CampusWide Chronicles

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AT&T

Carefree Arizona

CUCON 2000

A Carefree Attitude

With the words, "Stop and smell the cacti", Jeff Cuppett, CUCON Conference Coordinator, set the tone for CUCON 2000. Over 240 customers attended this year's event in Carefree, Arizona and were treated to three education packed and fun filled days, not to mention weather fitting of the Arizona desert's reputation.

This year's event brought to the AT&T CampusWide user community over 55 user and AT&T presented sessions, 4 focus groups, software and technology labs and the always popular Product Showcase.

Freedom of Choice

The underlying theme of this year's conference, Freedom of Choice, was apparent from the start of the conference as Brian Sullivan, AT&T's Vice President of Education and Special Markets explained the number of choices college students today can make with regard to technology and communications. Continuing with the theme, Freedom of Choice, Kevin Flynn, AT&T CampusWide President, talked about the *Optim*9000 product direction and the company's addition of strategic partners bringing a campus's needs all to one card. AT&T Wireless, AT&T PrePaid Card, DataWave, TESA, RMS, Student Advantage Cash, along with long-time partners DataCard and Hewlett Packard, were represented at the conference.

New Year's Eve in April?

The first night of CUCON was the Cattle Baron's Ball, with a slight twist added -- A New Year's Eve celebration! Since almost all of the CUCON attendees and many AT&T representatives spent their Y2K eve at work, we took the time to recreate the moment and celebrate it in style! This event also kicked off the unofficial CUCON person-to-person network and social agenda. This agenda included everything from serious, business-related breakfasts to horseback riding and balloon rides!

Back to Work (and some snow!)

At the final event on Friday night, outgoing User Board President Jane Barrantes (Santa Clara University), acknowledged the hard work put in by everybody to pull off another successful CUCON as everyone gathered around poolside to enjoy the last few rays of sunshine before heading back to their campuses!

Jason Miller, Rollins College, Alex Lloyd, AT&T CampusWide and Sharon Jaye, Clayton State College & University enjoy some down time during CUCON.

Classes were quite full as everyone took a break from the beautiful weather.

CampusWide User Board

The AT&T CampusWide User Board is comprised of individuals elected by the user community to represent their views to AT&T CampusWide and to work closely with AT&T CampusWide to develop the *Optim*9000 product.

Each year, elections to the board take place at CUCON. At this year's CUCON, the AT&T CampusWide user's elected the following individuals to the user board.

➢ *President:* Jeff Davenport, University of Oklahoma, Norman, Oklahoma; jdavenport@ou.edu. Jeff represents the Heartland Region.

➢ *Vice President:* Kathleen Ragan, College of New Jersey, Trenton, New Jersey; ragan@tcnj.edu. Kathleen represents the Northeast Region.

➢ *Secretary:* John Diaz, Duke University, Durham, North Carolina; john.diaz@duke.edu. John represents the Southern Region.

➢ *CUCON Co-Conference Coordinators:* Marc Belanger, Marquette University, Milwaukee, Wisconsin; marc.belanger@marquette.edu. Marc represents the Great Lakes Region and Jon Gear, Ohio State University, Columbus, Ohio; gear.4@osu.edu. Jon represents the Mid Atlantic Region.

➢ *Member at Large:* Jane Barrantes, Santa Clara University, San Jose, California; jbarrantes@santaclara.edu. Jane represents the Far West Region.

Happy New Year from CUCON 2000!

The Online Card Office Session was one of the best attended at CUCON 2000.

Knowledge is Power!

Sam Kedzierski, Service and Delivery Manager

The *Optim*9000 system can be a very simplistic system to do just the basic essentials you need, or it can be a powerful instrument in facilitating the activities of thousands of cardholders, administrators, visitors, and vendors on your site and in your community.

To assist you in making sure you are getting the most out of your investment, AT&T CampusWide offers an array of different services.

