, the meaning of ACS seems clear: an electronic system that controls access to doors, rooms, buildings, and other places where a traditional brass key was once used. Once used to only control simple access, the systems now provide a full range of security-enhancing services as well.

Access Control Systems can vary in the capabilities they offer. This article examines the unique features of a complete Access Control System—features that could revolutionize the way people think about buildings and security from this point onward.

### **Flexibility and Scalability**

The abilities to modify and grow the system are undoubtedly two of the most broadly

impactful features of a modern and robust ACS. These systems can scale with campus growth instead of requiring constant upgrades or complicated workarounds. Because of this flexibility, these systems can continue to meet security needs without expanding expenses. Good Access Control Systems are designed to integrate with a variety of popular hardware products and to uphold industry standards.

Additional flexibility is inherent with a system that is designed to connect to a variety of databases. An open-architecture, modular design allows administrators to efficiently adopt new technologies and quickly and easily address ever-evolving security needs on campus.

### **Simplicity and Accessibility**

With the prevalence of always-on, always-connected devices, people now expect applications to be available around the clock. Laptops, tablets, and mobile phones have given people the freedom to access the programs we rely on from anywhere at any time; an ACS should be just as readily available and simple to use. Browser-based access software does not depend on any specific platform. With internet access and a device capable of running a modern web browser, campus security teams can gain vital information to help manage all buildings and facilities.

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One of the major benefits of a cohesive access platform is the convenience of a single, centralized point of control over all security touchpoints. Users should be able to see at a glance which access points are open or closed and to lock down a door, a room, or a whole building at the touch of a button—even from an off-premises location.

These systems should also be simple to use. A simple and accessible ACS platform should be designed in a straightforward manner, allowing the ability to customize and modify the display to best fit specific security needs and circumstances. Not every building or security situation is the same, and each ACS should be flexible and simple enough to conform as needed.

**Central Location**

One of the major benefits of a cohesive access platform is the convenience of a single, centralized point of control over all security touchpoints. Users should be able to see at a glance which access points are open or closed and to lock down a door, a room, or a whole building at the touch of a button—even from an off-premises location. What once would have required multiple people and person hours can now be done from a screen in almost any secure location.

This ability to interact with security touchpoints remotely can improve outcomes when campuses are faced with life-or-death security threats. Going into lock down can be done remotely and instantaneously. Evacuating a building can be managed and coordinated from a basic but secure web browser.

**Modern Hardware**

The move from traditional brass keys through the more modern plastic programmed cards to mobile credentials has been swift. From a physical key to an encoded card, to phone app, accessing rooms and buildings has never been easier or more secure. Not that long ago, building administrators had to worry about dispensing physical keys for each room in a dorm; these keys were costly, inconvenient, and hard to secure. Loss or theft meant that anyone could potentially gain access. With the advent of electronic locks and key cards,

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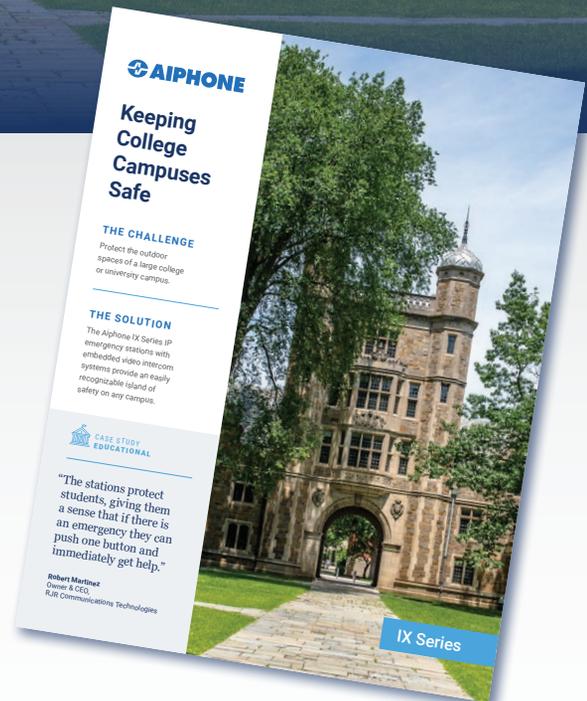


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Reusable cards can now be issued and access can be granted through access control software. Lost or stolen cards can be deactivated quickly, and new ones can be encoded with a click. While still a physical item that could be misused and potentially lost, these cards represent a huge leap forward in creating more secure environments.

these details became more economical and a lot easier to manage.

