



KIOSKS ON COLLEGE  
CAMPUSES AND THE  
STATE FUNDING CRISIS

# WHITE PAPER

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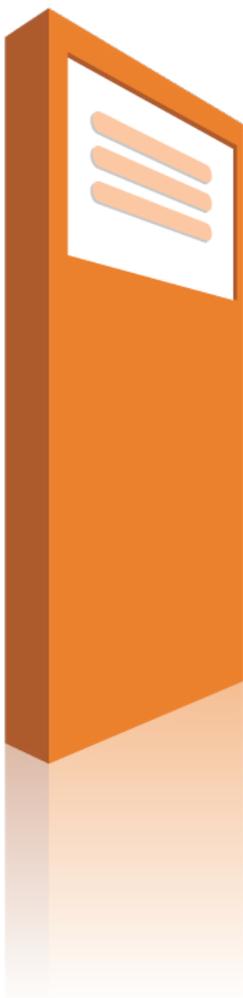
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## OUR MISSION

*To help people and businesses bring their services to those who need them through the art of engineering, quality craftsmanship, and the innovative nature of self-service technology.*



### A word from Advanced Kiosks President **Howard Horn II**

It has been over 15 years since we began our journey in the self-service industry, and even now there are still plenty of things that can surprise us as this field continues to grow. That being said, it would be easy to understand how someone new can have a hard time making sense of it all. Between the varying terminology, hardware, software, and differing degrees of support, anybody who is just hunting for a solution can become rather disoriented in the mix of it all.

So, in response to the ever increasingly dynamic environment of customer interactive devices and service, myself and the Advanced Kiosks team have decided to put our decade and a half of experience to good use beyond our typical operations to help readers such as yourself, to better understand what is going on out there. To help break down and consolidate the information you need to know to find out if self-service is right for you and your organization, how it works, what its value is, and what it takes to keep it running the way it should.

It is in hopes that through materials such as this document that we can educate (and on occasion maybe entertain) potential self-service buyers on the correct terminology and services in which to better find what they need.

Thank you for your interest, and please feel free to enjoy our available resources as you'd like. We look forward to helping you and your business succeed, and hearing back from our customers!

Best Wishes,

H.H.



# CONTENTS

KIOSKS ON COLLEGE CAMPUSES & THE STATE FUNDING CRISIS	6
SOLUTIONS: SELF-SERVICE KIOSKS	7
PRINTING CLUSTERS	8
CHECK-IN SOLUTIONS	9
INFORMATION & WAYFINDING	10
STUDENT RECORDS	11

