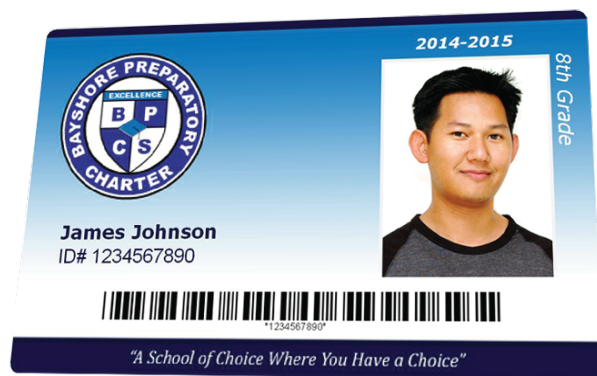


Case Study

K-12 Charter School Upgrades Student ID Card System With On-Demand Printing

Located in San Marcos, California, Bayshore Preparatory Charter School (“Bayshore Prep”) serves K-12 grades, fostering academic success through a college-prep curriculum. The public charter school, which embraces a homeschool model, also offers an independent high school study program where students have the flexibility to study during non-traditional school hours. Photo ID cards are issued to every student — over 140 of them — to ensure they are properly equipped with identification while on and off campus. Students can also use them to receive student discounts at area businesses.



The Challenge

Prior to approaching AlphaCard, the school used an ID card machine borrowed from their school photographer. This approach caused problems since they weren't able to have access to the machine until September, a month after school began in August. This meant that students and staff had no access to school IDs for the first few weeks of each school year. Availability issues are a common setback when organizations rely on borrowed equipment or outside help to produce ID cards.

Bayshore Prep was not keen on the system it had in place and recognized the limitations of relying on a third-party to print out student identification cards. Without full time access to an ID card printer, it was difficult to make card replacements or to make quick changes to the student database.

The Solution

Rather than waiting until September to print student identification cards, Bayshore Prep decided to take matters into its own hands and set up an in-house student card program. With its own ID card printer, Bayshore Prep would be able to issue cards to students on the first day of school, as well as on-demand if a new student enrolled or a card needed replacement.

CUSTOMER



INDUSTRY

- Schools & Education

CARD TYPE

- Student ID Card

SPECIAL REQUIREMENTS

- Provide Proper Student Identification
- Issue ID Cards During Enrollment
- Print Student Cards on Demand

Bayshore Prep had a limited budget to work with, but felt confident it would find an ID card provider and system capable of meeting its needs. The school had planned to print full-color ID cards with the student's picture and student ID/barcode on the front side. Furthermore, Bayshore Prep needed an ID card system that did not require a lot of space to store, or technical expertise to design and print cards. Elizabeth Sneyd, the school's administrative assistant, recalls what the school had in mind when they first came to AlphaCard, "We wanted a system that could print the student's name, photo, grade level and student ID number onto the card. As a public charter school, we needed to spend wisely too."

"AlphaCard's technical support team made it incredibly easy to understand."

As soon as Bayshore Prep spoke with AlphaCard, the school felt certain it had found the ID card partner it had been looking for. AlphaCard's ID card specialists took the time to walk Bayshore Prep through the entire ID card printing process and explain the types of supplies it would need to sustain a long-term student card program. "Our registrar, who would be using the system, didn't understand the technology portion so we needed a company who could work with us and walk us through every step." The ID specialists at AlphaCard were aware of Bayshore Prep's budget and made sure to design a system that they could afford as well as feel comfortable using.

As a small learning institution with a print demand of roughly 150-200 cards per year, AlphaCard recommended a Magicard Enduro+ ID Card Printer System with AlphaCard Light ID Card Software to build ID card templates and a student database. One of AlphaCard's best sellers, the easy-to-use Magicard Enduro+ ID Card Printer is often used in educational settings where on-demand printing is required. Bayshore Prep was not only happy with the price, but also felt that it had the resources and knowledge it needed to use the printer on its own. This, of course, was further strengthened by AlphaCard's technical support team who walked the school's registrar officer through set-up from start to end, and provided training on how to use the software correctly. AlphaCard's proprietary software program was designed with the user in mind, offering a variety of pre-designed card templates to make it fast and easy to customize a card design for a specific program such as student identification cards.

Every AlphaCard system is designed for each customer's special requirements, so installation was almost immediate, notes Elizabeth Sneyd. "Your technical support team made it incredibly easy to understand – it took less than 20 minutes on the phone to set it up," she says. "It was seamless to put together and I think I called back once more since I've had the system and my question was answered right on the spot."

It wasn't just the installation that impressed her but AlphaCard's free ID card software training: "AlphaCard helped me set up the database fields, and showed me where each student image would go onto the card, so after that, we were good to go."



MAGICARD ENDURO+
ID CARD PRINTER

The Results

After a year of implementing its own student identification card program, Bayshore Prep has seen positive results, and is able to issue cards to students the very same day they enroll.

When the students enter the registrar's office to enroll, they have their photo taken and within minutes receive their new student ID card. "It's all done right there behind the desk," says Sneyd.

The barcode on the student ID card is tied to the student's account within the ID software database, giving administration instant access to student information when a card is scanned. "It's all right there, and we can make changes to the database whenever we need to, and it's nice that we can easily print out a new card if a student loses theirs."

The high school students have found the ID cards to be especially useful, given that the non-traditional school hours make them vulnerable to questioning if they're stopped by a police officer in the middle of the day. "It's good for the high school students to have – they can show the cards as validation that they attend school." Sneyd then says, "And it's kind of fun for the younger kids to have it – they seem to like it and can use it when out with their families to receive student discounts."

"AlphaCard was aware of Bayshore Prep's budget and designed a system that they could afford as well as feel comfortable using."

Why AlphaCard

AlphaCard has been a trusted provider of secure ID solutions since 1998 with over 30,000 satisfied customers. Our experts have an average of 5+ years of ID printer experience, and are dedicated to helping you choose & implement the best ID system.

THE ALPHACARD DIFFERENCE:

- Guaranteed best prices & widest selection
- 100% satisfaction guaranteed, backed by the industry's best return policy
- Same day shipping available on orders placed by 4:00 PM PST
- A+ Better Business Bureau (BBB) Rating
- FREE Super Saver Shipping on all orders over \$99 to the lower 48 states

Learn more about how to setup a membership ID card program for your organization:

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