

**To:** Ms. Kimberly Jones, College Council Chair

**From:** Dr. Jermaine F. Williams, President

**Subject:** **College Council Recommendation 22-01: Enhancement of Collegewide Building Directories through use of QR Codes**

**Date:** September 7, 2022

I want to thank the College Council for its leadership in considering issues of importance to the MC community. I have reviewed recommendation 22-01: Enhancement of Collegewide Building Directories through use of QR Codes, which the Council voted to move forward to the president at the end of the spring semester. The document presented to me by the College Council is attached.

The challenges you have identified in using building directories is clear and convincing. With just a handful of photographs, you demonstrated the need for improvement in our signage. Over the summer, Cabinet members researched general “wayfinding” signage that we have on campuses. As a relative newcomer, I have found the outdoor campus signage (with directions to the buildings on campus) to be helpful and accurate. Signs are the same on all three campuses. The indoor signage (with information about offices and people within buildings), however, is not consistent.

Based on my review, I am assigning this recommendation to Senior Vice President for Administrative and Fiscal Services Sherwin Collette to review the College’s indoor wayfinding signage and make a recommendation to me regarding signage that takes into account design standards, budgetary implications, public safety, emergency management, and the feasibility of implementing a system of QR codes to improve the experiences of students and visitors.

Thank you for your service to Montgomery College’s governance system and the work you do to support Montgomery College’s mission and vision.

Attachment

cc: Cabinet Members  
Chief Compliance, Risk, and Ethics Officer  
Deputy Chief of Staff for Presidential Publications and Operations  
Governance Director



## Governance Recommendation

<b>Title: Enhancement of Collegewide Building Directories through use of QR Codes</b>
<b>Council Name submitting the recommendation: TPSS Campus Council</b> <b>Council Chair: Alice C. Boatman</b>
<b>Date of Approval by the Individual Council: 4/11/2022 Date</b> <b>Recommendation Review by College Council: Final Review 05/10/2022</b> <b>Recommendation Presenter: Alice C. Boatman</b>
<b>Recommendation Issue or Concern:</b> <i>(Provide background reasoning or justification and any research findings or supporting documentation for recommendation.)</i>  <p>The recommendation is to add a QR Code at the entrances of all buildings to help with wayfinding and to better promote services/supports available at MC locations. Directories could be expanded over time to stand-alone interactive directories, but for time and cost efficiency, the TPSS Campus Council recommends that this starts with a QR code directory approach. As part of this recommendation, accurate information will need to be obtained for each campus building. This will also require a thorough update of the online people directory.</p> <p>While working on the TPSS Campus Council goals, it was discovered that some members of the Council were unaware of resources available on campus. This led to a discussion about how students and community members may be unaware of the services, offices and supports available in each building. After looking at the maps available online and the directories around campus, it became clear that the physical building locations do not identify services, offices and supports available in a particular building. It was also discovered that this is an issue not unique to the TPSS campus. All campus locations need accurate and up-to-date building directories. Instead of attempting to resolve this issue on the TPSS Campus alone, we are recommending this be a collegewide effort.</p> <p>The overarching issue is that there is no standard approach for building directories. They are not located in the same area of each building and directories look different based on building age and aesthetic. For example, the Student Services Center at TPSS Campus only has a directory on the campus side entrance. If you enter from Fenton Street, there is no directory. There are additional directories as you walk through the building, but they are not up-to-date. Math Pavilion has two directory displays that were historically mirror images, but are now being updated differently.</p> <p>At the Rockville campus there are also inconsistencies with the information that is included on different directories in the same building, official directories are blocked by doors that display unofficial wayfinding images. It was also reported that some buildings at the GT campus do not have directories. We have included some images to support our findings.</p>

**TP/SS Campus Examples**



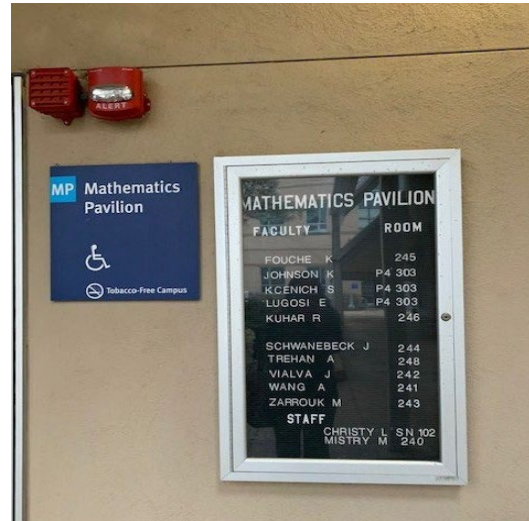
ST Exterior Directory



ST Interior 2nd Floor



Math Pavilion Directory #1



Math Pavilion Directory #2

**Rockville Campus Examples**



Computer Science Directory



Computer Science signage on the door in front of the directory



Directory is empty (sign is for WDCE Registration on the 2<sup>nd</sup> floor)



