

A photograph of a modern, multi-level student lounge. The space features a prominent staircase with a glass railing and wooden handrails. In the foreground, a young man with a backpack and glasses walks past. In the background, several students are sitting on a wooden bench and a blue sofa, engaged in conversation. The architecture is clean and contemporary, with large windows and a mix of materials like wood, glass, and metal. The overall atmosphere is bright and open.

# MODERNIZE MAIL

Transform Existing Space  
into Student Amenities



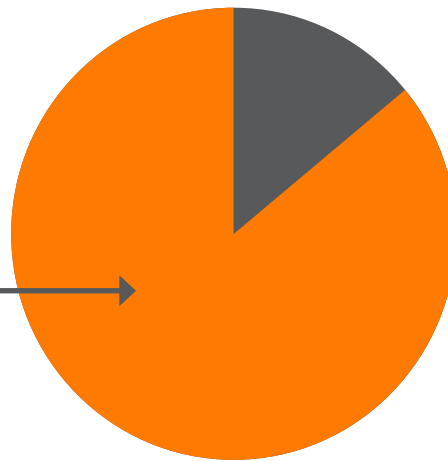
In order to succeed in today's highly competitive environment, colleges and universities must provide a quality learning experience along with superior services. With an increasingly diverse student body attending colleges and universities, re-thinking the processes behind services and the intelligent application of new technologies is key to improving the student and faculty experience, as well as for operational performance. Successful institutions are utilizing new technologies throughout their operations, including the campus mailroom. Hord Coplan Macht has identified and studied the importance of upgrading campus mail facilities, the ways these upgrades improve the quality of campus life, and how they better control costs and even potentially generate more revenue.



4 OF 5 AMERICANS SAY KNOWING THAT A COLLEGE OR UNIVERSITY USES THE **LATEST TECHNOLOGY** IMPROVES THEIR OPINION OF THE SCHOOL<sup>1</sup>

**86%**

OF U.S. ADULTS HAVE COME TO EXPECT COLLEGES AND UNIVERSITIES TO USE THE LATEST TECHNOLOGY FOR TEACHING INNOVATIONS AND IN AUXILIARY SERVICES, INCLUDING MAIL AND DOCUMENT CENTERS<sup>1</sup>



<sup>1</sup> Harris Poll survey conducted online within the United States between August 31-September 2, 2015 among 2,053 adults (aged 19 and over).

TODAY'S STUDENTS, THE FIRST GENERATION OF **DIGITAL NATIVES**, **HAVE DIFFERENT EXPECTATIONS** AROUND THE CONSUMING AND SHARING OF INFORMATION, LEARNING AND SERVICES.

Most campus mail centers were built before the emergence of the internet. They were designed to handle predominately letter mail, with individual mailboxes secured by lock and key. They were primarily passive, in that you check what is in your mail box and have limited, if any, services for outgoing mail. While social media is contributing to decreasing letter volumes, on-line shopping is driving an increase in package deliveries. Just as important, are the changing expectations of service. Students and faculty have greater expectations for convenience and notification of a package and/or mail delivery. Institutions across the country are replacing their passive mailrooms with interactive mail centers using new technologies. Streamlined processes include centralized web-based controls, interactive kiosks, and intelligent lockers for automated package pickup. Real-time reports document volume, activity, and delivery times to help universities track efficiency and establish more accurate budgets.

FREQUENTLY THESE PACKAGES ARE TIME- SENSITIVE, LIKE TEXTBOOKS, AND OF SIGNIFICANT WORTH, SUCH AS ELECTRONICS.

92%

MORE THAN 9 OUT OF 10 OF US ADULTS SAY THAT EVEN WITH THE RISE IN ELECTRONIC COMMUNICATIONS, COLLEGE STUDENTS STILL LIKE RECEIVING PACKAGES AND LETTERS. <sup>1</sup>

SOCIAL, ECONOMIC, & TECHNOLOGICAL TRENDS ARE CHANGING MAIL TRAFFIC TO AND FROM CAMPUS; SOCIAL MEDIA IS CONTRIBUTING TO **DECREASING LETTER VOLUMES**, ON-LINE SHOPPING IS DRIVING AN **INCREASE IN PACKAGES**.<sup>2</sup>

By evolving the campus mail system from passive into an interactive system universities can prepare their mail operations for the future, and improve their students' experiences across the campus. The ability to couple these new mail centers with additional services such as outbound mail shipping and campus-wide printing solutions can also allow universities to tap into new revenue streams. Mail centers and document services are just two highly visible examples of where modernization can improve student satisfaction and economic performance in auxiliary services.