- Configuration Services
- Installation and Training Assistance
- Education and Implementation
- Carding Services

Configuration Services
Configuring your system is critically important as it sets the platform for the entire system. AT&T CampusWide Client Site Integrators (CSI) are specially trained to assist you and your site in gathering all pertinent details for a successful system.

Information gathered during the Configuration Services training includes: System Level Data Setup, Privileges, Plans, Accounts, Locations and all other data necessary for the configuration of the *Opti*m9000 system. This process takes an average of 2 days depending on your site's size, applications being implemented and number of departments involved.

Following that meeting, the CSI compiles and organizes the data into a proposal for the configuration of the *Opti*m9000 system. Upon completion of the configuration proposal, the CSI will

make a second trip to your site to meet with the key decision-makers to personally summarize and present the plan for approval.

The final step of the process entails the CSI configuring your *Optim*9000. This insures that your site will be prepared for the installation and training phases of the implementation process.

Installation and Training Assistance
Installation Training and Assistance provides your staff with the skills and knowledge necessary to effectively install, troubleshoot, configure, and maintain your new *Optim*9000 System. These skills include:

- Installing *Optim*9000 System readers, peripherals, and communications equipment

- Effectively troubleshooting and maintaining all *Optim*9000 System

- Expanding the *Optim*9000 System applications to bring more services to your campus

This service will help you to manage and expand your own *Optim*9000 System hardware in the future, with minimal assistance from AT&T CampusWide Service Delivery staff.

What will happen?
During Installation Training and Assistance, your Technical Installation Specialist will perform the following functions on your campus:

- Install your *Optim*9000 System Network Processor

- Train your System Administrator, communications maintenance staff, contractors, and others on how to install, configure, troubleshoot, and maintain all *Optim*9000 System hardware

- Assist with all reader and HP peripheral equipment installation.

Education and Implementation Training
Following the installation of your equipment, or as a refresher course, AT&T CampusWide CSIs are available to work with your System Administrators in developing training courses specific to your needs.

The primary goal of Education and Implementation Training is to prepare your staff to effectively operate, configure, maintain, troubleshoot and manage your *Optim*9000 System's software and hardware.

By the end of Education and Implementation Training, your staff will be able to:

- Populate and administer the various databases of your *Optim*9000 System

- Configure the software to operate the readers and applications you have purchased

- Create privileges, plans, and accounts to allow for activities such as debiting, security access, countdown and activity-type usage

- Manage the assignment of system privileges and accounts to your cardholder population

- Restrict the use of system privileges and accounts under specific conditions

- Effectively manage the UNIX operating system's tools and resources in conjunction with the Optim9000 System application software

Knowledge is Power con't

➢ Perform system shutdown and startup procedures

➢ Backup and restore system data

➢ Manage the assignment of temporary and conference cards, and perform procedures related to lost, stolen, damaged, and forgotten cards within the *Optim*9000 System

➢ Effectively use, configure, manage, and troubleshoot any optional software applications that you have purchased (Security, Laundry, and Point-Of-Sale applications)

➢ Create, administer, and automate reports from the *Optim*9000 System software

Carding Services

Planning and Project Management

The core components of AT&T CampusWide's carding services are planning and project management of the carding event. The Campus Card and Site Services Team work with campuses to offer assistance in:

☞ Specifying an appropriate carding location

☞ Choosing the type and amount of video imaging equipment needed

☞ Providing the video imaging equipment and supplies

☞ Identifying staffing needs and responsibilities

Carding Location

This is one of the most important decisions that can impact the entire event. You know your campus better than anyone, where do students congregate, where would faculty come

to get an ID, what room is large enough to accommodate equipment, personnel, and security requirements? What AT&T CampusWide can assist with is the multitude of considerations in choosing a location. Once a location is chosen the real fun begins!

