

Innovation of the Year Award

Title of the innovation: QR codes for campus maps

Name of submitting college:

Glendale Community College

Name, title of team member:

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Executive Summary: QR codes are a form of barcodes designed for smart phones to scan and access specific info. We created a specific QR code to link to our campus map. These codes were placed on all campus map kiosks, customer services desks, bulletin boards and all social media sites.



Overview of the Innovation: Often, students find it embarrassing or uncomfortable (or un-cool!) to ask for directions on their first day of school – let alone carry a printed map! We developed a QR code for smart phones as a digital “map to go” in order to reach more students than we are conventionally able to service through regular methods of handing out paper maps on campus.

As a result of creating and displaying a specific QR code, which accessed the campus map and sent the info directly to the student’s smart phone, we were able to assist students at a higher volume and at an earlier date than we would normally be able to.

We placed the QR code online through all of our social networks one week before classes started. Nearly 2,500 students accessed the code and had a map on their phone before school started.

More than 4,300 students total scanned and accessed the QR codes to navigate the campus on the first 3 days of classes during the Spring 2011 semester.