

CampusWide Chronicles

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CampusWide

AT&T CampusWide
2362 W. Shangri-La Road
Phoenix, AZ 85029
(800)528-0465
<http://www.att.com/campuswide>



Welcome to the First Edition of CWC!

*Kevin C. Flynn, President
AT&T CampusWide*

As we began the year 2000, associates at AT&T CampusWide discussed how to continue improving our communication with customers. We strive to find new ways to highlight the innovative and unique ways in which our partner campuses use the *Optim9000* system. Hopefully, CampusWide Chronicles will achieve that objective.

New Customers

AT&T CampusWide is happy to announce several new customers: Shepherd College in West Virginia, Owens Community College, and Ashland University, both in Ohio. Also, we are pleased to announce our second corporate customer, Quad Graphics in Wisconsin.

NACCU Award Winners

The first tradeshow of the year just completed in San Jose. AT&T CampusWide customers swept the annual NACCU Awards. Congratulations to Harvard University, University of Missouri, Columbia, Duke University and University of Colorado at Boulder. Joe Pietrantoni also received the NACCU/VingCard PERSONA Professional Development Award. Look for an update on these winners in our next addition of CWC.

Participation is Key

Your participation is key to making this newsletter a success and a useful tool. We would like to extend an invitation to your campus to participate. If you

would like to have an article published about your campus, please email chronicles@campuswide.com

I look forward to seeing all of you at CUCON 2000 in Carefree.



CUCON 2000

Michael Morris

CUCON 2000 is just around the corner! This year the conference is taking place at the Carefree Conference Resort in Carefree, Arizona. Surrounded by the beautiful Sonoran Desert, this is one of only a few resorts in the Phoenix metropolitan area that offers a realistic, Southwest atmosphere. Carefree Conference Resort, a sister property to the host of CUCON '99, the Scottsdale Conference Resort, offers the same high quality conference rooms and meeting technology that set a new standard at last year's conference.

Located 28 miles north of Phoenix Sky

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The Real Keys to Campus Security

Sam Kedzierski

A sense of campus community provides an assumption of security and safety on most campuses today. Yet talk to campus administrators, and they will, provide you with examples that contradict this assumption. By utilizing the three keys of:

- Careful Planning
- Effective Administration
- Proactive Communication

a campus card system can help bring this perception closer to reality.

Careful Planning

Implementing a card system consists of

three planning stages, accounting for cardholders, responsibility for the system and abiding by governing laws and regulations. The first step in the process is to account for and document all cardholders. Campuses tend to focus

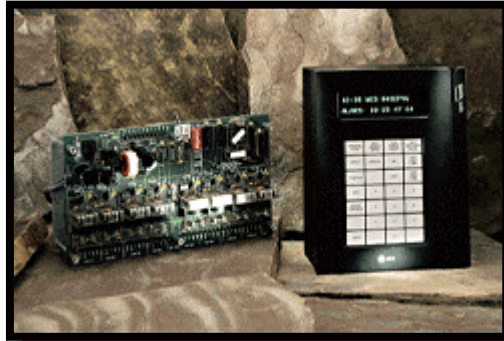
on the obvious, students, staff and faculty, but it is important to look broadly at all individuals

who visit your campus. This might include: contractors, emergency personnel, campus guests, vendors and alumni.

While most campuses choose to issue cards to campus visitors, it is important

to remember that this group of cardholders will be dynamic and someone will need to be responsible for keeping the database current.

That brings us to the second stage.



When setting up the system you must also keep in mind the human factor. There are two parts to this human dimension, the cardholder and the people maintaining the system.

Employees quit or get terminated as well as get sick and take vacations. Make sure you have procedures in place to account for these situations. If there is one thing that is inevitable, it is that people will lose their ID cards. Make sure policies are in place and well documented, such as where and who issues replacement or temporary cards and how much, if anything, you charge for them. Make cardholders accountable for their actions by having them sign a cardholder agreement containing this type of policy information.

The third stage of the planning process is understanding the laws and regulations in your area that apply to security.

Effective Administration

In many cases the word administration is synonymous with the phrase "more work," but in the case of a card system you must not overlook the administrative advantages and benefits that it can offer in terms of security. For example, reconfiguring software or deactivating a lost card is easily managed and more cost effective than re-keying a building or, worse yet, an entire campus. Some other not so obvious administrative benefits are a system capability of logging all valid

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We're Expanding to Meet Your Needs!

