

Location Service

Location services allow a campus to know where people are

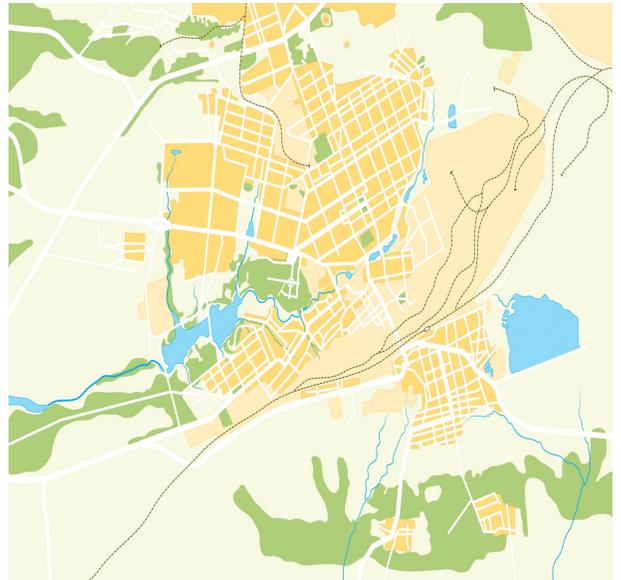
Carl is reacting to a peanut allergy and cannot breathe.

Where is he?

Well, according to IDentifyED he is in Building 6 Bathroom 4-M. In the IDentifyED medical condition help request, he just made, his longitude and latitude showed he is in Building 6, but that's a 10-story building.. he checked in to Bathroom 4-M, just a minute ago. Get the Epi-pen -- let's go save him.

So, location service carries with it a fine line between sharing information and intruding on someone's privacy. IDentifyED manages that balance. IDentifyED could track a student and every step they take, but that would create so much unnecessary data and ultimately intrude on the student's/user's privacy.

Instead, IDentifyED provides incentives for a student/user to share their information while maintaining the privacy of the user. IDentifyED's check-in allows a student or any user to share their "location." A location can be a course, a room, a bus, an event, a group, or a person's custody.



User location systems require some basic features:

1. Protect the user's privacy.
2. Longitude and latitude only provide a point on a map, but no context.
3. Locations are better when they have context, like why is Jimmy out in the middle of that field? He is with the baseball team.
4. What happens when a student is traveling -- like on a bus?
5. Providing people with an incentive to share locations via a voluntary check-in system creates both trust and greater value.
6. Having location information creates a safer environment and is crucial in a critical event.

So, what is being done today on campus with location services?

Most campuses don't have any way to find a student. If there is a need to find them. If there is a need to monitor the campus. If there is a need to account for everyone during a critical event.

Most campuses respond with the same answer: take attendance, that sounds like a great answer. Until you realize that this assumes that they are in class, attending a course. But what if they are not? Critical events don't care whether a meeting is in session, so how can you count on traditional SIS attendance systems to account for people? The answer is, you can't.

What if there was a way?

1. To know where a student is if they are in a class, in a room, on a bus, in an event, with a group or with a teacher or supervisor.
2. Checking into a course is simple attendance but checking into something other than a course, is far more complex,; what if they could communicate that?
3. Make sharing a student's location something they want to do, but not jeopardizing their privacy.
4. Have crucial data on a student's or user's location during a critical event when they need help.

IDentifyED is the way.

How do IDentifyED locations work?

- Campuses create courses, rooms, buses, groups, events. And of course, people are in the system. We call this a "location."
- Users can create their own locations as well and share those locations.
- Users can check-in to a location, a location can be looked up via a simple list/query, scanning a QR code, or reading an NFC tag.
- Once a user checks into a location, the location is available via a user's portfolio.
- With the correct privileges, a user can look up a user's location via the IDentifyED app.
- If a help request is initiated, a user's location is included in the help request.
- All of this information is recorded in the IDentifyED database so that campuses can monitor their campus and see location history.

Top reasons why IDentifyED's student location system is the best.
IDentifyED is:

1. The most comprehensive location system that includes longitude/latitude, course, room, group, bus, event, user, or user defined location.
2. The best location monitoring for both the remote security officer and the central security operations center.
3. The best and most complete campus-wide solution set in which the student location is one of the many crucial data points used to document a critical event.
4. The best student engagement location services integrated into the student's social network.

Visualization

Before:

- Campuses have no idea where people are.
- When people need help, campuses have no detailed/crucial information.
- Campuses rely on attendance; attendance only tells them when a student is in class.
- Location services can compromise student's privacy.
- Users have no personal incentive to share their location.

After:

- User's like sharing their information because it gives great information to their social network profile.
- Campuses have detailed information about people' whereabouts in courses, rooms, groups, events, buses, with faculty and staff and in places that the student defines. Campuses know when and where users are.
- During a critical event, campuses don't have to rely on attendance to determine where people are located. This wouldn't work anyway because most times, they are not in class.
- When people need help, campuses can respond with greater location detail and context around the location.

What is so cool about the IDentifyED School ID app?

The IDentifyED App is much more than just a student ID and smart card. IDentifyED's primary goal is to entice the student with an extensive series of student engagement apps. These modules/features are entirely configurable by the campus at the user role level. IDentified provides 3 important types of student engagement solutions for your campus:

1. Campus safety and security.

- a. User ID
 - b. Emergency Broadcast
 - c. Help Requests
 - d. Location
 - e. HID SEOS Smart Card
 - f. Custom App
 - g. Check-in/Check-out
 - h. Discipline
 - i. Reunification
 - j. Bus
 - k. Carline
 - l. Security Operations Tools
 - m. Hall Pass
 - n. Say Something
 - o. Security Policy and Emergency Content Tool
2. Campus social networking and communications.
- a. User Messaging
 - b. User Portfolios with:
 - i. User Message Boards
 - ii. File sharing
 - iii. Contact/roster info sharing
 - iv. Picture sharing
 - v. Location Sharing
 - vi. Calendar Sharing
 - vii. Messaging
 - viii. Chat
 - ix. Strong privacy and filters
 - c. Group Message Board
 - d. Course Message Board
 - e. Group/Group Messages
 - f. Campus Broadcast
 - g. Chat
 - h. Group Chat
3. Learning tools
- a. Grades
 - b. Attendance
 - c. Assignments
 - d. To-dos & Take Home
 - e. Course Management
 - f. Group Management
 - g. Volunteers
 - h. Discipline
 - i. Disclosures
 - j. Calendars

What Next?

Contact Kornukopia!