Reusable cards can now be issued and access can be granted through access control software. Lost or stolen cards can be deactivated quickly, and new ones can be encoded with a click. While still a physical item that could be misused and potentially lost, these cards represent a huge leap forward in creating more secure environments. As access security continues to evolve, the plastic card solution has become an easy-to-manage app on any mobile device that is capable of housing multiple access credentials.

**Data**

The electronic, always-connected ACS also grants the ability to routinely audit and analyze the organization's security needs. The access platform allows security personnel to review when each door was opened, by whom, and how frequently it is used. This data provides valuable insight

on site vulnerabilities, additional needs, and potential solutions before they become security problems.

Whether an organization is an Access Control System first-timer or a seasoned pro looking to enhance overall security and safety offerings, adopting a flexible and adaptable ACS can be the most cost-effective choice for evolving campus security.



**ABOUT THE AUTHOR:** Byron is the CEO of American Direct. Since starting the company in 1991, his vision and devotion to creating a culture of constant innovation has led American Direct on a trajectory of success. In early 2016, Byron's progressive thinking led to the acquisition of AccessNsite access control solution. This innovative approach put American Direct on track to become the only company in the nation able to combine Division 28 and Division 8 product, service, and expertise to deliver fully integrated safety and security solutions at the door opening.



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A photograph of a modern dining area. The room features white tables and grey chairs with metal frames. The ceiling is exposed, showing various pipes, ducts, and long, rectangular light fixtures. The floor is made of light-colored wood. In the background, there are glass-walled rooms and a blue wall.

# SUSTAINABLE CAMPUS-BASED DINING

BY DAVID VINSON, PHD

Colleges and universities continue to seek out ways to increase sustainability and decrease waste across their campuses. Catawba College and College of the Atlantic (CoA) provide models for sustainable dining options that other institutions of higher education can consider emulating.



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### Catawba College

Located twenty-five miles northeast of Charlotte, Salisbury is among the oldest colonial towns in North Carolina. Its historic preservation includes five Local Historic Districts and ten National Register Historic Districts. The town is also home to Catawba College, which has been recognized on several occasions—the present school year included—for its commitment to engaged, hands-on education by Colleges of Distinction. Among these institutions, Catawba has been noted for its success in producing students with stellar critical thinking skills whose adaptability translates seamlessly into a dynamic, ever-changing workforce. Catawba was also named a North Carolina College of Distinction and has earned specialized recognition in the areas of business and education. The institution has been awarded for its Career Development efforts, as well.

By joining nearly three hundred other colleges and universities nationwide in

supporting the American College and University Presidents Climate Commitment (ACUPCC), Catawba has likewise committed to addressing sustainability challenges that have become more urgent with each passing year. In doing so, the college has reduced greenhouse gas emissions and has integrated sustainable practices in countless areas of campus operations. Take, for instance, the \$3.4 million renovation of Catawba's dining hall. Having reopened in Fall 2022, the dining hall is sustainable from the ground up in terms of how it thinks about food, where that food comes from, and where it goes. The interior has been boosted with expanded seating, sustainable lighting and flooring, new ceilings, paint, and more. The new layout also includes a relocated and larger artisan deli and salad bar station as well as a new pure eats station which is designed with foods that exclude the top nine food allergens (fish, shellfish, tree nuts, peanuts, eggs, milk, wheat, sesame, soy, and gluten).

Chartwells is Catawba's foodservice management team, and it has embraced how instrumental campus dining can be in shaping people's experiences on campus. Not only does Chartwells provides tasty and nutritious food, but its commitment to sustainability is in alignment with that of Catawba College, as well. Students, faculty, and staff can participate in Chartwells' reusable to-go box program; tray-less dining has been adopted to reduce excess waste; and in addition to conventional dishware, Chartwells offers compostable, disposable plates and utensils that can be used during the catering of campus-based events. Moreover, Catawba maintains a relationship with the nearby Gallins Family Farm to recycle campus food waste.

### College of the Atlantic

CoA is a small, private liberal arts college in Bar Harbor on Mount Desert Island, Maine. In 2007, it was the first college to be

