



THE ALL-ACCESS CAMPUS ID

Creating a Five-Star Experience for Generation Z

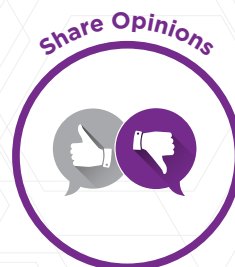
UPDATING THE CAMPUS EXPERIENCE FOR GENERATION Z

Many campuses have successfully tailored the educational experience to meet the expectations of digitally entrenched, sustainability-minded millennials. But as Generation Z enters college, expectations of what it means to offer a great campus experience are shifting.

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

As a result, leaders in higher education are reinventing their approaches to better gratify Gen Z students by offering them new ways to experience their campuses.

And it all starts with the student ID.



THE KEY TO ENGAGING GEN Z: A FIVE-STAR CAMPUS ID

As Generation Z descends on campuses across the world, colleges and universities are looking for ways to adapt their services, streamline and personalize user interactions, and deliver five-star experiences. In their search, schools are finding that one simple tool can set their campuses apart and impress Gen Z — the campus ID card.

The campus ID is an extension of the Gen Z student identity. It's the most tangible connection between them and their school. They expect it to be a seamless, personalized, all-access pass to every experience they have on campus. Like everything else in the Gen Z student's world, it should make a statement about their unique and individual brand — showcasing their interests, activities and lifestyle. Higher education administrators are looking for the right ID card issuance solution to easily issue highly personalized student ID cards and meet student expectations.

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

Affiliation with academic groups, arts programs, sports teams, and 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.



Crisp, vibrant, full-color images accurately represent each student or faculty member.

ONE-CARD STUDENT IDS — NO WAITING

Streamline ID Issuance

Old-school ID programs won't impress this generation of tech-savvy, social multitaskers and influencers. Waiting in long lines at the student services department to have photos taken or receive an ID card on orientation day is an experience killer. Now it's possible to eliminate lines on orientation day.

Imagine using a tablet to take a student's photo and enrolling them from the cafeteria, book store or dorms as they explore campus. This creates a true five-star experience for Generation Z.

Offer A True One-Card Experience

The technology available today for ID card issuance empowers schools to easily provide a true one-card experience. Smart card technology for student ID cards can be programmed and used to pay for meals, do laundry, enter secure facilities and do everything in between. Schools adopting this technology are creating card programs that offer a sense of individuality, self-reliance, purpose and community to help capture and deliver the experience Gen Z is looking for.

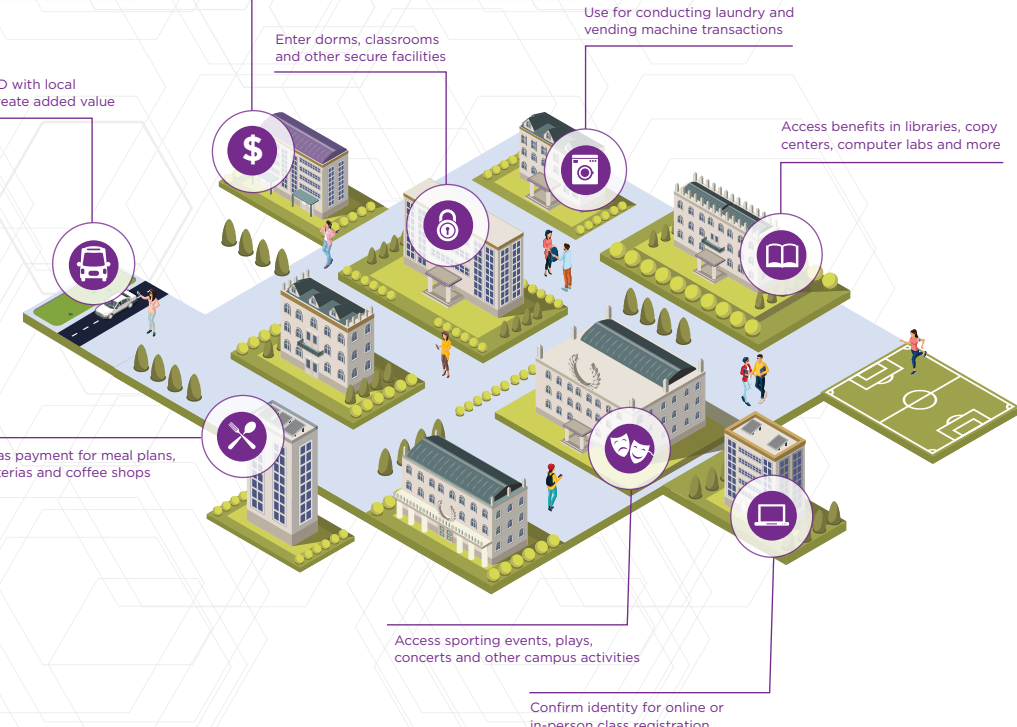


Just got my student ID! I got to put a photo of our mascot on it 🐻 Want to grab food on our way to the game? 🍕



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 ☺️

Integrate your school ID with local transit companies to create added value

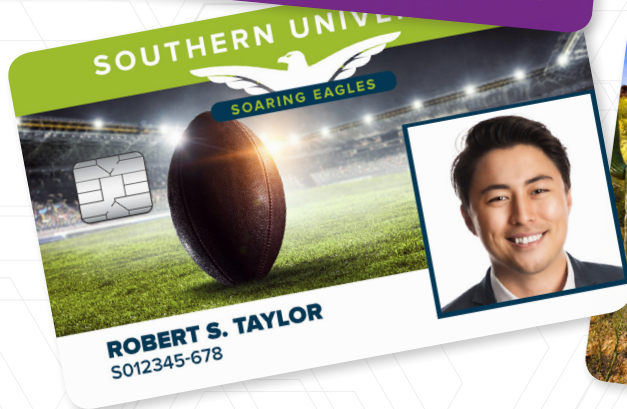


UNLEASH THE POWER OF AN ID PROGRAM WITH DISTRIBUTED ISSUANCE

Rather than issuing student IDs at a dedicated location, resulting in long lines, schools can now use **flexible server-based ID card software** that enables the capture of student photos and demographic data anywhere on campus. A server-based approach provides access from any secure, connected workstation or mobile device on the network. In addition to capturing images and data anywhere, campuses can print ID cards at multiple locations or in batches for efficient distribution. This eliminates long lines that might frustrate Gen Z students and allows cards to be issued quickly.

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, and they can quickly deploy firmware updates. Certificates and keys can also 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

Ready or not, Gen Z is taking over college campuses. They're digital gurus, expert multitaskers, fiercely individual, extremely influential and have short attention spans. They're quick to share their lives through images and ratings on social media — putting their school's brand and reputation on the line in one Snap, Tweet or video.

Colleges and universities are finding ways to deliver the five-star experiences that Gen Z students expect, starting with the campus ID card.

Adapt card issuance programs to provide students with a stunning ID card that reflects their unique identity. Give them an all-access pass to everything they want to do and everywhere they want to go on campus. Eliminate long lines and waiting on orientation day.

Our server-based card issuance software makes it easy to adapt campus ID card programs. University staff can issue ID cards on any secured device, anywhere on campus. And remote monitoring and management tools will streamline administration of card issuance programs like never before.

In return, schools not only deliver five-star experiences to students, but they are well on their way to earning five-star ratings from Gen Z.



Flexible printing technology that creates high-quality card designs and vibrant, long-lasting images from blank card stock

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** or visit **entrustdatacard.com/markets/education**.



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