

**KANSAS STATE**  
UNIVERSITY

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**PUBLIC RESEARCH  
UNIVERSITY**

**MANHATTAN, KANSAS**

**22,000+ STUDENTS**

# KANSAS STATE UNIVERSITY

## 2017 EXCELLENCE AWARD FOR 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 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 students. 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 to 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 pleased to recognize the university with the 2017 Excellence Award for Student Innovation.

### 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.

We have a saying at Campus Management: "Every line of code we write should solve a higher ed challenge." As a partner to your institution, we share your passion for transforming communities, nations, and lives. Our CampusNexus solutions built on Microsoft enable you to serve a wide diversity of students and empower them with the knowledge and skills they need to succeed. With our singular focus on delivering higher education innovation and services in the cloud, you can optimize resources around your mission and transform challenges into opportunities for your institution and students.

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