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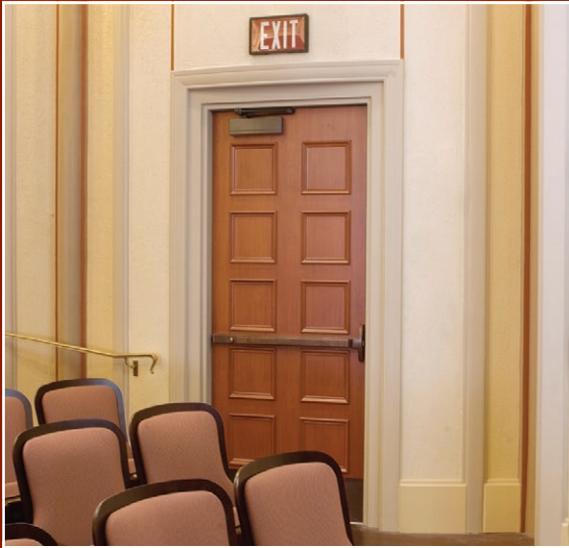
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carbon neutral, and it was among the first to divest fossil fuel holdings from its endowment. As such, CoA appears on the vast majority of lists which identify “top green schools.” The *Princeton Review*, for instance, has placed CoA at the top of its “Top 50 Green Colleges” listing for the past six years running.

The institution breathes sustainability. Not only is CoA the first of its kind in the U.S. founded to focus specifically on the relationship between humans and the environment—it offers a degree in one subject only: human ecology—but CoA pursues excellence in areas like the use of regional resources, waste diversion, and renewable energy, along with its sustainability-focused academics.

Having reopened in Fall 2022, the dining hall at Catawba College is sustainable from the ground up in terms of how it thinks about food, where that food comes from, and where it goes. The interior has been boosted with expanded seating, sustainable lighting and flooring, new ceilings, paint, and more. The new layout also includes a relocated and larger artisan deli and salad bar station as well as a new pure eats station which is designed with foods that exclude the top nine food allergens (fish, shellfish, tree nuts, peanuts, eggs, milk, wheat, sesame, soy, and gluten).

The campus dining program is an integral part of CoA's sustainability efforts. For instance, students are encouraged to bring their own dining ware to meals outside of regular service hours in order to reduce the use of disposable items. Foodservice affects areas like the use of local vendors, waste reduction, and energy usage. All meals are made from scratch at CoA, with local and organic ingredients used where possible. Ample meatless offerings are available, and the meat that is used in meat-based dishes is humanely raised and sustainably sourced. The menu also incorporates dishes from cultures around the globe. A major component of the sustainability success story at CoA involves local product sourcing from the school's two farms. Beech Hill is a certified organic farm comprised of six acres of fields in vegetable production, three small heirloom apple orchards, five greenhouses, and pastureland for pigs and poultry. Peggy Rockefeller Farms raises grass-based beef and lamb as well as certified organic pastured poultry. Certified organic fruits, berries, vegetables, and mushrooms are also harvested there.

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PHOTO BY EVAN MORENO / CATAWBA COLLEGE

Leftovers are made available at the next meal or the following day, and anything that remains is placed in a community refrigerator. Further efforts to reduce waste include an on-campus composting program; any remaining food waste that cannot be repurposed is sent to Agri-Cycle Energy, a regional food waste collection service that uses it to produce renewable energy. At the height of the pandemic, CoA closed its in-venue dining. One of the challenges that surfaced during this year-long period was how to maintain its culture of sustainability while providing an all-takeaway meal service. The solution was to source and use compostable dishware and utensils. The major upside of compostables is that very little goes to landfills.

At CoA, there is necessary emphasis placed upon seasonality in menu options. Animals raised on the farm and sent to an outside firm for slaughter and processing supply a substantial portion of the program's meat needs—but produce availability is impacted by Maine's chilly weather and its fairly short growing season, one that mostly overlaps with the summer break. This situation means that menu options fluctuate—for instance, winter staples like