As a result of increasing customer requests, CampusWide has developed a more proactive and direct approach to our existing customers' development needs by establishing a new Expansion Team.

We have allocated specific resources to provide *Optim9000* system expansion assistance for customers by providing enhanced levels of support, assistance and training on equipment, and information on new and upcoming products and services. All designed to support our customers in achieving effective and timely implementation of additional *Optim9000* system applications.

How can we assist your campus?

We can provide:

- Assistance in producing business cases for additional funding;
- Help for your campus to identify new revenue streams to fund expansion;
- Partnering with you to present expansion opportunities to other departments and upper management;
- Assistance with reviewing request for proposals (RFPs) on additional development needs.

If you would like more information about how to expand your current *Optim9000* or AT&T applications, please contact Greg Davit, Account Manager, at (800)528-0465 ext. 6840 or email at: gregd@campuswide.com

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CUCON 2000 continued

Harbor Airport in the small town of Carefree, the Carefree Conference Resort features charm and scenic vistas that aren't often found in the city.

This year more sessions are being planned than ever before, and with the feedback from the CUCON'99 survey, we have made every effort to design them to better suit your needs.

One of the biggest benefits of CUCON, and something that is heard year after year, is the opportunity to network with attendees who have similar roles and responsibilities. Also, the chance to meet the AT&T CampusWide personnel that you interact with over the phone is greatly valued.

WEB SITE UPDATES

Be sure to visit our CUCON web page site to catch all of the updates on presentations, activities and the conference agenda.

CONTACT INFORMATION

CUCON Hotline:
(800)528-0465 ext. 1316
Email:
cucon2000@campuswide.com
CUCON Fax: (602)906-9504
ATTN: CUCON
CUCON Website:
<http://www.att.com/campuswide.com>
Hotel Website:
<http://www.conferenceresorts.com/carefree/default.html>



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The Real Keys continued

and denied card activity, allowing for door status monitoring and local schedule overrides.



Ultimately the integrity of the system relies on a team approach. In order for the system to be successful

you must have participation, cooperation and "buy-in" from all cardholders and areas on campus that are affected by the use of the card.

Proactive Communication

One way to insure participation and cooperation is through effective communication. You may want to consider focusing on messages and themes that help you educate the campus population on the value of the card and the importance of their participation. Encouraging participation will increase the frequency of use which, in turn, will lead to a heightened cardholder awareness of security. Another tangible benefit of increased card usage, specifically debit card functionality, is less cash circulating on campus. You also want to make sure policies and messages are communicated and consistently enforced across the entire campus. For example, implement a policy that all cashiers validate the photo on the ID card before accepting it as a form of payment.

System users and cardholders must also be provided with a basic education of security awareness. Many successful campus models offer a "Safety Tips"

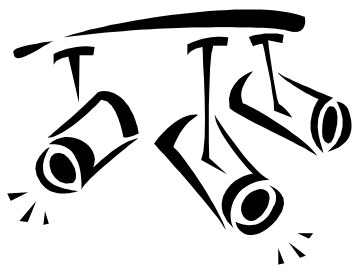
handout as part of the student orientation process. This education packet could include items such as a map of campus with the location of emergency phones clearly marked, personal security checklist and information about victim's assistance programs.

The amount of time spent planning, administering and maintaining communication may seem like a high price to pay, but it is a bargain in the context of quality of life and a secure campus.

Administrative Checklist

The following is an administrative checklist of issues and questions that should be asked when implementing policies and procedures related to security and a campus ID card:

- Who monitors the system for alarms and held doors?
- Who acknowledges alarms and checks for propped doors?
- What is the procedure for repairs?
- Who authorizes access to buildings?
- Should the Model be Decentralized versus Centralized
- Cardholder Responsibilities
- Who determines the door lock/unlock schedule?
- Who is responsible for maintaining the database? What is the back-up procedure?
- Should the doors be in different states for holidays, weekends and special events?
- How are lost/stolen cards handled?



Customer Spotlight

Customer Spotlight

Cashless Convenience: Loyola Marymount University Card System

For most college students, there is nothing more important than convenience. With so much to do, in class and activities, anything that makes life easier is welcomed with open arms. At Loyola Marymount University, students need not look any farther than their One Card for such convenience. The campuswide card system allows both students and administrators to enjoy all the benefits of a cashless campus.