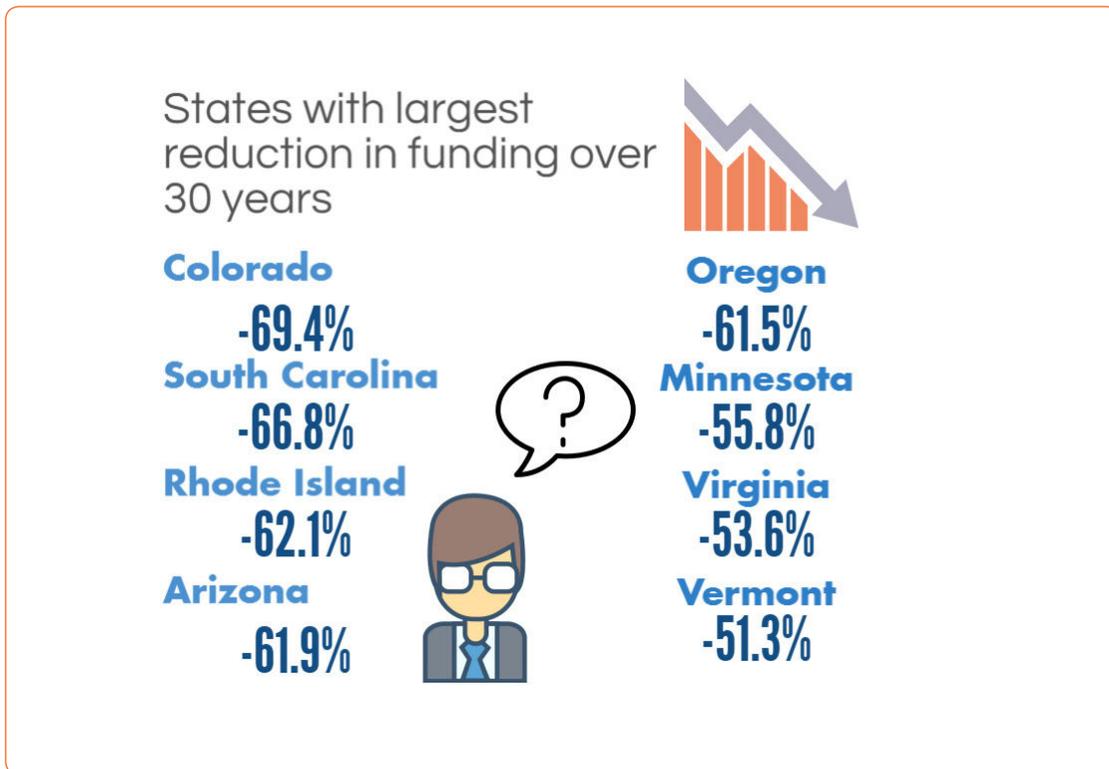
# KIOSKS ON COLLEGE CAMPUSES & THE STATE FUNDING CRISIS

*Written by Kelsie M. Collins & William P. S. Manning*

Currently, the largest problem U.S. colleges and universities are facing is overcrowding and lack of state funding. According to the National Center for Education Statistics,

*"In fall 2016, some 20.5 million students are expected to attend American colleges and universities, constituting an increase of about 5.2 million since fall 2000".*

While higher education enrollment continues to increase, studies are showing that state investments in higher education will reach zero for the fiscal year 2059. The following list provided by the American Council on Education shows the states with the largest reduction in funding over the past 30 years





## SOLUTIONS: SELF-SERVICE KIOSKS

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As funding decreases and enrollment skyrockets, campuses nationwide are becoming less and less efficient due to the inability to fund staff and resources. Finding resources that have small investment, produce mass efficiency, and cut back on expenditure is imperative. Self-service technology is a perfect solution to improve campus awareness, check-ins, and all around efficiency. Kiosks are designed for three major models: freestanding, wall-mounted, and countertop. Freestanding kiosks are mobile, flexible, and versatile. They generally have a smaller screen and are meant for more interactive functions. Standing ATMs that aren't attached to any wall are a good example of what a freestanding kiosk looks like.

Wall-mounted kiosks are generally larger display kiosks that are mounted on a wall for mass visibility. They work well for advertisement and lobby information/ wayfinding. Some smaller, wall-mounted kiosks are great for interactive functions that are also on a freestanding, aside from the fact that it is not mobile. These kiosks work as a space saving solution for densely populated areas. Countertop kiosks are commercial-grade tablet style kiosks that are durable; built for excessive consumer use. These kiosks are similar to the new POS kiosks at stores and cafes that have become popular in recent years. These kiosks have been proven to improve college campuses through:

- » *REDUCED PAYROLL AND OVERHEAD COSTS*
- » *INCREASED EFFICIENCY*
- » *LESS PAPERWORK*
- » *A GREAT OPPORTUNITY FOR SCHOOL BRANDING*
- » *A MORE POSITIVE, EFFECTIVE STUDENT EXPERIENCE*

*(Wilson, K. Interactive Kiosks are Making an Impact in Schools)*

Software varies depending on the project. Common kiosk software options are security essentials, browser lockdown, events calendar, building management, and queueing. Security software keeps the kiosk secure and tamperproof. Browser lockdown software allows for whitelisting and blacklisting certain web pages so the student cannot wander all over the internet on the kiosk. Events calendar shows upcoming events on campus, it allows students to RSVP, and see videos or slideshows about the event. Building management software helps to supply information and directions to the students in a visually appealing and efficient manner. Queueing software is used to organize lines and check-ins at offices around campus.

## PRINTING CLUSTERS

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For a lot of campuses, printing cluster wait times are increasing for a few reasons. Less staff, more students, and all around less supervision. While printing clusters are not meant to be used for any other purpose than printing, a lot of overflow from the library forces students to take up more time at these clusters. The initial purpose of these clusters is for students to be able to print documents quickly before class. Now, because of enrollment overflow, the printing clusters have become another regular computer cluster for longer time usage. Kiosks can and have helped campuses zero in on this issue to create a solution. They allow the student to access printing and scanning software using security essential and browser lockdown software.