*continued on next page*

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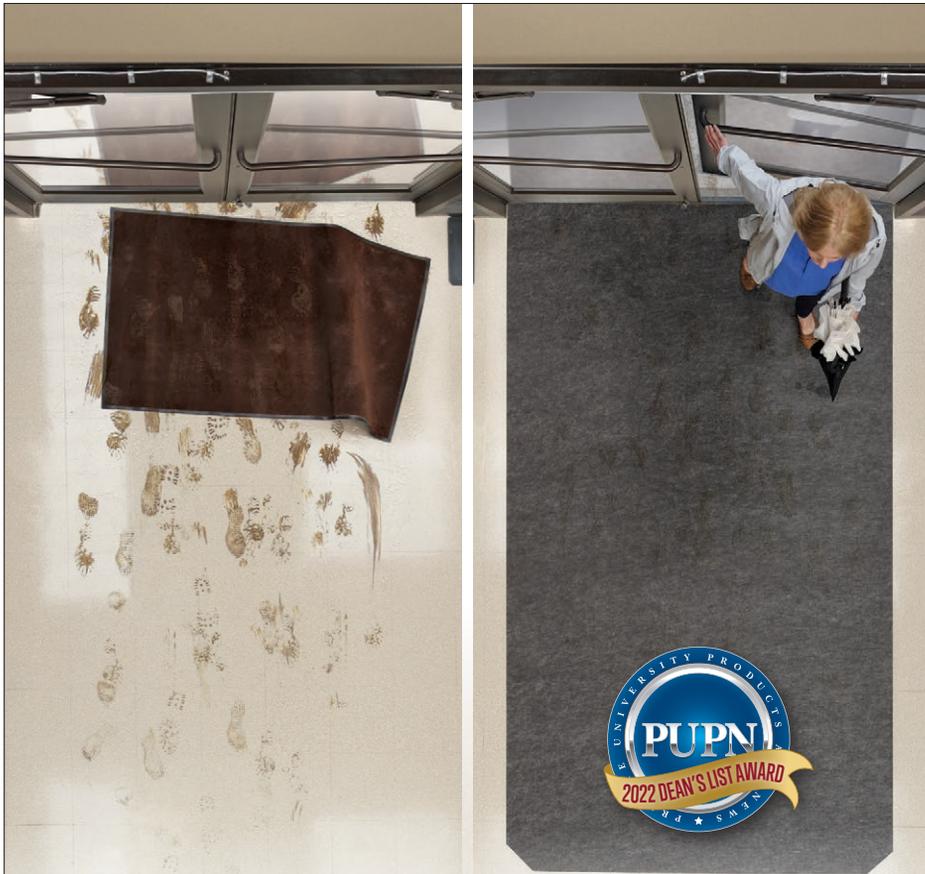
squash, potatoes, kale, and cabbage are used with frequency. For other schools, having kale on the menu every week could pose a problem, but this is not the case with students at CoA. They enroll at CoA in part because they believe in the benefits of sustainability, and they accept that the dining options will

be impacted by seasonal weather. Because the student body is so small (approximately 360 in total), meals can be prepared on a case-by-case basis for students with soy and nut allergies, for example. Such meals have the student's name included and can be picked up at an agreed upon time.

### Aligning Academics with the Dining Program at CoA

Classes at CoA regularly visit the kitchen to interact or even instruct. For instance, a class learning about the ethnography of food is likely to use the kitchen one day per week during the winter term. The objective is to aid in the preparation of various ethnic or cultural dishes that are then served in the dining hall. One popular example is the Guatemalan-inspired *fiambre* salad. In fact, because many students work in the kitchen, they are allowed to take part in planning the menu. The kitchen thereby becomes a space not only of collaboration but of fun experimentation in which students may make two different dishes for everyone to enjoy. Menu planning on the whole is informal, and students working will be asked if there's something they'd like to have, perhaps even a dish from home that they miss and wish to replicate.

Each term, CoA offers several courses in food system studies and sustainable agriculture. Options are available for students to complete research in these areas through classes, independent studies, and senior projects. CoA Foodprint is a course that allows students to study the conditions by which food on campus is produced, transported, and prepared, examining along the way who participates in this complex system. Students partner with CoA's kitchen and farm managers, vendors, and food systems faculty to examine the college's "foodprint." Doing so allows them to apply what they have learned to local production and food security. With CoA's Food Group and its Food Systems Group, students may also enjoy on-campus opportunities to participate in the annual Farm Day and the Farming Workshop Series, both of which offer community and student education about sustainable food systems.



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**ABOUT THE AUTHOR:** Dr. David Vinson has a PhD in English with specializations in transatlantic literature and cultural studies. He is a committed scholar, teacher, and dad. If you ever meet David, avoid the subject of soccer. His fandom borders on the truly obnoxious.