LMU installed the AT&T CampusWide card system in the fall of 1997. When a manager for the card office and two assistants were hired in July, nothing was installed, wiring was not complete, and the software was not setup. After one week of training by AT&T, the University had all systems up and running by the time students arrived on September 1. Food services were fully operational and two dorms were online with access control readers.

School officials had a goal of convenience during their search for a one-card system. They wanted the convenience and security offered by a card over cash and an increase in student money spent on campus. For themselves, administrators sought an increase in the funds held by the University and desired to be

on the leading edge of management and students services technology.

For the students, there is almost no need to carry cash around campus. They are able to purchase food, books, coffee, snacks, stamps, health center services, and make copies with their One Card. Before the installation of the campuswide system, students needed to carry three or four different cards, cash, and change in order to go about their daily routines. If a student happened to lose his/her wallet, the cost of replacing several cards was substantial; now a lost card need only be deactivated so a new card can be issued in just over a minute.

“I know I can get this because I need it, even though I don’t have any cash, and I don’t have to worry about going to an ATM”

-Student Beth Sanchez

With so many student services accessible with the One Card, life is easier for the Loyola Marymount

student. With a sum of money already on the card, students are more likely to make that impulse snack or food purchase without having to rummage around for spare change and cash. Referring to the purchase of necessary items, junior Beth Sanchez says, “I know I can get this because I need it, even though I don’t have any cash, and I don’t have to worry about going to an ATM.” Sanchez also cited the laundry application as a major advantage of the card system. Using the One Card eliminates the need for those hard to find quarters and, for LMU students, actually costs less than using hard currency.

While the student body is reaping the benefits of the cashless system, the LMU administration is also experiencing success. Students deposit money into their flexible spending accounts at the beginning of the semester for all purchases outside of their dining plans. The University holds this money in interest bearing accounts until the “flexi-dollars” are actually spent. Therefore, the school enjoys an increased revenue stream. The bottom line also grows due to the increase in dollars spent on campus. By having such a comprehensive card system, the school is able to capture its students’ purchasing power, and not lose it to off-campus vendors.

Chris Lam. Chris has completed his internship with AT&T CampusWide and has begun his first year of law school at Duke University.

Two New Revenue Opportunities from AT&T CampusWide

AT&T CampusWide Wireless

AT&T, a leading provider of wireless services and innovative pricing options, offers Universities an opportunity to partner in a unique arrangement for the delivery of wireless services to faculty, staff and students.



The AT&T Wireless Dealer Program, provisioned by AT&T CampusWide Access Solutions and AT&T Wireless Services, enables the University administration to market AT&T Wireless Service and digital instruments, including the new AT&T PrePaid Wireless Phone, to its constituent members. Subscribers will be allowed to choose from any consumer programs that best meet their individual needs and requirements. Subscribers will receive customer care and be invoiced directly from AT&T Wireless.

Through co-sponsored carding events or other approved channels, AT&T and the University will market and sell AT&T Wireless Service and digital wireless phones. Students, staff and faculty who decide to purchase the service will need to fill out an application. Upon completion of the application, AT&T personnel will verify the credit eligibility of the applicant. Once complete, AT&T

personnel will activate the phone for the individual to leave the event with the phone in hand. Upon activation of the service, the purchaser becomes a customer of AT&T Wireless and all on-going billing and service support is provided by AT&T Wireless.

AT&T will offer the University compensation for each purchased instrument and service activation. Compensation levels are based upon the instrument purchased. AT&T will also provide the participating institution all training and marketing collateral required to support the program offering. In addition, event support will be provided by AT&T Wireless where contracted.

AT&T PrePaid Card

The AT&T CampusWide PrePaid Card Program, provisioned by AT&T CampusWide Access Solutions and DataWave Inc., enables the University administration to market and sell AT&T PrePaid Cards to its constituent members while generating revenue for the university through a program offered by AT&T CampusWide and DataWave.



Universities with enrollments of under 5,000 may market and sell AT&T PrePaid Cards through university channels. For campuses of 5,000 students or more, a university

may choose the option of utilizing the DataWave TeleMerchandiser(DTM). Students, staff and faculty who decide to purchase a card may select how many minutes they want on the card and the form of payment. Through the unique application of the DTM, an individual may purchase cards utilizing cash or credit cards

DataWave handles all maintenance of the machines for a campus, with no capital expense for the university.

For more information on these offers please contact Customer Account Management at (800)427-2691.