For more information on any of these services contact Customer Account Management.
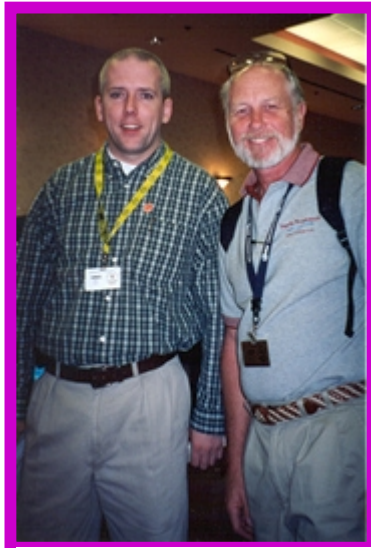
Greg Davit, AT&T CampusWide, and John Beckwith, Loyola Marymount, get caught skipping class and heading for the pool!

CampusWide Educational Center

Do you think you know all there is to know about the *Optim*9000 System?

If you answered "No" - or even if you answered "Yes", here's an opportunity you don't want to miss. An integral part of leveraging your *Optim*9000 System investment is ensuring that you and your staff are trained to make the most of it. Whether your focus is on *Optim*9000 system basics or increasing your system administration skills, CampusWide's Education Center is the place to learn what you need to know.

These training classes can shorten your learning curve when you're working with the *Optim*9000 System technology. The courses have been developed to provide you with a unique hands-on learning experience taught by qualified CampusWide personnel. Our goal is to make you as productive, effective, and successful as possible while you're implementing and maintaining your *Optim*9000 System.

What is the CWEC?

Our training center located in our Phoenix headquarters gives you direct access to *Optim*9000 equipment, CampusWide technical personnel, and a comfortable learning environment free of outside interruptions. And, we think you'll enjoy getting away for a few days and visiting Phoenix.

Check www.att.com/campuswide.com for the CWEC Schedule.
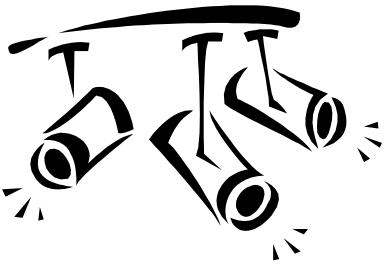
Customer Spotlight
Customer Spotlight

# Purdue University: Complete Conference Card Management

*Kathy Lowe, Director of Sales,
AT&T CampusWide*

In addition to providing for the card application needs of more than 37,000 students, Purdue University also provides premier conference lodging and dining facilities and services to a wide range of conference attendees throughout the year.

Located in West Lafayette, Indiana, Purdue University has been in the conference business for more than 40 years, annually conducting more than 800 conferences and meetings for groups and associations from around the world. A sampling of conference clients includes Elderhostel, Science/NOVA campus for elementary and middle-school students, computer graphics organizations, a diverse range of churches and other religious affiliations, international organizations with members coming from many nations and, of course, athletic camps for men, women and children including golf, softball, volleyball, football, soccer, tennis and basketball.

From May through August this year, Purdue anticipates hosting 17,000 summer conference participants representing 168 different groups. The University's Housing & Food/Business Services staff works closely with the Conference Coordination department to ensure that the details for each conference are fully identified a minimum of two weeks in advance. This lead time enables the Card Services staff to prepare a complete package of customized card-based services to satisfy each group's needs and requirements. Allowing conference attendees to keep their card as a souvenir, Purdue University orders 25,000 new conference cards from AT&T CampusWide each year.
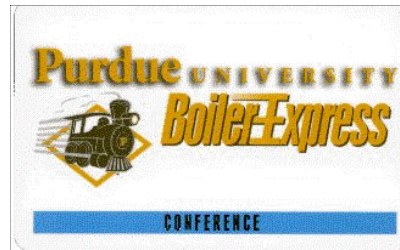
Purdue University implemented the *Optim*9000 CampusWide System in 1994, and the System's comprehensive privilege/plan capabilities, advance setup and assignment features, and standard reporting tools have greatly enhanced the University's ability to effectively and efficiently support these conferences with minimal staff resources.

