

Contactless Campus:

A cross-platform campaign

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Overview

The Challenge

Provide resources for colleges and universities to help them balance campus safety with continuing students' educations during the COVID-19 pandemic.

The “contactless” campaign centers around an ebook with step-by-step ideas for incorporating contactless tools and technologies on campus.

The ebook is highlighted on a new Contactless Campus webpage, which features additional news, original and curated content, partner information and product updates.

Deliverables

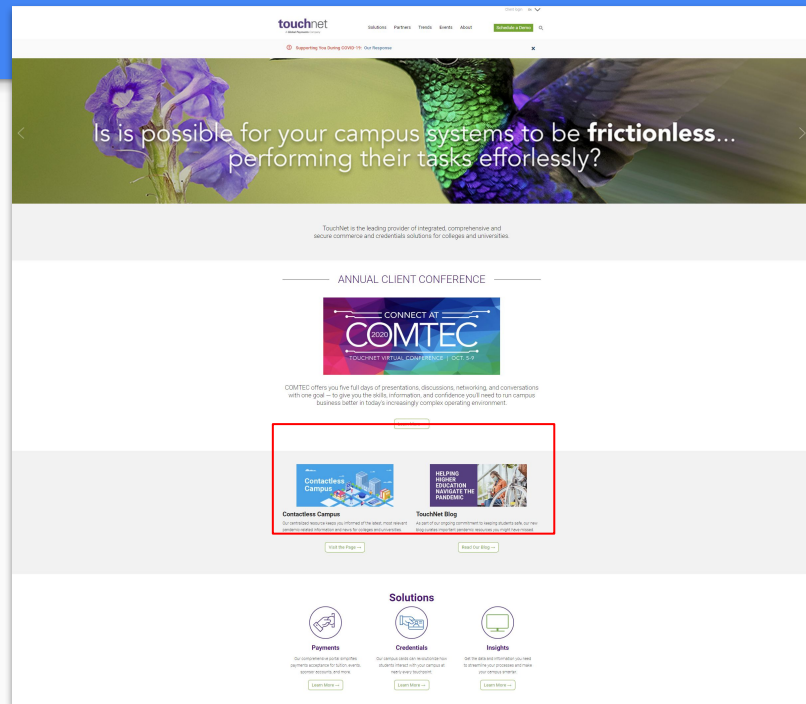
To launch the campaign I created content for:

- A 14-page ebook, “Your Guide to Creating a Contactless Campus”
- New Contactless Campus webpage
- New homepage banners
- Homepage modifications to announce new page
- Blog post
- Landing page w/ registration form
- Thank-you email w/ download link
- Social posts for both ebook and page

touchnet.com updates

Homepage redesign to incorporate new sections

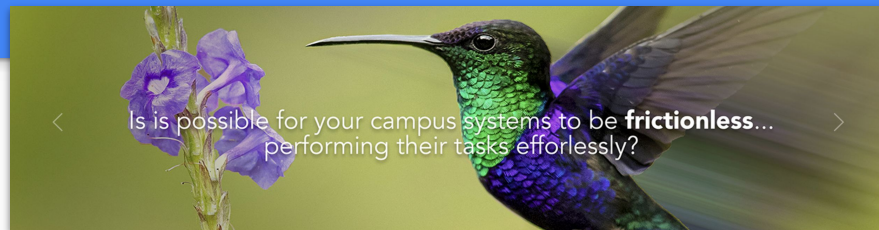
- I added new Campaign and Content sections, which we used to promote contactlesscampus.com and the corresponding blog



