

From: [Campus Climate Proposal form](#)
To: [Libby Peterek](#); [Carrie Olson](#)
Subject: New submission from Campus Climate Proposals
Date: Saturday, April 02, 2016 4:07:25 PM

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What is your affiliation with UW-Madison? For group submissions, please respond for main contact.

- Other

Describe the concept. If already in use here or elsewhere, please indicate this.

The concept is to take advantage of the combination of human behavior changes (millennials), technology use and affordable technology availability (IoT). Create a campus ecosystem of engagement where the prospective student, student, faculty, staff, alumni and community engage, share and learn. Many pieces are in place (widespread use of handheld computers and the internet connected world. Having the ecosystem would allow prospective students to experience the campus by having the campus communicate to them vs researching about what the campus has to offer, autonomously and on demand, virtually. Students would have a smart campus where the campus reaches out and guides the student on their choices, classes and interests, degree pathways, connections to alumni, faculty and staff mentors. Faculty and staff would also benefit by having increased engagement and data on who, what and where the campus is being used to better know what buildings are being used and when. Real time safety, energy use (carbon footprints), and a never ending opportunity to connect people, groups of people and IoT things. My pre-revenue organization has a patent pending ecosystem currently in a phase 1 beta test with a small college in the suburbs of Chicago.

How would this affect cultural change on campus?

all people and students get familiarized with their routine, mobile devices are their "private space". Outdoor and in building navigation, Let the students know how to get there and what is around them. Integrate Schedule into Calendar and navigation. Keep students informed along the way. Class Canceled?
Do I have time to stop for Coffee or a Snack?
Are my friends already in study group? Where at?
It's time for my next class in another building, I need to go now before I am late. Application User Base grows and will begin to feed Big Data Analytics to create decision rules.
Check Academic Progress, Milestones towards Degree by Student, Advise Student of Academic choices (Switch Major), Display simulated milestones to graduation impacts. Campus Safety on your handheld computer - 1 Button Press Trigger 911 Call Report a Crime 1 Button Push, ID Student or Faculty Member, Data Call Send Continuous Lat/Long, Safety Phones may be OUT OF REACH
1 time press streams movement/tracking directly to security
Historical Tracking - Request Follow Me service
Push to Students Notification "Emergency Broadcast/Area/Instructions"
Students receive curriculum based notification. Students look for most efficient way to get information.

When overwhelmed students tune out. Reminder: "Reserve Lab Time" @ reservelab.edu
Reminder: Quiz October 15th chapters 1-4
Tutoring Available for A&P: Signup now @ "tutoring.edu"
Emergency in "Building A"
Download Study Guide Here: Class101.edu

For new ideas, how would you propose piloting this idea to see if it would work? If the idea is already in use at UW-Madison, how would you propose expanding or altering this program for greater impact?

Phase 1 or Proof of Concept

Freshman orientation-App-Tour (sometimes orientations there are breakout sessions leaving parents and incoming freshman wondering aimlessly for direction to find building and room #).

Emergency services-1 button press geo-tag...send to security or campus police. Sometimes the "emergency help area" is too far away from scene or potentially not in area. Reduce deployment cost.

Identify popular campus spots-Record where most activity is at. Let's say there is a popular "common area"...allows UW to beef up "non-productive area". Why spend money to "improve campus life in a popular area"...why not invest in reviving a location that is less frequented or potentially re-purpose?
Campus navigation-Utilize for obvious reasons Point-A-to-Point-B.

Make an appointment-Guidance, Tutoring with reminder and navigation - Graduation Pathway

Emergency services-Beacons can be placed at many areas, areas are zones, early warning system to notify students "stay away from library"...students can re-route

Freshman orientation-Required things for the student/parent to do-Bring "immunization record for dorm registration" "bring "financial aid packet". Query back end systems form a check list and ensure a custom "personal touch" to make things run very efficient.

If you leave campus on registration and forget to get your room assignment-"Send Notification" your registration was "not completed"...

Leverage beacons if they pass by the finance office to say "hey don't forget" come see the admissions office.. book appointment or "come in".

What resources would be needed to implement your suggestion?

Coordination with senior staff that has holistic authority to impact campus wide change that fundamentally impacts all parts of the university.

If this proposal was developed in partnership with any other organizations, please list them below.

Abound Systems is the company used to create the ecosystem.

Please use this space for any additional information about your proposal that you wish to share:

The amount of information regarding this concept is more than this form can adequately convey. A discussion with graphics would be required. The concept and ecosystem creation of a phase 1 proof of concept is not very expensive, the opportunity for the university to decrease costs and increase engagement is massive. In essence, if you could enable every part of the university to communicate to an individual at the right time as well as collect data on individuals and their interactions creates a true smart campus environment that delivers the holistic climate sought by the University leadership.