Case Study

Massachusetts School District Improves Campus Safety with a Staff ID Card Program

Home to two elementary schools and a junior/senior high school, Millbury Public Schools has approximately 300 employees and 40-50 contractors working on-site at any given time. The Massachusetts-based school district recently launched an employee ID card program for all staff members in an effort to equip every adult with a visually noticeable photo ID badge. AlphaCard's ID experts recommended a powerful ID card system to meet its on-demand printing needs and improve safety for the district's 1,850 students.

The Challenge

The rising tide of school violence is what initially prompted Millbury Public Schools to improve its safety policies and explore staff photo ID badges. Prior to getting in touch with AlphaCard, Millbury Public Schools did not have any type of ID badge program or policy in place, which posed a considerable threat to school security. Without proper ID, there was no way to tell who was authorized to be on campus at each school in the district.

The district's IT Director Rob Bellville was tasked with finding a feasible and fast solution to identify all adults on campus. "We really needed to beef up security in the schools by identifying employees traveling between buildings. There were just so many issues with people not being identified, and in the past it wasn't a problem, but today it is with the security initiatives we have." In order to issue photo identification cards to every adult, Millbury School District needed a dependable ID card printer and software program.

The Solution

The school district set out to find a knowledgeable provider of ID card solutions. Rob Bellville considered multiple ID card companies, but felt AlphaCard delivered a no-hassle experience: "I can say that we were definitely going full steam. This was a rush project and you guys handled it perfectly." AlphaCard carefully evaluated the district's needs, including the number of cards it intended to print upon implementation.

CUSTOMER

MILLBURY
PUBLIC SCHOOLS

INDUSTRY
- School & Education

CARD TYPE
- Staff ID Cards

SPECIAL REQUIREMENTS
- Otain Durable, Long-Lasting ID Cards
- Equip all District Employees & Contractors with IDs (350+)
- Test a Trial Version of the Software Before Purchase

The district's plan was to print new ID cards for approximately 350 individuals as soon as it had an ID card printer in hand. "We needed a simple, but inexpensive way to make this happen," Bellville continued.

AlphaCard recommended an ID card system suited for medium-volume printing jobs. The newly implemented ID card system boasts a Magicard Enduro+ Duo dual-sided ID card printer, AlphaCard ID Suite Standard software, breakaway lanyards, and a Logitech webcam to capture correctly sized staff photographs. A demo of AlphaCard ID Suite was downloaded by Bellville, who researched various ID card printers and software: "We were able to download the trial version of the software first. Technically, I had already designed our cards before we even purchased them."

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AlphaCard provides a free, six-week trial of ID Suite software to give customers a preview of the card design process. The user-friendly software allows users to create ID card designs on their own or select from a wide range of industry-specific ID card templates available online. "What I liked about the software was that I didn't have to be locked inside a template — I could choose the font size, the dimensions, and have full control over the card design." said Bellville. Some of the major features of the Standard edition of the software include the capability to store unlimited amounts cardholder information, flexible design & encoding options, database connectivity for Microsoft Access & Excel, searchable records, customized features, and more.

The system's Magicard Enduro+ Duo ID badge prints high-quality double-sided ID cards in 35 seconds for full color cards. Millbury Public Schools required a quick and easy-to-use ID printer to produce hundreds of cards and was able to accomplish its goal thanks to the power of the Magicard printer: "We printed around 250 cards in just three days," reported Bellville. The ID card printer is outfitted with a 100-card input hopper and 30-card output hopper to maximize the printing process. The school district printed double-sided cards in one pass, saving it the hassle of manually inserting cards a second time.

All Magicard ID card printers come with Holokote technology, a secure watermark feature that is applied to the surface of every card when printed. Holokote is similar to a hologram but does not require a laminating module to burn the watermark into the ID badge. Millbury School District intends to take advantage of Holokote in the future to help protect the cards against tampering and duplication. Presently, the school district's new staff photo ID badges are printed with a resin overlay to enhance durability and prevent the card from becoming damaged when worn. Bellville commented, "Our engineer tried to scratch the card surface and wasn't able to damage or alter it. The resin overlay really protects it — it's incredible."

The employee ID badges are emblazoned with the individual's staff ID number, name and title, and theirdesignated location within the school district. The background of the ID badge is the town's seal.

MAGICARD ENDURO +
WITH ALPHACARD ID SUITE STANDARD
SOFTWARE& LOGITECH CAMERA

Millbury Public Schools has also started printing vendor and visitor ID badges, both of which do not include photographs but instead an icon of what their visit pertains to; for example, the phone technicians' badges have a graphic of a phone printed onto the card.

A free hour of technical support was provided to the school district as part of the free AlphaCare program. Bellville remembers how easy it was to set up the school district's ID card system: "I think I had just one question for technical support when I installed the printer. It was virtually all plug-and-play,"

The Results

The new employee ID badges were produced and issued to all employees in just three days, demonstrating the power and usability of the ID card system. The school district requires that all badges be worn above the waist for maximized visibility. ID cards were issued immediately to staff once they were printed, and will be given out to future employees on their date of hire. "The images on these cards are so sharp. Before the start of our ID card program, we collected ID badges from other places and the photos were extremely grainy," noted Bellville. All employees, including the schools' principals and the district's superintendent must wear their ID cards every day. This has helped foster a safer environment for students.

The district was so pleased with the results of the ID cards that it has since referred AlphaCard to other public departments within the city of Millbury. "The whole experience with you guys has been great," said Bellville. "At first the ID card system was going to be managed by another department, but because it's so easy I am just going to run with it."

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:

Call (877) 232-6799
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AlphaCard.com