Project Description:
With the upgrade of our current website to a responsive design, migration to ctcLink as well as the integration of our new Highpoint mobile app approved for 34 WACTC as part of ctcLink, there is a need for an interactive campus map tool that can serve as both a way finding resource for students/faculty/staff/visitors for the physical campus and a recruiting vehicle that can be branded to PC’s graphic standards, providing a great user experience that is beyond the capabilities of Highpoint’s built-in map feature, and our current static PDF map. The navigation is simple to use, built for responsive design and has many other features that will integrate with 25Live (embedded links to purchase tickets, event info and wayfinding), our blog and the main PC website.

One of the greatest advantages of this software is its own content management system (CMS) which allows us the ability to edit the content at anytime. Other campus mapping applications do not have this feature which makes it difficult and expensive to update and edit content. Another important advantage will be the ability to optimize the content for search engines, strengthening our web presence. And for our international students, we’re able to translate into other languages.

Campus-wide benefits:
• Student Services
  Shellby Eggert: “Peninsula College’s Recruitment Department would benefit greatly by having an interactive virtual campus tour tool. In my experience as the Recruiter at Peninsula College, when giving campus tours, often time’s prospective students are unsure if Peninsula College will be a good fit. It isn’t until they see the campus that they know they want to come here. Stepping foot on a campus is the best way to get a true feel for a college, and having a virtual tour is the next best thing. Being more accessible to students with just a click of a button, will help prospective students gauge the makeup of the student body, academic opportunities, services and staff, as well as the environment and learning facilities, thus increasing their chances of enrolling. By having a virtual campus tour tool, we will also be able to reach out to students who cannot access the campus as instantly as students who live nearby.”
• International Student and Faculty Services
• Athletics

Student Services, ISFS (International Student and Faculty Services) and Athletics have voiced a need for this tool to help them advertise and recruit. Photo slideshows, descriptive text/links as well as video capabilities are a great way to educate our audience about PC and provide a virtual tour for prospective students & their families, creating a media-rich user experience all in one place.
Other Competitors:
Highpoint – default ctc link mobile app
  Limited functionality
  Map only – no ability to add informational content pop ups

StudentBridge – alternate campus mapping software company
No CMS – higher overall cost, less flexibility: all revisions/additions will be done by StudentBridge
  Extra charges for content creation (video)
  No directions engine

Current PC map – static pdf document, no interactivity

CampusBird Examples:
Harper College: https://myatlastcms.com/map/?id=762#!ct/10060,12913,10728,10940,10061,11652,11700
Clark College: http://www.clark.edu/directories/map.php
PC example: https://myatlastcms.com/map/?id=877

CampusBird Company Overview:
CampusBird provides mapping and media services for higher ed. Their team of experienced developers, designers, and professionals work in unison to create an elegant mapping solution for schools and universities and has created the most powerful and easy-to-use map management system to display custom media including 3D models, 2D overlay renderings, spherical/streetview imagery, and video for multiple users. Many schools including Harvard Business School, Duke University, Clark College, Salt Lake Community College, Lee Community College utilize the CampusBird platform to manage and share public and private information among Facilities, Marketing, Campus Safety, and Admissions.

Scope:
Startup Cost:
$2000*
Subscription Cost:
$449/month*
$5388/annual*

*Discount offered
3 year - 15% off startup and subscription fee
5 year - 20% off startup and subscription fee
Project timeline: 6-8 weeks for Campusbird maps to go live.