

Case Study



Education

Santa Rosa Junior College increases security and student ID functionality with an Alpha Card photo ID system

Nestled within the exquisite landscapes of Sonoma County, Calif., Santa Rosa Junior College is recognized as one of the nation's premier community colleges. The school, which features two beautiful campuses (one in Santa Rosa and one in Petaluma), offers a dynamic learning environment that aims to maximize the creative ideas and skills of its students and educators. Like many colleges and universities, Santa Rosa Junior College (SRJC) relies on ID cards as a way to improve campus security. And for over 12 years the school has used photo ID systems from Alpha Card to produce those cards.

The Challenge

Before Alpha Card, the school's ID program wasn't quite so efficient. Back in the early days of ID card printing, schools such as Santa Rosa had to essentially assemble student IDs individually by hand. The school needed some way to break free from such technological limitations so it could quickly produce thousands of cards each year for incoming students, faculty, staff, and alumni.

Enter Alpha Card Systems

Santa Rosa Junior College was one of the first schools to form a working relationship with Alpha Card, and that bond has held strong for over ten years. Alpha Card introduced the school to the world of professional ID card printing, with systems that could quickly produce high-quality photo IDs on the spot, while allowing for integration with a variety of card applications.

Today, Santa Rosa Junior College prints close to 15,000 ID cards per year using two high-performance Alpha Card ID systems – one located at each of the school's two campuses. Each SRJC student ID card features the student's name and photo, the logo and name of the college, student ID number, and a barcode. Beyond enhancing security, the card program serves a variety of functions, from facilitating library checkout processes to controlling computer lab access. SRJC also uses the ID cards as a way to identify members of the Associated Students group. Membership in this group entitles students to exclusive discounts and services. Students who are members of the group have a special sticker on the back of their ID cards.

Full-color photo IDs are issued to students, faculty, staff, alumni, and even local senior citizens. As a way of reaching out to the community, the school offers to print Senior Gold Cards, which are available...*continued on next page*



Summary

- Santa Rosa Junior College uses ID systems from Alpha Card to print 15,000 cards per year for students, faculty, staff, alumni, and local senior citizens.
- School has two high-performance ID card printers, one at each of its two campuses.
- Each ID card includes the cardholder's name, photo, the school's name and logo, and a barcode.
- Primary function of the ID card program is to increase security.
- Student ID cards are also used for library checkout and computer lab access.
- Future plans include the addition of smart card functionality.

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to all members of the public 60 years or older. These cards provide seniors with a number of benefits, including reduced admission to certain events, access to SRJC library facilities, discounts from local businesses, and reduced parking fees.

What Comes Next

In the future, the school plans on adding smart card functionality to its ID program. This would allow students to use their cards for bookstore purchases, cafeteria meal plans, making copies, and other applications.

With the help of Alpha Card, Santa Rosa Junior College has been able to create an ID program that contributes to a safer campus environment, while also putting convenient functionality into the hands of students and other cardholders.

Organization Profile



- SRJC is recognized as one of the nation's premier community colleges.
- The school has two main campuses, one in Petaluma, Calif., and one in Santa Rosa, along with 70 other learning sites.
- SRJC is part of the Sonoma County Junior College District which has approximately 40,000 enrolled students.
- Faculty consists of over 300 full-time members and close to 1,500 adjunct instructors.
- Unique offerings include the 365-acre self-sustaining Shone Farm, a progressive Technology Academy, and a student-run gourmet Culinary Arts Center.



About Alpha Card

Alpha Card Systems has been a trusted provider of secure ID solutions since 1986. That's over 20 years of service in an industry where experience is extremely important. We take great pride in our ability to deliver the best service and value on ID card systems for virtually any application. Our diverse customer base stretches from schools and small businesses, to membership clubs, police departments, government agencies, large corporate clients, and more.

As a leader in the ID card industry, we strive to stay on top of the latest products and technology, and offer complete, all-in-one solutions for card programs of all types and sizes. Alpha Card works closely with the industry's most respected manufacturers to develop these systems. We offer an unbeatable selection of ID card printers and supplies from industry-leading companies such as Fargo, Magicard, Zebra, and many more. Like us, these companies have been around for quite some time, which is why we're confident our customers are receiving the most effective and reliable solutions for their card-printing needs.

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