77%

OVER THREE-QUARTERS FEEL PACKAGES AND LETTERS ARE SAFER BEING DELIVERED TO A MAILCENTER THAN TO A DORM OR OFF-CAMPUS APARTMENT. <sup>1</sup>

STUDENTS, AND FACULTY, ARE ACCUSTOMED TO RAPID ACCESS TO INFORMATION FROM DIFFERENT DEVICES, MANY OF THEM MOBILE. ACCORDING TO A STUDY OF STUDENT WORKSPACES AND TECHNOLOGY,

58%

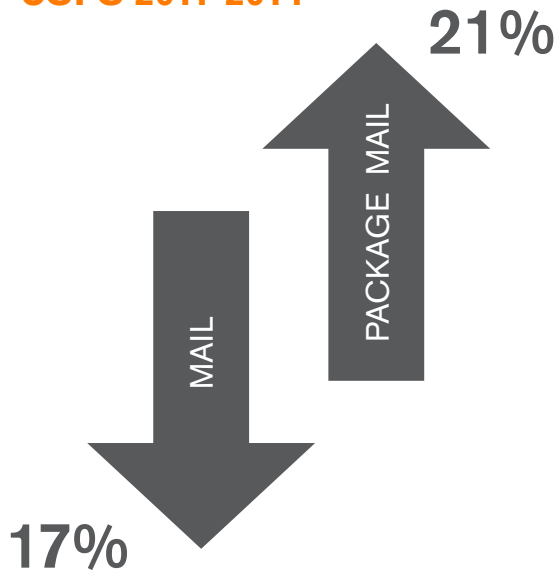
A MAJORITY OF STUDENTS OWN THREE OR MORE MOBILE DEVICES. <sup>(4)</sup> THEY HAVE GREATER EXPECTATIONS FOR CONVENIENCE, FOR SERVICE WINDOWS BETWEEN CLASSES OR AFTER WORKDAY HOURS, AND FOR MORE MAILING OPTIONS WHEN THEY ARE AT A MAILCENTER. COLLEGES AND UNIVERSITIES WHO EMBRACE CUTTING-EDGE APPROACHES TO MAIL ARE RISING TO MEET STUDENTS' EXPECTATIONS OF IMMEDIATE GRATIFICATION (FUELED BY SERVICES LIKE AMAZON PRIME).

MOST CAMPUS MAIL SERVICES WERE DESIGNED BEFORE THE EMERGENCE OF THE INTERNET AND ARE PRIMARILY “PASSIVE”



LIMITED SERVICES FOR OUTGOING MAIL  
YOU CHECK WHAT IS IN YOUR MAIL BOX

USPS 2011-2014



STUDENTS ARE COMFORTABLE WITH E-COMMERCE & ONLINE DELIVERY SERVICES <sup>3</sup>

43%  
SHOP ONLINE  
WHEN PREPARING TO GO BACK TO SCHOOL <sup>3</sup>

<sup>1</sup> Harris Poll survey conducted online within the United States between August 31-September 2, 2015 among 2,053 adults (aged 19 and over).

<sup>2</sup> 'A Decade of Facts and Figures', USPS, February 17, 2015 (growth 2011-2014)

<sup>3</sup> 'Statistics and Facts on Back-to-College', Statista, August 2015.

<sup>4</sup> 'Student Mobile Workspaces', Citrix, August 2014.

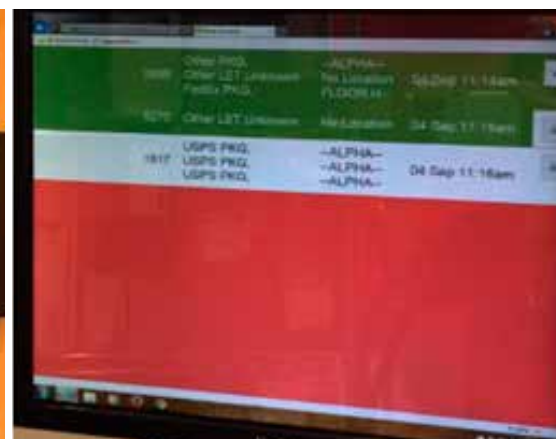
### Mail / Package Storage

Traditional student mailboxes are replaced with a high-density concierge service for incoming student mail. Letter mail is received, sorted, and placed in individual barcoded slots within the high-density shelving. As mail is placed within the shelving, scanners and barcode technology initiate an email letting the student know they have mail. Packages are processed in a similar manner, with incoming packages labeled for easy location by the staff. Labels include student name, box number, shelving area, and package type (large soft, small soft, perishable, large package, etc.).



