



**Presentation on  
Interactive Campus  
Mapping/Wayfinding**

*Presentation to the Board of Trustees  
Committee of the Whole Meeting  
Tuesday, June 18, 2013*

# 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

- Harvard Business School:  
<http://www.hbs.edu/maps/>
- Catholic University of America:  
<http://www.cua.edu/map/>
- City of Ontario, CA:  
<http://www.ontariothinksbusiness.com/ontario-california-interactive-maps>
- Hofstra: [http://www.hofstra.edu/visitors/visitors\\_info\\_interactivemap.html](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?