touchnet.com updates

Homepage banners

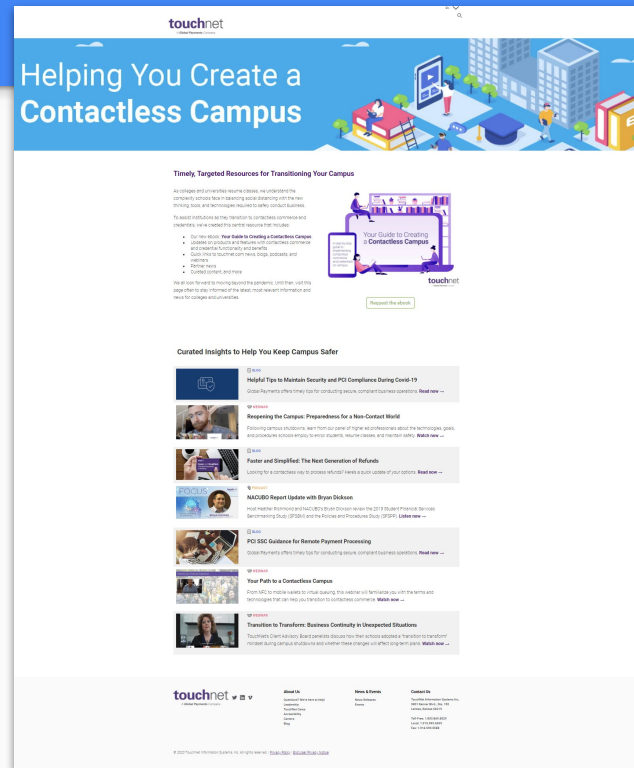
- These replaced our static Making Higher Education Smarter banner with new messages that can stand alone or be tied to campaigns



contactlesscampus.com

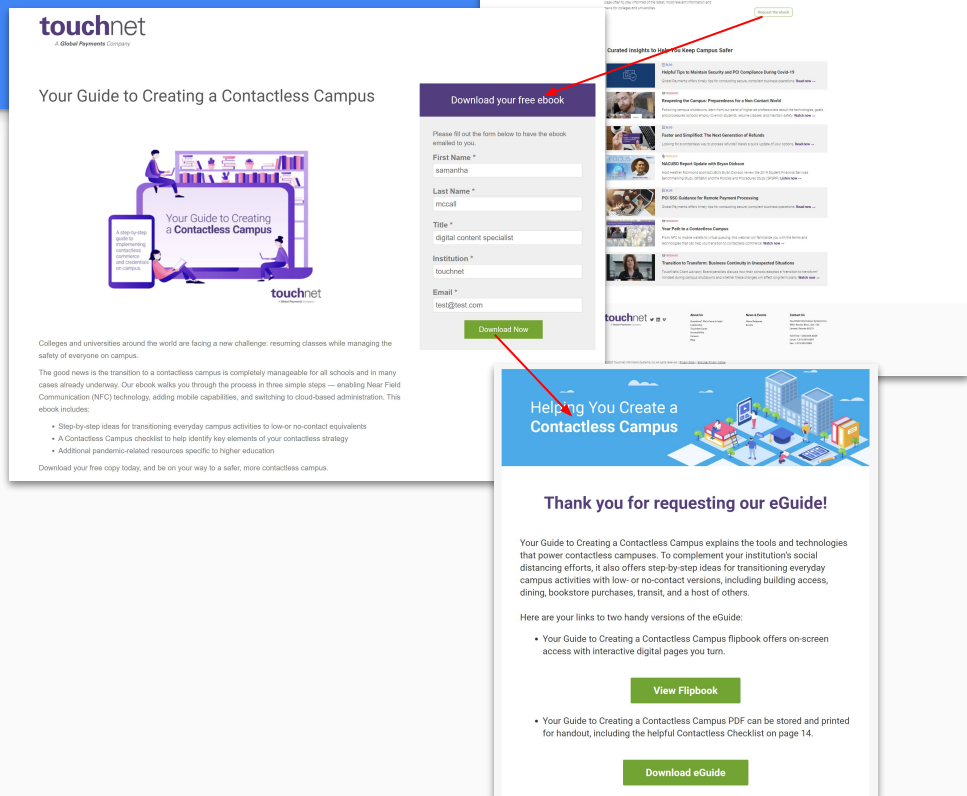
Content on launch

- Introduction and link to new ebook
- Curated links to theme blogs, podcasts, and webinars
- New content planned to launch in coming weeks with partner announcements & COMTEC conference