“OUR STUDENTS AND STAFF HAVE BEEN HIGHLY SATISFIED WITH THE NEW FACILITY. **SPEED OF SERVICE** HAS SEEN A MAJOR IMPROVEMENT, AND OUR STUDENTS LIKE THE FACT THEY ONLY NEED TO COME TO THE MAIL CENTER WHEN THEY HAVE RECEIVED AN EMAIL. OVERALL THE TRANSFORMATION TO AN ACTIVE MAIL FACILITY HAS PROVIDED US WITH A **LARGER VARIETY OF RETAIL AND SERVICE OPTIONS** FOR OUR CAMPUS.”

**Mark R. Ironside**  
Executive Director, University Business Services  
Lehigh University



### **Web-Based Notification**

Since the high-density mailboxes and package shelving will not be available for self-service access by students, an email notification system is utilized to alert students when they have received letters or packages. An email notification reduces traffic by eliminating the occurrence of a student just checking to see if they have received mail. Ideally, integration with each student's personal web profile should result in the ability to review mail and package histories.

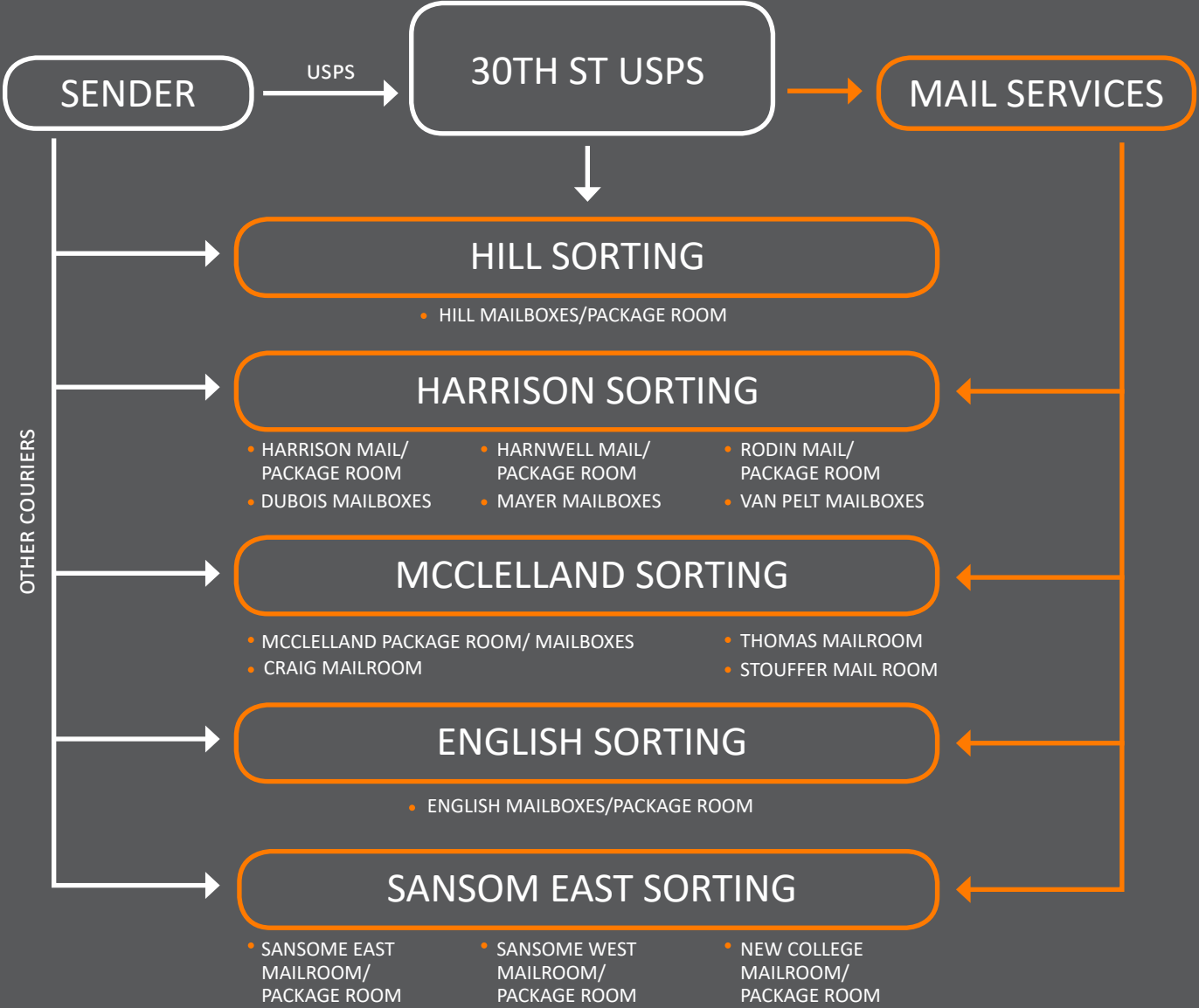
### **Customer Service**

The streamlined process culminates with new technologies that improve customer service, particularly in terms of wait time. After receiving an automated email alerting them that their package has been delivered, students arrive at a kiosk (which is strategically placed within 30 seconds of the mail pick-up area), they can swipe their student ID card and select the packages they want to pick up from a list. Mailcenter employees are then notified, enabling them to quickly and easily produce the requested parcels. The transaction is automatically documented, eliminating the need for cumbersome, error-prone manual ticketing. The long lines and package storage that usually monopolize pickup areas are nearly eliminated.



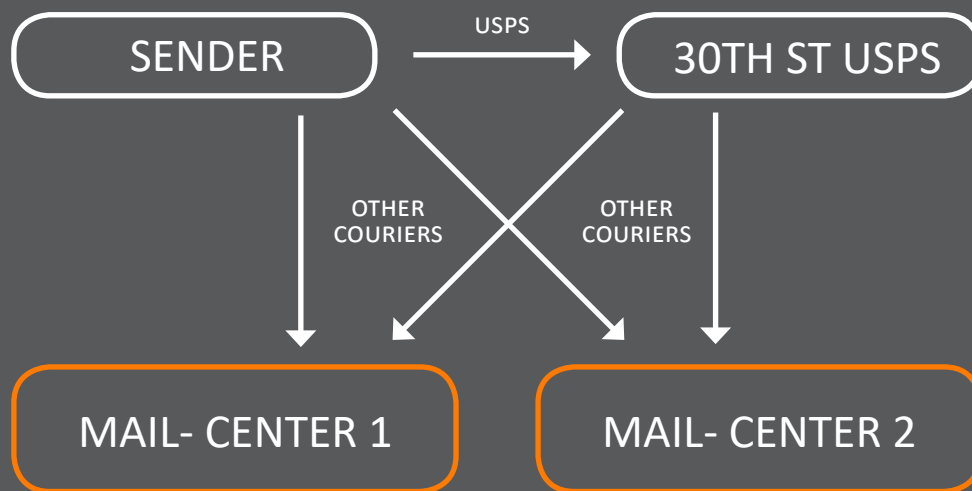
The University of Pennsylvania engaged Hord Coplan Macht to study cutting-edge approaches to mail handling to meet students' rising expectations of immediate gratification, and minimize both physical and financial resources spent in handling these packages. With the rise of delivery retail services on campuses, including delivery prescription services, package security is also a growing concern for students and the University.