Purdue's summer residence halls can provide accommodations for up to 7,500 people at a time, and the majority of conference participants are lodged in these residence halls, which feature full dining and laundry facilities. Conference participants are issued special conference cards featuring a magnetic stripe, which is pre-encoded with a selected range of identification numbers established in the *Optim*9000 System specifically for conference cardholders. Each group of conference participants is assigned a predefined set of card-application privileges, which are valid at specific reader locations across campus, based on each group's specific needs and requirements. A typical standard set of conference privileges includes a meal plan, residence hall door access, access to the recreation/sports center facilities, and prepaid debit for laundry, vending machine and copier usage, and various mini-mart/convenience stores and food service locations located in the Student Union. At the completion of each conference, the University's business office staff utilize the *Optim*9000 System's standard reporting features, including the *Plan Usage Summary Report*, to produce the reports necessary for final settlement of all costs and charges for each group.

Barb Doppelfeld, Card Services Coordinator, explained that "the *Optim*9000 System allows us to create and assign privileges to multiple cards several weeks prior to the conference. This allows us to create the cards and have them in the hands of the conference coordinators well in advance of the actual conference. We can make the plans effective for specific days in the future and place limitations on such things as the number of meals allowed, the doors conferees can access, or the days of the week conferees can enter the Recreational Sports Center. Overall, the *Optim*9000 System is a very useful tool for managing our summer conferees - I can't imagine doing this without it!"

Award Winning Campuses!

AT&T CampusWide customers swept the annual NACCU Awards at this years conference held in San Jose, CA

NACCU/VingCard PERSONA Professional Development Award
Joe Pietrantoni from Duke University was recognized for his dedication in advancing the card service industry while working to implement programs in a university setting. This award especially recognizes Joe's entrepreneurial spirit.

NACCU/CHEMA Effective Practices on Campus Project
Harvard University was recognized for its Effective Practices.

Best Marketing Materials
Best Marketing Materials for 2000 was a tie between two AT&T CampusWide customers. Duke University and University of Colorado, Boulder

Best Card Design
Univ. of Missouri, Columbia

New NACCU Board Member

John Beckwith from Loyola Marymount was elected to the NACCU Board. John has been instrumental in leading the California One Card User's Group and a valuable member of AT&T CampusWide's user community. John joins two other AT&T CampusWide customers on the NACCU board, Phil Piet, Northern Arizona University and Mark Kuchefski, Indiana University.

Visit the DukeCard Web Site at:
http://auxweb.duke.edu/dukecard/

Visit the Buff OneCard Web Site at:
http://registrar.colorado.edu/buffonecard2/

The Award Winning University of Missouri ID Card

Summer Vacation? Oh no, Its the Summer Rush!

Summer's coming! Have you ordered your conference cardstock yet?

What about your preprinted video imaging card stock for late summer registration?

From our beginning as Harco Industries in 1949, AT&T CampusWide's Card Sales & Services team has been providing our campus customers with a full spectrum of customized card stock for a wide variety of applications, including:

➢ General Year-Round Identification (Student, Faculty, Staff, Alumni, Guests)
➢ Special One-Time Events
➢ Catering/Dining And Library Events
➢ Recreation Center
➢ Summer And Sport Camps
➢ Visitor Badges

Many card styles and feature options are available, including cards with and without magnetic stripes, prepunched slots, preprinted barcodes, card prenumbering and magnetic stripe pre-encoding.
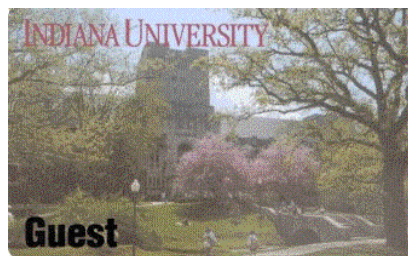
As many campuses prepare for the end of their academic year each spring, the calls to our Card Sales & Services team for design assistance, card stock quotes and orders for customized card stock begin increasing – sort of like watching a thermometer rise in Phoenix!
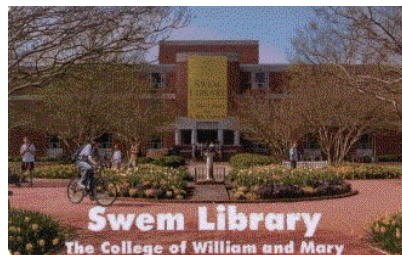
Currently, production time for customized card stock is 20-25 days, after campus approval of the final design proof. Because of demand, this production time increases to 30 days or more during the summer months. Lois Gamiel, Card Distribution Specialist, suggests you check inventory and new card needs.