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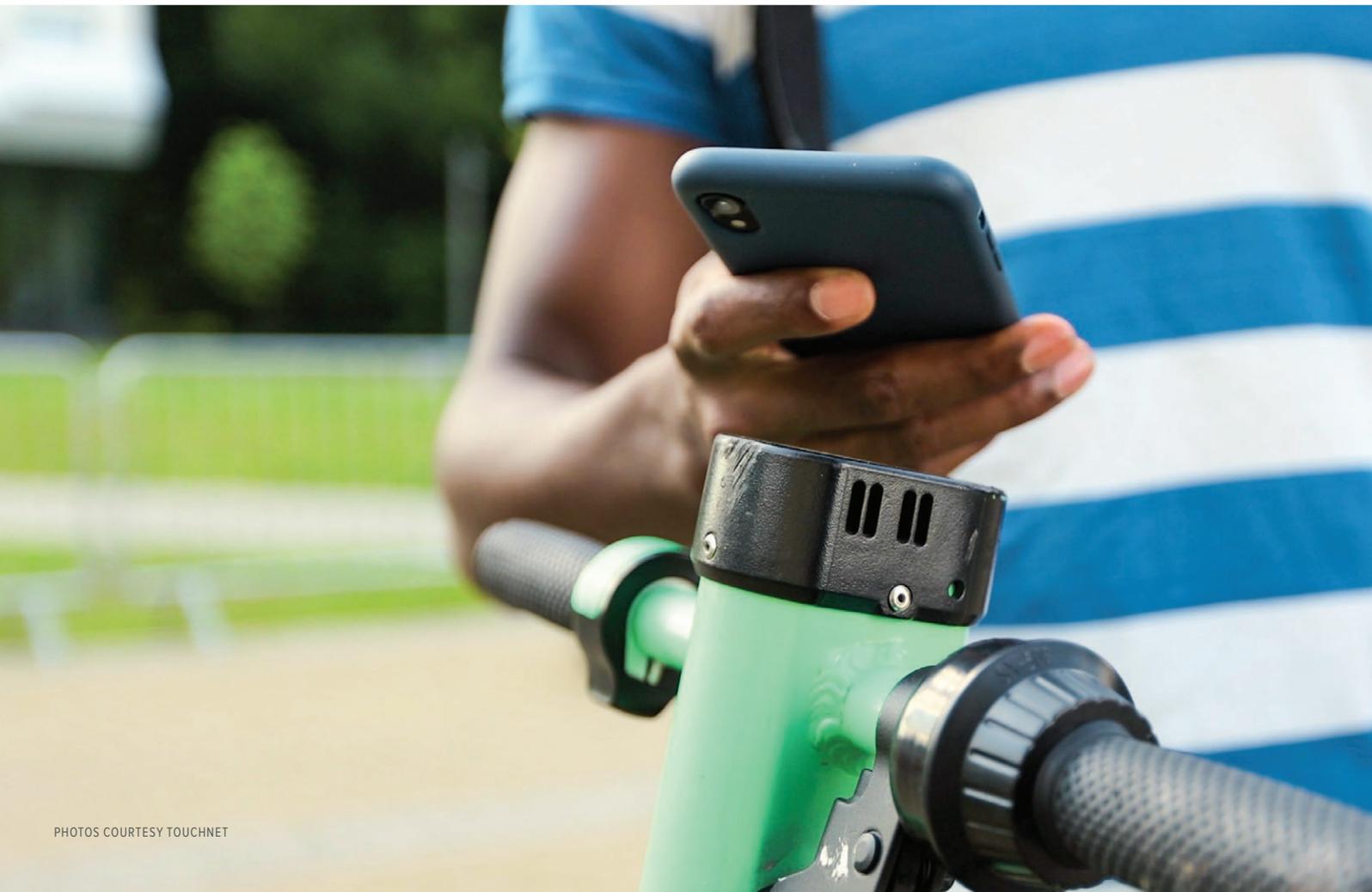
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# transforming campus IDs

BY ADAM MCDONALD

In this new era of campus cards, technology is redefining the function of the campus ID and what the ID management system can do for students, staff, and the institution. Mobile phones, cloud and hosted computing, and integrated solutions provide ID systems with capabilities that turn mobile devices into the new nexus of the student experience and campus operations.

Students' mobile phones can function as ID cards, digital wallets, and appointment managers; they can also provide credentialing, offer a check-in function, track declining balance accounts, and more. With these and other capabilities in one place—often within a single app—the campus experience becomes unified and convenient as students perform many tasks that used to require in-person interactions across campus quickly and without friction.

Streamlined ID management systems provide powerful features that reduce the burdens on staff in the card office and elsewhere on campus. From printing cards to taking ID photos, manual and time-intensive office work transitions to online, digital automations managed anytime, anywhere. Hosted and cloud solutions can further reduce responsibilities of campus IT personnel, providing an integrated computing environment that improves staff communication, increases process coordination and automation, and facilitates data-sharing amongst offices.

### Mobile Phones

With the newest technology, mobile IDs can perform the same traditional tasks previously done with physical ID cards. These cards allow students to better manage their on-campus life and—often—bypass in-person visits for faster, safer access to campus services.

Mobile phones can leverage wireless technologies to perform a number of tasks with speed and ease. Near Field Communication (NFC), Bluetooth, and Wi-Fi interfaces allow phones to communicate with technology embedded across campus. With phone in hand, students can conveniently check into class, get on campus buses, access doors and buildings, and purchase tickets to attend events.