Advanced Kiosks did a case study with their client, University of North Dakota, who deployed a printing kiosk solution in their university. This is what the Center for Instructional & Learning Technologies (CILT) Associate Director Joshua Jones had to say of the project.

*"Advanced Kiosks products are just designed great,"* Jones applauds.

The service doors are located in the front for easy access. The screens move forward to easily get to the computer and monitor.

*"For us, the same key opens all units across campus. It's secure without being cumbersome."*

For students, Jones likes the touch-screen keyboards because they offer users fewer options and no function keys.

*"They keep users locked into our software, and that's exactly where we want them,"* he explains.

UND plans to have these kiosks in every one of their buildings on campus because of the widespread satisfaction that resulted from the few they started with.



The two best options for printing clusters would be a document kiosk or a multiple station kiosk that can host multiple monitors on it. These types of kiosk are freestanding, robust products that host a bunch of hardware add-ons like a scanner, printer, student I.D. card reader, and a phone to call tech support. Some of these kiosks have just one station per kiosk and some have a roundabout style with multiple monitors. After installation, these kiosks will improve productivity and decrease wait times immediately for students to print and get to class on time.



## CHECK-IN SOLUTIONS

Another problem in colleges and universities that can be improved with self-service technology is check-in services. There are tons of appointments that need to be made when it comes to college. Doctor's check-ups, advisory meetings, trips to financial aid, the registrar, advancement, study abroad, career offices, and many more meetings. Returning once again to the issue the colleges and universities face: there just isn't enough faculty and staff to support the student body. Appointments get lost, files get misplaced, and waiting times extend. A check-in and queueing kiosk is a seamless solution.

In the study, *Implementing a Kiosk-based Campus Information System at Community Colleges: Three Case Studies* it was found through satisfaction surveys that

*"By reducing students' frustration over standing in long lines to conduct transactions and overall administrative 'red tape', the colleges are using CWIS's to help create an environment for their students to succeed. By using kiosks, the colleges are able to expand the 'points of service' for their students".*

This is the way the kiosk works. The student scans their I.D, selects the meeting, and adds themselves to the queue. The faculty member knows that the student has arrived and the student has an idea of how long the wait will be.

Schools can use the same calendar software on the kiosk on any computer so students can book appointments from their dorm. That way, the student's only job is to come in at the time of the appointment and everything else is ready. This technology gives time for the faculty and staff of those departments to work on more difficult tasks that haven't been addressed because of check-ins. In the same study, the results revealed that,

*"The frustration students can feel when they are caught in administrative red tape is reduced when they get assistance immediately from a kiosk".*

Not only do these kiosks save time, but they also save resources. It eliminates the need for paper slips or appointment records because they are all in the kiosk.



Hardware that works well for this purpose could be a number of models depending on the office's preference. The most common check-in kiosks are sleek, freestanding models because it doesn't require all the extra gear that a printing cluster would need. For busier offices, a wall-mounted compact kiosk is a wonderful solution that provides the same service as a freestanding option. A small, tablet-like kiosk is another solution that can be placed at the counter in lieu of a receptionist. The only reason it is not as popular as a freestanding is because the display is small and may be difficult to type into if needed. The only hardware add-on that the kiosk needs is a card scanner to scan identification cards. Software for this solution would include a queueing software to set up a queue and a calendar software to record the appointments.

## INFORMATION & WAYFINDING

Colleges are vast and difficult to navigate, and the maps they hand out during freshman orientation do not help. Information gets sent to students via e-mail and they are rarely read. Placing a large display wall-mounted kiosk in the center of campus is the best way to get visibility and advertise events or inform the student body of due dates (scholarships and FAFSA). McClimans, author of *Education and Technology: Interactive Kiosks on University Campuses*. Peerless

*"People pass through these areas on a daily basis and it presents an easy way to quickly deliver information to students, staff, faculty, and visitors".*

These kiosks are also great for visitors who are coming to campus and need a little direction. "

*Kiosks enhance the university experience by assisting in way-finding and the presentation of schedules and other info to visitors. They may also feature a local establishments' advertising or next week's cafeteria menu. The possibilities for information sharing are endless"* (McClimans).

The kiosks display can show slideshows, calendars, videos, and web content. These kiosks cover a lot of bases in one device. Events, advertisement, wayfinding, club information, deadlines, and promotions. The important thing to consider is security, because if the kiosk is compromised by the wrong person, anything could get broadcasted to the entire campus in seconds.