Assessing user interest through interaction

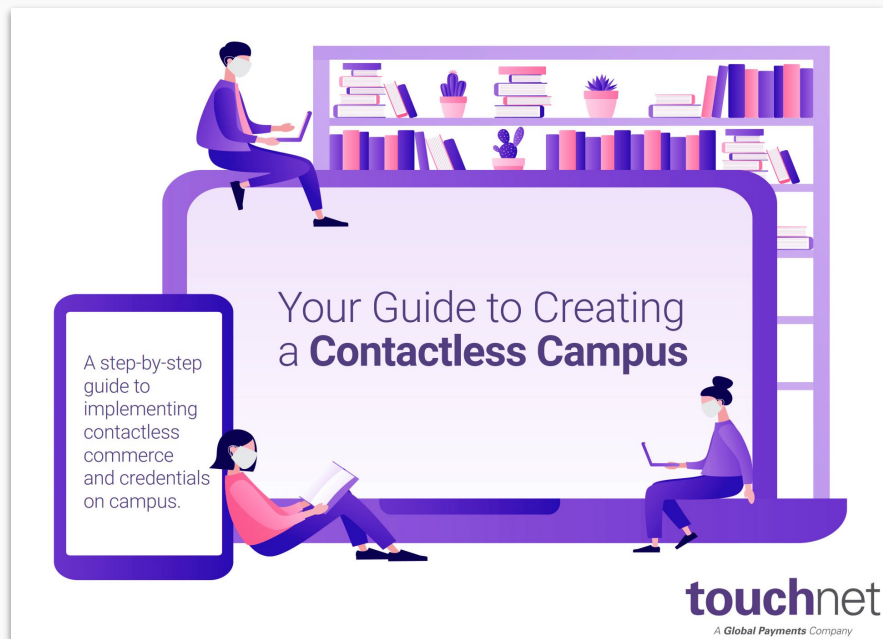
We created a Pardot form to verify users' interactions with our contactless guide, then combined profile data with our existing database to help salespeople connect with interested schools.



Your Guide to Creating a Contactless Campus

Content overview

Switching to contactless technologies is a multi-step process. The ebook familiarizes schools with contactless tools and technologies, helps them understand what technologies they may already have, and breaks the process into steps to make the transition seem simpler and more manageable.



Your Guide to Creating a Contactless Campus

Introduction

Completing your contactless campus transition is closer than you think.

Colleges and universities around the world are facing a new challenge: resuming classes while managing the safety of everyone on campus during a global pandemic. Davidson College is tracking schools' reopening plans — which range from classes fully in person to fully online — on its [College Crisis Initiative](#) website. The variety of solutions under consideration allude to the

complexity schools face in balancing social distancing with the new thinking, tools, and technologies required to safely conduct business.

The good news is the transition to contactless commerce and credentials is completely manageable for all schools and in many cases already under way. By breaking the process down into **three simple steps — enabling Near Field Communication (NFC) technology, adding mobile capabilities, and switching to cloud-based administration** — schools can identify the resources they already have and successfully develop a plan and budget to acquire those they still need.

Within each transitional step, this guide provides context and details that explain the new tools and technologies schools may encounter. It concludes with a helpful checklist to help schools identify specific processes they want to learn more about and tools they may want to implement.

As always, TouchNet's subject matter experts are available to recommend additional resources, answer questions, and help schools develop tailored plans to successfully implement contactless technologies on campus. Together we can continue to make higher education safer and smarter.

Higher Education Pandemic Transition Resources

The links below can help schools evaluate and track reopening trends worldwide.