PE Building

SC SCIENCE CENTER			
315, 316, 301	Conference Rooms	238	Collegewide SEM Instructional Coordinator
212, 303, 417	Study/Reference Rooms	250	Department of Mathematics
309, 314	Biology, Anatomy, Environmental Labs	305, 306, 309, 310, 311	Math Faculty Offices
118	Biology Part-Time Faculty Office Suite	251	Math Emporium
126-128	Classrooms	315, 316	Math Labs
162	IT Suite	315, 316	Department of Chemistry
236-244	Department of Biology	3rd Floor	General and Organic Chemistry Labs
2nd Floor	General Biology Labs	305, 306	Math Labs
309, 301	Microbiology, Genetics Labs	309, 301	Classrooms
		302	Physics Labs
		430-440	Department of Physics, Engineering, & Geosciences
		404	Geology/Meteorology Lab
		400, 401	Astronomy / Physical Science Labs
		412, 413, 414	Astronomy Observatories
		420, 421	Engineering Science Computer Labs
		427	Engineering Shop Lab
		305, 306	Math Labs
		305, 306	Classrooms
		302	Physics Labs

SC SCIENCE CENTER			
	Conference Rooms	238	Collegewide SEM Instructional Coordinator
	Study / Reference Rooms	250	Department of Mathematics
	Biology, Anatomy, Environmental Labs	305, 306, 309, 310, 311	Math Faculty Offices
118	Biology Part-Time Faculty Office Suite	251	Math Emporium
126-128	Classrooms	315, 316	Math Labs
162	IT Suite	315, 316	Department of Chemistry
236-244	Department of Biology	3rd Floor	General and Organic Chemistry Labs
2nd Floor	General Biology Labs	305, 306	Math Labs
309, 301	Microbiology, Genetics Labs	309, 301	Classrooms
		302	Physics Labs
		430-440	Department of Physics, Engineering, & Geosciences
		404	Geology / Meteorology Lab
		400, 401	Astronomy / Physical Science Labs
		412, 413, 414	Astronomy Observatories
		420, 421	Engineering Science Computer Labs
		427	Engineering Shop Lab
		305, 306	Math Labs
		305, 306	Classrooms
		302	Physics Labs

These two directories are from the same building and provide different information.

**Resolution:**

Develop a process to update and keep current all building directories by adding QR codes at each building entrance Collegewide. The QR code will serve as a directory of services and offices in each building. This approach would require web pages for each building. In addition, develop a process and identify oversight responsibility to update and keep current the College's online people directory.

- **Phase 1:** Gather accurate information for each building and have employees verify/update their information in the online people directory
- **Phase 2:** Develop web pages for each MC building (including WDCE locations) and decide how to manage the current physical directories
- **Phase 3:** Create and install the QR Code building directories



*Example of QR-Code Directory (240-567-5000 could be added)*

**Student Impact:** *(Explain the impact of this recommendation on MC students.)*

This directory system will promote knowledge of services/supports available in each building. A directory that includes areas like the food pantries, Student ID offices, Learning Centers, classroom spaces, labs, conference rooms, study areas, quiet spaces, etc. would help support the College community and is an easy way to share resources that students may not know exist. Having a standard approach collegewide makes it easier for students to know how to identify services, offices and supports in each building.

**Economic Impact:** *(Explain cost factor or any economic impact of this recommendation. Council should work with Council Liaison to research the economic impact of the recommendation.)*

The monetary cost will be lower for this approach than attempting to standardize the existing directories. In some buildings, MC would be able to add the QR code into the existing Directory display case. In other areas, a display case may need to be added.

Research into options for [stands/displays](#) shows this option to be under \$100 each; while [interactive directories](#) can be in the thousands and require ongoing maintenance contracts. Additional costs will include the creation of signage and QR codes.

We recognize this recommendation will require cross collaboration among several departments within the institution, and the initial setup will require human capital and production hours. If this recommendation is approved, it will help eliminate the loss of potential students and loss of time due to improved wayfinding. In addition, providing an updated people directory would eliminate loss of time trying to locate employees.

Economic impact includes improved student success due to better knowledge and access to services/supports. This would lead to more engaged students, higher retention and completion rates as well as improved enrollment through success stories. Using a QR-based system allows for more information to be shared and updated more succinctly than physical directories. It makes updating the information more efficient. One of the greatest benefits of this recommendation, is that it requires MC to revisit the overarching issue of managing internal information that is constantly changing due to physical relocations, retirements, new hires, new buildings, etc.