A good sign that the kiosk is durable and secure is by the parts it is made out of.

*"Structural durability is key, especially as these areas are often unsupervised. Look for steel or aluminum construction and protective screens. You'll also want the kiosk connected to your network so that you can see that it is live and monitor it remotely"* (McClimans).

Without a strong kiosk, there would need to be constant supervision of the kiosk, which takes away from the purpose of the kiosk. This type of project would need events and calendar software along with a building directory and management solution.

## STUDENT RECORDS

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Lastly, an efficient way to distribute data is an information kiosk that students can retrieve personal information from. The student can find and print transcripts, look into class registration, look at upcoming appointments with administrators, tutorials for registration and financial aid, IT support, contact information, and whatever else the university wants the student to access from the kiosk. These kind of solutions are similar to an information booth where a person sits there and answers questions that the students can figure out themselves. Cost reduction is a benefit of these kiosks. Megregian, Wenger, Burnett, and Leslie talk about this concept in their research work.

*"The information also has assisted one of the institutions to develop a cost justification for the system. For example, they can compare the number of hours that the kiosk provides information compared to the number of hours that staff can provide services and information.*

*They also can then equate the cost of staff providing information versus a kiosk providing information".*

Allowing the students to retrieve information for themselves is actually a motivator for getting paperwork done and actually reading the information needed.

*"The institutions also found that the kiosks enabled students to become as pro-active as they needed and/or wanted when accessing information about themselves, their courses, and other institutional categories. The colleges recognize that many of their students may enroll in classes at their institutions and have very little interaction with counselors and other staff".*

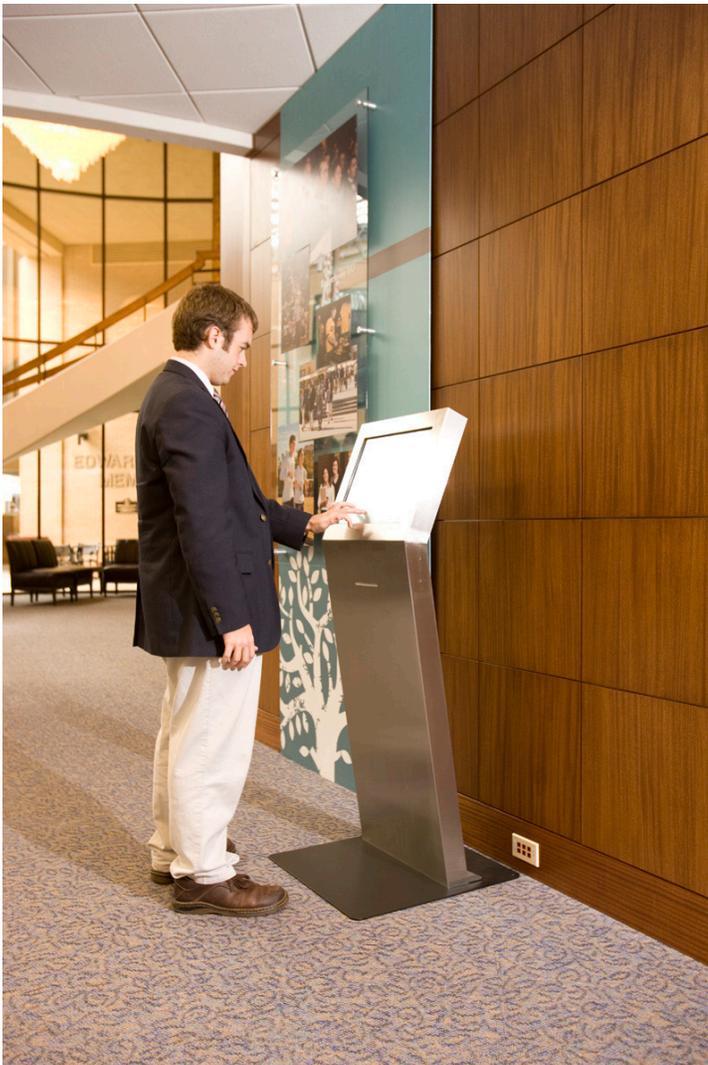
Most interactions in universities have little to do with faculty or staff contact, and student information should also reflect that.