The [Center for Disease Control and Prevention](#) (CDC) website includes a page devoted to pandemic-related guidance and tools to help schools keep employees and students safe.

The [College Crisis Initiative](#) (C2I), created by Davidson College is a searchable resource that tracks factors including size, location, peer networks, urbanicity, athletics, and other variables as they relate to school reopenings.

The [Chronicle of Higher Education](#) delivers C2I and other data in a variety of formats, including an at-a-glance comparison chart of schools by name and current reopening plan.

Schools can also download the [PDF](#) version and use the checklist to note solutions they're interested in implementing.

Step Four — Take Action

Contactless Components At a Glance

Use this checklist to identify elements that are essential to your evolving contactless campus strategy.

We hope this guide informs your institution's discussion about how to safely continue educating students on and off campus. By exploring the transition to mobile in easy steps, we hope we made it easier to plan and budget for changes that will best serve your students, faculty, and everyone who spends time on your campus.

To discuss any of the tools or technologies discussed in this guide, we've included a checklist to help you identify specific areas of interest. TouchNet subject matter experts are available to answer any questions you may have. Just complete our [contactUs](#) form and a representative will be in touch to tell you more about items you've checked or other questions you may have about transitioning to a contactless campus.



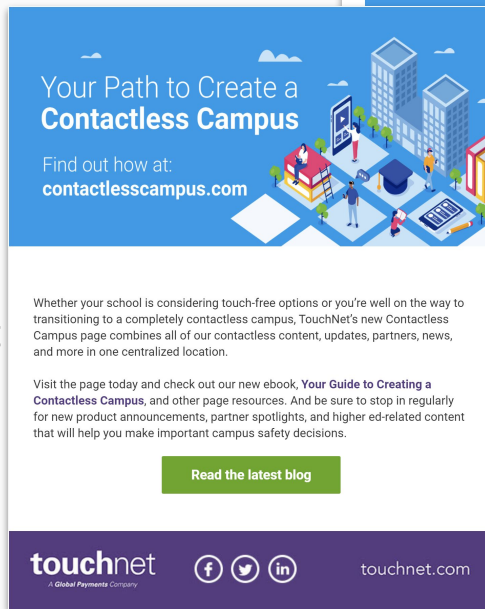
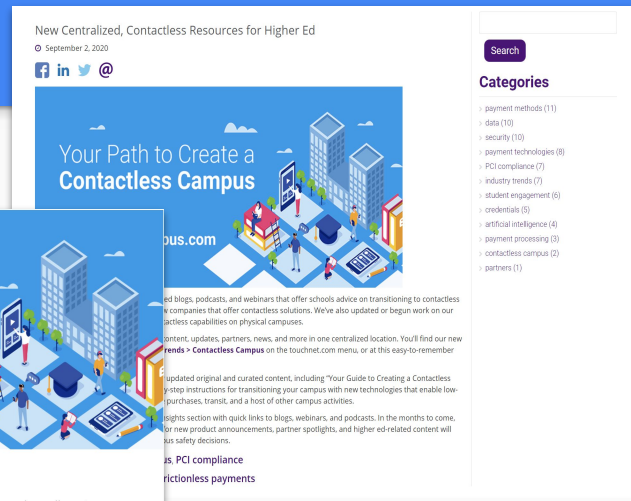
- | | |
|--|---|
| <input type="checkbox"/> Embrace NFC | <input type="checkbox"/> Digital checks |
| <input type="checkbox"/> Payment methods | <input type="checkbox"/> Beacon signals |
| <input type="checkbox"/> Student credential/ID | <input type="checkbox"/> Class check-ins |
| <input type="checkbox"/> Hardware assessment | <input type="checkbox"/> Event attendance |
| <input type="checkbox"/> Virtual queuing & check-ins | <input type="checkbox"/> Geofencing |
| <input type="checkbox"/> Delivery & pick-up options | <input type="checkbox"/> Wayfinding |
| <input type="checkbox"/> Mobile options | <input type="checkbox"/> Transit |
| <input type="checkbox"/> Payments | <input type="checkbox"/> SMS alerts |
| <input type="checkbox"/> APNs | <input type="checkbox"/> Location intelligence |
| <input type="checkbox"/> Digital wallets | <input type="checkbox"/> Cloud-based administration |
| <input type="checkbox"/> Virtual credentials | <input type="checkbox"/> Business office |
| <input type="checkbox"/> Access | <input type="checkbox"/> Credentials and IDs |
| <input type="checkbox"/> Tech/Apps | <input type="checkbox"/> Campus access & security |
| <input type="checkbox"/> Order ahead | <input type="checkbox"/> Campus commerce reconciliation |
| <input type="checkbox"/> Contactless dining | <input type="checkbox"/> PCI compliance |
| <input type="checkbox"/> Contactless refunds | <input type="checkbox"/> Data management |
| <input type="checkbox"/> OCT | <input type="checkbox"/> Partner ecosystem |