**Equity and Inclusion Impact:** *(Council should contact the Office of Equity and Inclusion, Ms. Sharon Bland to ascertain and statement of equity and inclusion impact.)*

In collaboration with the Office of Equity and Inclusion, the TPSS Campus Council identified building directories as not accessible to people with visual impairments. This is not unique to this recommendation. The barrier exists with current directories as well.

An additional issue that needs to be considered is the population within our community that has limited access to mobile devices.

**Proposed Motion:** *(This should be a sufficient statement of the requested College Council action.)*

TPSS Campus Council moves to create a collegewide QR-based building directory system to enhance the existing physical directories for all MC buildings to improve campus navigation and promotion of services and supports.

**Final Disposition/Recommendation:** *(Complete once decision is made by College Council)*

The College Council voted to move the following recommendation forward to President for consideration:

Develop a process to update and keep current all building directories by adding QR codes at each building entrance collegewide. The QR code will serve as a directory of services and offices in each building. This would require web pages for each building. In addition, develop a process and identify oversight responsibility to update and keep current the College's online people directory.

**Note:** Attached is a PowerPoint Presentation about the Building Directories made by the Chair of the TP/SS Council at the College Council meeting on April 26, 2022.







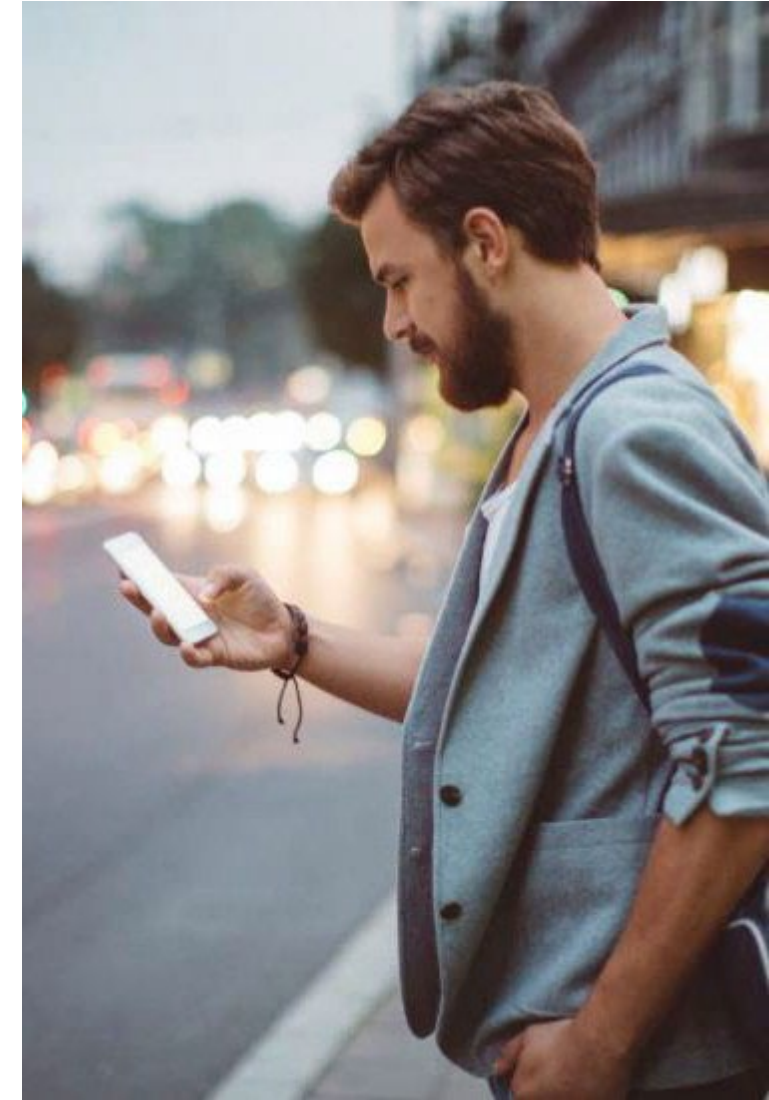
# Enhancement of Campus Building Directories

Using QR Codes to Improve Wayfinding and Student Support

# TP/SS Campus Council Goals

**Goal #1: Help facilitate the integration of students into the campus community and thus foster their academic success by assessing student needs through surveying and then identifying and promoting available resources**

**Goal #2: Improve and streamline campus-specific communications to make information more easily accessible and to empower employees to support students more successfully.**



TPSS Campus Council Recommendation

# Add QR Codes to Campus Building Entrances

The recommendation is to add a QR Code at the entrances of all buildings to help with wayfinding and to promote services/supports available on campus. This could be expanded over time to stand-alone interactive directories, but for time and cost efficiency, the TPSS Campus Council recommends that this start with a QR code approach.

Phase 1: Gather accurate information for each building and have employees verify/update their information in the online people directory

Phase 2: Develop web pages for each MC building (including WDCE locations) and decide how to manage the current physical directories.