Mobile phones can also take advantage of mobile wallets and related solutions. Students can manage payments, refunds, and other financial activities via the student account. They can also utilize closed-loop, declining balance accounts for campus purchases like printing, books, vending, parking, laundry,

and more. Phone apps can schedule appointments with academic advisors, reserve dining hall tables, and more.

With all of the functions in one place, students have a single sign-on rather than logging into multiple systems, and multi-factor authentication strengthens the security of signing in. Additionally, while physical ID cards are frequently lost, students are much less likely to forget their phones.

For staff, mobile IDs can mean no longer printing physical ID cards and paper tickets for events, saving time and money in production costs and staffing for face-to-face business. Even further, students submit ID photos and manage their accounts through their phones, and staff members can provision the IDs, manage permissions, and more from any location, reducing the staff required, the need for extended office hours, and the numbers of students waiting in long lines for their IDs. Staff can also reach students with messaging they are less likely to ignore, via notifications and alerts on their

*continued on next page*



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phones, thereby improving campus communication and student engagement and success.

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Moving ID management systems from on-premises to hosted and cloud environments reduces costs, decreases IT demands, and streamlines the management of traditional permissions, privileges, and authorization processes. Hosted and cloud computing trims on-campus resource requirements, especially purchasing, implementing, maintaining, and upgrading servers and related infrastructure. In addition to decreasing capital expenditures, IT staff have reduced responsibilities for managing databases, securing data centers, maintaining servers, and performing network oversight. Campus IT then has more capacity to focus on value-added work and critical projects.

Hosted and cloud environments provide a bevy of tech benefits. They are flexible and can be fitted to every situation, saving the campus money by purchasing only what is needed and

having it configured to the specific needs. But as circumstances change, hosted solutions are built to expand, contract, and reshape more easily and quickly than on-premises software. Hosted and cloud server architecture has built-in redundancy and disaster prevention measures to keep data safe and make recovery fast. It also increases reliability, with more uptime for user satisfaction and less downtime with its costs and headaches. Updates are more smoothly implemented, and the system accrues less technical debt since it runs the most recent version with the latest upgrades. Hosted and cloud providers usually offer access to test environments in which users can experiment and develop solutions focused on improving performance.

**The Power of Integration and Data**

An important aspect of cloud and hosted environments is the integration of solutions and hardware. Rather than legacy solutions that don't connect, the components of hosted and cloud ID management systems communicate

with each other. This integration improves the creation, unification, and communication of data by turning the arduous, manual work of collecting, analyzing, and sharing data into an automated, real-time process of data analytics.

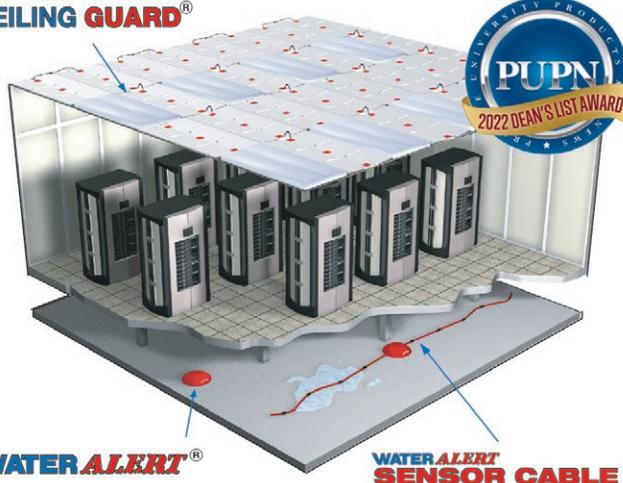
Integrated campus ID solutions generate usable data from every activity they're involved in, which for mobile IDs includes everything from entering buildings and attending class to making purchases and riding campus buses. This data was previously inaccessible to administrators. Data from integrated systems will not just gather data points from student activities that use mobile IDs across the entire campus, but also make connections between them to help administrators detect patterns that lead to actionable insights. Data analytics are presented in dashboards and digestible reports that are delivered in near real time as data continuously synchronizes across the integrations.

Individual offices like dining services can observe dining hall data to optimize schedules, services, and ordering. But administrators can

*continued on next page*

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By digitizing the campus ID, running it in a hosted and cloud environment, and connecting it to payments, access, and administrative solutions that integrate across campus, dozens of tasks are streamlined and automated.

also synthesize data from multiple sources—dorms, events, classrooms, service offices, and more—to paint a larger picture of the students' habits and well-being. Problem indicators can be detected, and staff can provide timely help to keep at-risk students safe, enrolled, and successfully progressing toward graduation.

