Outline

- Background/Need
- Overview
- Benefits
- Examples/MCC Sample
- Project Phases and Pricing
- Timeline
- Questions
According to two separate panels of parents and traditional college-age students, online campus maps and building features, as well as interactive viewing, are capabilities that both parents and prospective students want to use when researching and selecting a College.

- Stamats 2012 Strategic Marketing Conference for Higher Education
Background/Need

- Need for additional navigation tools and signage to support existing campus signage program
- Consistent growth of college programming
- Programming provided to new and existing students each semester, as well as community members and event participants
- Demand for interactive information to assist with decision making and navigation to/on MCC locations
- Increasing use of mobile devices to search for information prior to campus visit
- 508 compliance
Overview

- Definition of Wayfinding: *Signs, maps and other graphic or other methods used to convey location and directions to travelers*
- Interactive Mapping/Wayfinding uses Google’s Map Platform and can be used more generally or customized down to specific details
- Information displayed through public website; developed and hosted by third party
Benefits

- Street view and overhead views of main campus and satellite locations (Shah, Woodstock Center)
- Photo images with descriptions and program information of buildings/facilities
- Wayfinding to the College locations
- Wayfinding to specific areas (parking lots, buildings, room numbers, etc.)
- Directional instructions and rerouting during construction/repairs
- Mobile compatibility (views from smart phones, tablets, etc.)
- Supportive promotion of new programs/facilities through use of interactive content, images, virtual tours, and other important links
- Ability to modify and update content/data at no additional fee, as the College grows
- Sharing of information among Physical Facilities, Marketing, Campus Public Safety/Police, and Admissions
- Use of familiar mapping/directions platform (Google Maps)
Examples

- Catholic University of America: http://www.cua.edu/map/
- Hofstra: http://www.hofstra.edu/visitors/visitors_info_interactivemap.html
Sample of MCC’s Future Mapping
Project Phases and Pricing

- **Phase 1 Development - $9,500**
  - Interactive map setup/creation
  - Custom 2D map overlay of grounds and building exteriors (includes Shah Center and Woodstock Center)
  - 3D SketchUp models of three facilities for Google Earth
  - 25 Streetview images for interiors and exteriors (including map integration)

- **Phase 2 Development - $10,000**
  - Custom 2D map overlays of interior floor plans (with select room numbers)

- **Total Production/Implementation Cost: $19,500**
- **Additional Monthly Subscription Fee: $249/month**
Timeline

- Phase 1 and 2 Development and Launch on Web
  - Complete by late summer/early Fall 2013 semester

- On-campus tablet kiosks at select locations on main campus (Atrium, Commons, Building E entrance)
  - Fall 2013
Questions?