Now is the time to contact Lois to begin working on your card order, to ensure that we can meet your required dates for delivery of quality cards of all types. Lois notes that every year a few customers experience panic situations resulting from a last-minute realization that they've not placed their card orders on time, or they've underestimated the quantity of video imaging ribbon supplies they will need and they've run out.

When planning your ordering/purchasing schedule, please build in the required lead time to enable CampusWide to process your order for both custom card stock and video imaging supplies cost-effectively and with sufficient time to ensure delivery by your required deadline.

And don't forget the "little extras", such as lanyards, badge clips and holders, which provide easy attachment and usage for your cardholders. AT&T CampusWide carries a full line of card-related products, and we'd be pleased to provide you with our card accessories catalog on request.

For your card stock, design and accessory needs contact Lois at (800) 528-0465, Ext. 1143, or via email at loisg@campuswide.com. For Video Imaging supplies contact Customer Account Management at cwcare@campuswide.com

Notes and Thoughts from the Leadership Team

Thank you. All of us at AT&T CampusWide want to extend our appreciation to our customers, partners and vendors who attended this year's CUCON (CampusWide User's Conference). This was the largest and most successful conference to date! Some fun facts from this year's conference: the largest school represented -- Ohio State University, with 48,511 enrolled; Miami University of Ohio had 5 representatives, while new partner TESA was well represented with 7 associates, and James Schropp from University of Alaska Fairbanks, traveled the farthest - over 2,890 miles!

With the spring semester winding down, now is the time to begin scheduling expansions, upgrades, installations and reviewing your ID card stock needs! If you have new associates starting and you want them to receive the best education possible on the *Optim*9000 system, please review the array of Service options we have in this issue. And don't forget the AT&T CampusWide Education Center, our next set of classes begins June 5.

As you will see in this second issue of CampusWide Chronicles, we have taken your feedback and have begun implementing your ideas. Please see below for an update on AT&T CampusWide personnel.

Don't forget - if you would like to have an article published about your campus, please email Chronicles@campuswide.com

Thanks again to all of you for a great CUCON!

Let us know how we can assist your transition from spring to summer!

~ The AT&T CampusWide Leadership Team

AT&T CampusWide Personnel Update

As we continue to grow, our associates continue to enhance their careers within AT&T CampusWide. We are also happy to welcome some new team members!

Tammy Haimovitz has joined the Customer Account Management Team after a successful stint as a Client Site Integrator. **Paige Gardner** has transferred from Maintenance Contracts to Customer Account Management.

Alex Lloyd has recently moved to Support Services from Customer Account Management. Alex's technical background and customer service skills makes him a natural for this role! **Jamin Miser** has joined AT&T CampusWide in Support Services.

David Harper will be transitioning to the TSS Team as a TSS Trainer**. Michael Koo** is transitioning to Development Support to assist with product testing.

Already on the road for us are **Janice Plado, Jonathan Orenstein, Jeff Edwards,** and **Lisa Sweeney** who are joining CampusWide as Client Site Integrators. We look forward to welcoming them back after touring the country this summer assisting all of our new sites with their implementations.

Trudy Jackson and Chris Orr have joined our extremely busy Production Department.

Tom Kuestersteffan has rejoined the CampusWide Development Team. Now, too, on this team are **Kathleen Williams, Al Balmer** and **Julie Coleman.**

If you have any questions regarding personnel or would like to participate in our employee recognition program send an email to: hr@campuswide.com