Integration also allows for real-time monitoring of the ID system, remote administration, and immediate decisions on access. A lone administrator, working from anywhere, can use a web-based program to quickly lock doors across campus, change permissions and credentials status for any user, and communicate essential information to the entire campus community, such as safety warnings or inclement weather delays.

### Transforming IDs

By digitizing the campus ID, running it in a hosted and cloud environment, and connecting it to payments, access, and administrative solutions that integrate across campus, dozens of tasks are streamlined and automated. From making payments to scheduling advising appointments, students can save time and effort by accomplishing their to-do lists quickly via their phones. Staff can eliminate labor-intensive work and take advantage of the power of modern solutions to more easily and quickly control access, generate and share data, and coordinate with other offices, from dining services and academic advising to the gym and the library.

According to the National Association of Campus Card Users (NACCU) Benchmarking Survey 2020, 70% of surveyed higher education institutions do not have mobile credentials, 60% do not have mobile payments, and 69% lack event access. This situation offers a fantastic opportunity to invigorate campus operations and the student experience with the powerful, multi-functional capabilities of ID management systems that rely on mobile phones, hosted and cloud computing, and integrated solutions.



**ABOUT THE AUTHOR:** Adam McDonald is the President of TouchNet. He has spent his entire career in the software industry and draws from that experience to steer TouchNet's product and process innovation and ensure consistently exceptional customer experience. Adam is a graduate of Dartmouth College, where he earned his bachelor's degree in history.

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[www.DynamicAQS.com](http://www.DynamicAQS.com)



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Superior® Recruiter 2™ wood sport lockers are available ready to ship in stock configurations. These lockers are a high-quality furniture product with durability, functionality, and beauty that will enhance any environment. For over twenty-five years, schools and colleges have made Recruiter lockers the choice for team sport locker rooms.

[www.listindustries.com](http://www.listindustries.com)

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[www.ClearSpan.com](http://www.ClearSpan.com)



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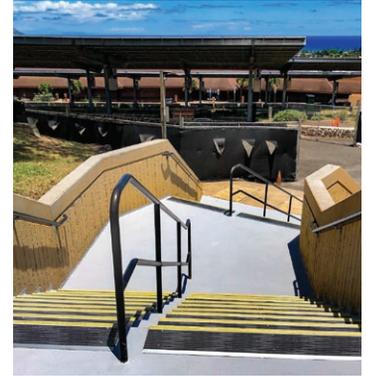
[www.Zurn.com](http://www.Zurn.com)



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- Instructor control template makes it easy to customize your room configuration
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[www.agfmanufacturing.com](http://www.agfmanufacturing.com)



## PC MASTER STATION SOFTWARE

Convert a PC into a campus security intercom. Compatible with their IX Series, Aiphone's IX-SOFT allows features to be controlled directly from a computer. With the intuitive software, it's simple to identify visitors before unlocking the door, use the interactive map for monitoring, broadcast messages or alerts, and record conversations.

[www.aiphone.com](http://www.aiphone.com)



## MOISTURE MEASURING KIT

With the Ligno-VersaTec moisture meter, users can select the right measuring mode to fit the job on hand: pin mode, scan mode, or thermo-hygrometer mode. Potential uses include tracking moisture problems with hand probes up to 7" deep or measuring the humidity in a crawl space with the RH Bluepeg probe. The Ligno-VersaTec can check all moisture problems.

[www.lignomat.com](http://www.lignomat.com)



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[www.vantagewatercare.com](http://www.vantagewatercare.com)



## EXPERIENCE THE QUALITY DIFFERENCE

Royal Basket Trucks® believes that carts should be designed to meet the needs of the user's environment. For that reason, our carts can be easily integrated into daily operations to improve overall workflow efficiency. We offer thirteen colors of vinyl, seven colors of mesh, and canvas. Custom size modifications, branding, and labeling are available. Visit our website for more information.

[www.royal-basket.com](http://www.royal-basket.com)



## EFFICIENT LEAF CLEANUP

Billy Goat's Hurricane™ P2000 Compact Zero-Turn Stand-On Blower boasts fast, low-fatigue, and high productivity leaf cleanup. Our patented Dual Deflector Air Flow System™ and undercut is manually adjustable on both the left and right for directing twin air columns at the best angle for efficient cleaning. With 150+ MPH air velocity and 3500 CFM, this unit will make quick work of campus leaf cleanup this fall.