Phase 3: Create and install the QR Code building directories.

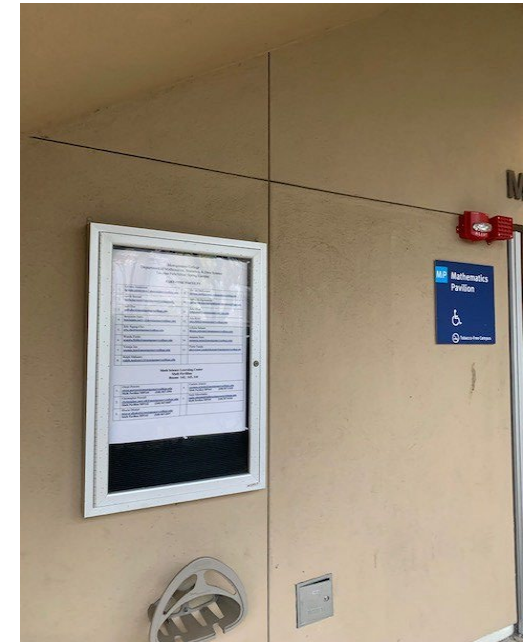
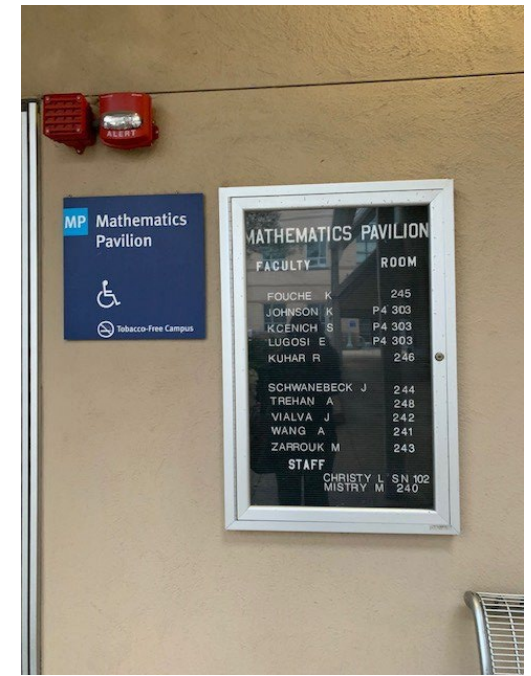


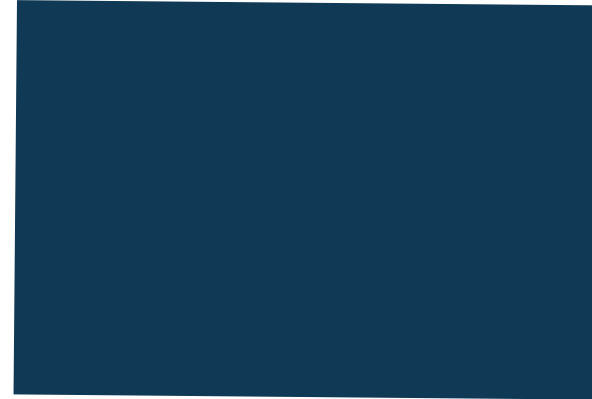
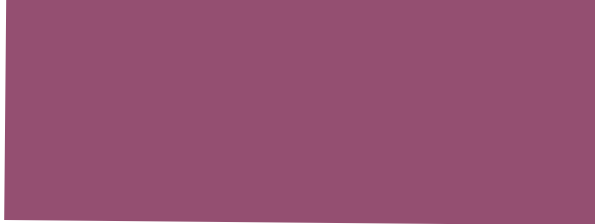


# Current Directories

## Ongoing Issues:

- No standard approach (i.e., look different, located in different places, not at every entrance, etc.)
- Information is outdated
- Directories in the same building have different information
- Limited information is available on the current directories





# Student Impact

Students will be more likely to get the support they need if they know it is available and where to find it. This will also help eliminate the loss of potential students and loss of time due to improved wayfinding.



Would help guide the College community and is an easy way to share supports and services that students may not know currently exist.



Expands information to include areas like the food pantries, Student ID offices, Learning Centers, classroom spaces, labs, conference rooms, study areas, quiet spaces, etc.



Allows for new information to be shared more efficiently since the updates will be made online.



Having a standard approach collegewide makes it easier for students to know how to identify services/supports in each building.

# Other Considerations

While considering these recommendations, the TPSS Council looked into the Economic Impact and the Equity and Inclusion Impact.



Economically, this recommendation is more cost and time-efficient than moving to an interactive directory system.



There will be the need for human capital and production hours to get a QR code building directory in place, but this can be done through cross collaboration within MC.



The current directories and the recommended QR code enhancement are not accessible to some students with vision impairments.



This approach does not serve individuals that have limited access to mobile devices.