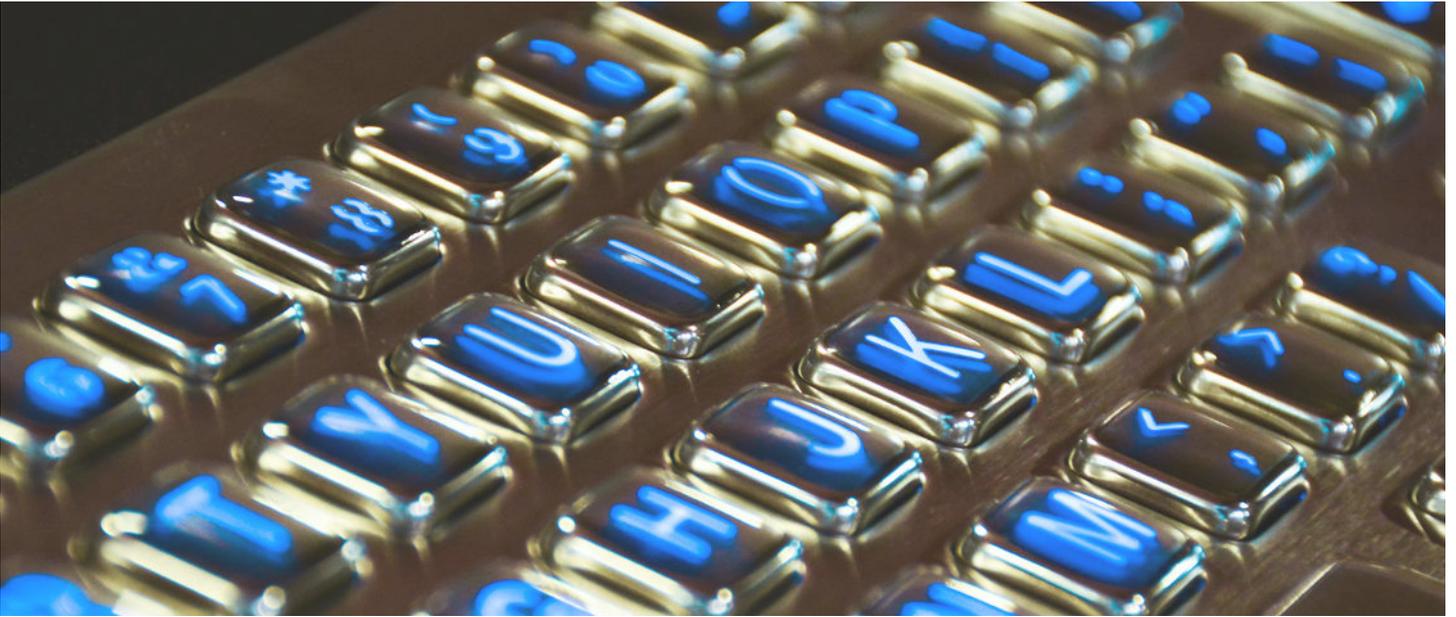
The type of kiosk that would work best for this purpose would be a freestanding kiosk, as it is portable and can move to wherever the information is most needed. They can be placed at events, workshops, and job fairs to give the students the information they need to succeed. The more private the better, which is why a privacy filter should be installed on the kiosk so the student's information is secure from the view of other students passing by or waiting in line. A document kiosk could also work if all the add-ons are needed for the information being presented. Software for this type of kiosk would include security and browser lockdown software along with the method the university uses as a platform for information.

## FINAL NOTE

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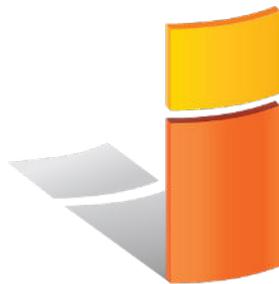
There are many solutions that kiosks can provide to education, however these are the ones that are most common. Every one of these kiosks have something in common. They save time, cost, and resources, all of which campuses across the country desperately need. It is a small investment for huge return value and savings across the board. The truth is, with state funding going down, tuition has gone up. Student expectations will continue to rise with the price of higher education in this country. By investing in self-service technology, it shows the students the value of their time, money, and quality education. To learn more about how self-service kiosks can improve campuses, the contact information is below.





Interactive kiosks are engaging, attractive solutions for nearly every aspect of modern life from promoting and wayfinding, to check-in and standard HR functions.

**Self-service kiosks are ideal for business & organizations looking to bring useful services and info that much closer to those who need it.**



**GIVE US A CALL**

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