[www.billygoat.com](http://www.billygoat.com)



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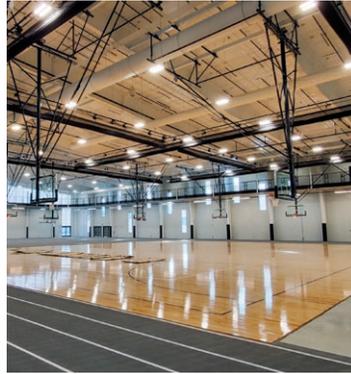
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## AIRFLOW MEASUREMENT

The patent-pending KMC Conquest™ Airflow Measurement System is the only air intake measurement tool that is built on proven industry standards. Unlike the old expensive, cumbersome traditional systems, the AFMS is not impacted by the weather, low air velocities, temperature, ductwork bends, turbulent airflow, or any other traditional pitfalls.

[www.kmccontrols.com](http://www.kmccontrols.com)



## BASKETBALL BACKSTOPS

IPI by Bison's Y-Frame Ceiling Mount Basketball Backstop Structures are easy to operate and designed to last longer than the gym itself with a limited lifetime warranty. Center drop tubes include 35% more structural steel than other manufacturers, and the entire Y-Frame is welded with extra gusseting at critical connecting points. Y-Frames complement IPI's wall mounted backstops, divider curtains, and wall padding.

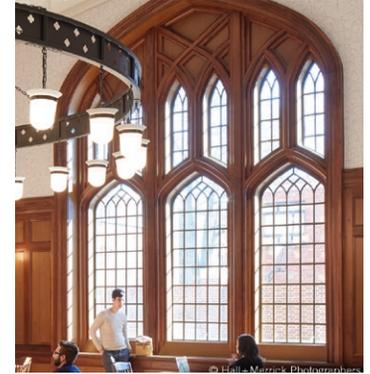
[www.ipibyson.com](http://www.ipibyson.com)



## ROBOTIC FLOOR SCRUBBER

Kärcher's robotic floor scrubber—the KIRA B 100 R—handles the tedious task of cleaning floors on its own, so staff members can focus on higher-value tasks. Using a cloud-connected AI operating system, it autonomously cleans large areas and specified routes quickly and safely, navigating people and obstacles.

[www.kaercher.com](http://www.kaercher.com)



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[www.mussonrubber.com](http://www.mussonrubber.com)



## CAMPUS ID CARD SECURITY

TouchNet's 360u app gives students a single point of access to manage their campus life. From this single sign-on app, students can access buildings, check in to class, register for activities, add funds for purchases, and navigate campus. For staff, 360u syncs with campus systems for streamlined insights, management, and informed decisions.

[www.touchnet.com](http://www.touchnet.com)



## SAFETY MATS

PIG Grippy Floor Mat, the world's first adhesive-backed absorbent mat, eliminates trip hazards commonly associated with standard carpeted or rubber-backed floor mats. There's no shifting or bunching up. Grippy stays flat and tight to most common commercial floor surfaces but peels up easily, so disposal and change-outs are a breeze.

[www.newpig.com](http://www.newpig.com)



## PRO MICROPHONE SYSTEM

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[www.extron.com](http://www.extron.com)

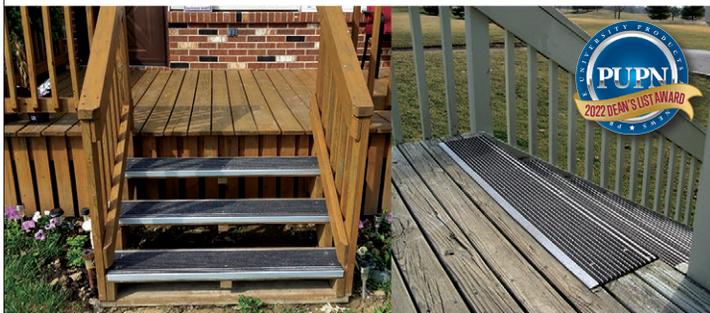


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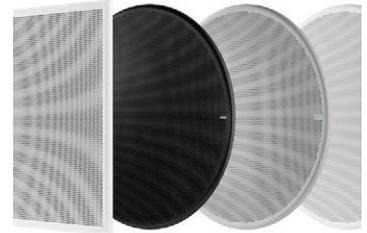
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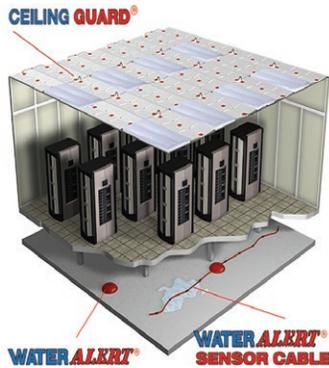
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[www.wateralert.com](http://www.wateralert.com)



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[www.vikingelectronics.com/products/pb-3/](http://www.vikingelectronics.com/products/pb-3/)

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