The [flipbook](#) format offers side-by-side page views and page-turning functionality for an interactive, booklike experience

Message reinforcement

Blog, email & social

- Used blog to tease new page Aug. 25 & introduce new page and ebook on Sept. 1.
- New blog season kicks off with email
- Same-day social posts separately highlight new ebook and contactlesscampus.com

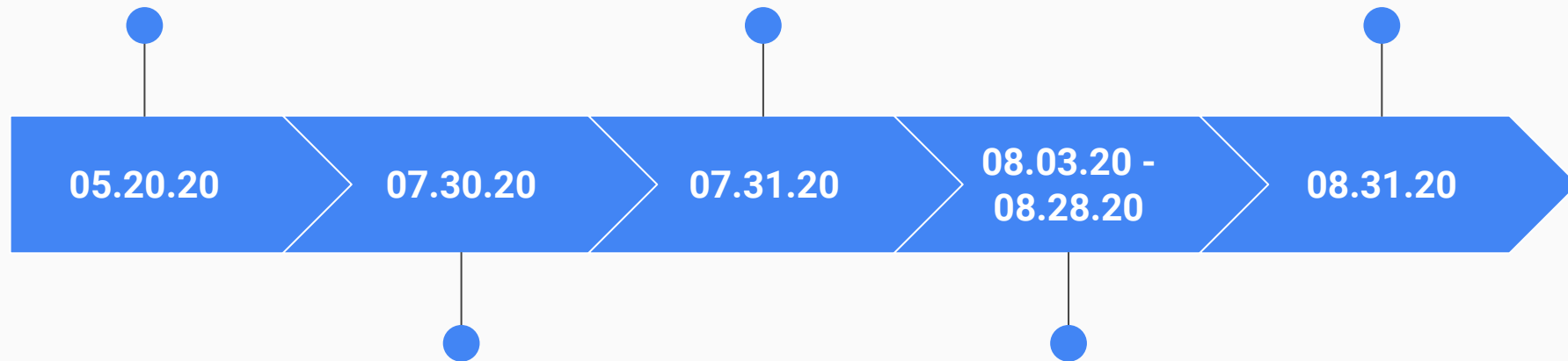


Schedule

Began writing
contactless ebook

Began updates to
home page and new
contactless page

Launched page
updates; email & blog
followed 9.1.20



Handed ebook content
over for layout

Fine-tuned pages &
banners, wrote blog,
emails, landing page

Ongoing campaign to-dos

Update website

Maintain contactlesscampus.com with original and curated content to provide maximum higher-ed related content to help schools make informed campus safety decisions.

Engage, track, repeat

Promote ebook via blog and segmented emails. Monitor landing page clicks & tweak messaging & funnel as needed to provide sales with qualified leads.

Incorporate new resources

Monitor interest in contactless technologies at upcoming virtual conference; adjust content as needed.