



Kansas State University's Berney Family Welcome Center, complete with interactive video wall, has delighted visitors through its high-touch innovation.

Kansas State University
2017 Excellence Award in Innovation

Kansas State University

Winner of Campus Management's
2017 Excellence Award in Innovation

High Touch Innovation Sets Institution Apart

For Kansas State University, developing a one-of-a-kind family welcome center, complete with interactive technology platform, would surprise and delight visitors while remaining authentic to the university's story.

After renovating an historic building and implementing CampusNexus® CRM, K-State was able to create an interactive technology platform in the newly dedicated Berney Family Welcome Center.

The construction and technology installation ran from March 2015 through August 2016, which was followed by the integration to CampusNexus CRM in 2016. The result was this bright new space, with its massive, intelligent wall that integrates campus visit details (maintained in CampusNexus CRM) and presents this information back to the student. Students interacting with the wall's touchscreen can forge a digital path

that reflects their unique interests and questions. The video wall engagement is then extended to their mobile devices, which they can refer back for a schedule, map, or details about academic interests.

While analytics data on usage is still being compiled, the video wall has been well received by parents and students. Visitors have stated the experience is unlike any other they have had at other universities. The unique service is currently focused on prospective students, but the institution is considering adding a current student and career services/ employer layer to it as well.

Kansas State University's video wall is an outstanding innovation in student engagement, and Campus Management is proud to recognize the university with the 2017 Excellence Award in Innovation.



KANSAS STATE
UNIVERSITY



About Kansas State University

Established in 1863, Kansas State University is a public research university located in Manhattan, Kansas that has evolved into a modern institution committed to quality programs, and responsive to a rapidly changing world and the aspirations of an increasingly diverse society.

About Campus Management Corp.

Campus Management is a leading provider of cloud solutions and services that transform higher education institutions. Its next-generation suite, CampusNexus®, includes enterprise-wide Student, CRM, and Finance, HR & Payroll solutions. Today, more than 2,000 campuses in 20 countries partner with Campus Management to transform academic delivery, student success and operational efficiency.



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