**EXISTING MAIL SYSTEM**



There are opportunities for improving the speed of the current mail process. The most inefficient aspect of the current mail and package delivery operation involves the sorting and delivery of mail and packages to over twenty different facilities across the campus. Re-engineering campus-wide mail services must include an end-to-end evolution of work-flows, looking for inefficiencies and opportunities for technology to enhance the student and faculty experience.

## CONDENSED MAIL SYSTEM



Re-imagining work-flows and utilizing technology can allow Penn to improve the student experience, better control costs, and potentially increase revenue. The consolidation of Penn's sorting, mail, and package services from over twenty locations into strategically located mailcenters provides tangible benefits for all parties. For example, through better management of mail traffic and the implementation of high-density mail systems, space can be made available for retail services that sell supplies and shipping services from commercial carriers. In addition to outgoing mail services, many Universities are providing mobile printing capabilities that allow students to email their print job to the center and pick it up in time to make it to class. Some are also introducing expanded offerings such as photo kiosks, notary services, passport services, and promotional banner printing.

### **Outgoing Mail**

Today's college students expect fast service, and appreciate the ease of one-stop shopping. To meet this demand, universities are transforming the campus mail room into a comprehensive and convenient service center that enables students to ship via UPS, FedEx, DHL and the US Postal Service – all without leaving campus. Retail improvements can also extend beyond traditional shipping services to include the sale of supplies (packing tape, sharpies, luggage locks, etc.) as well as “pack it for you” services.

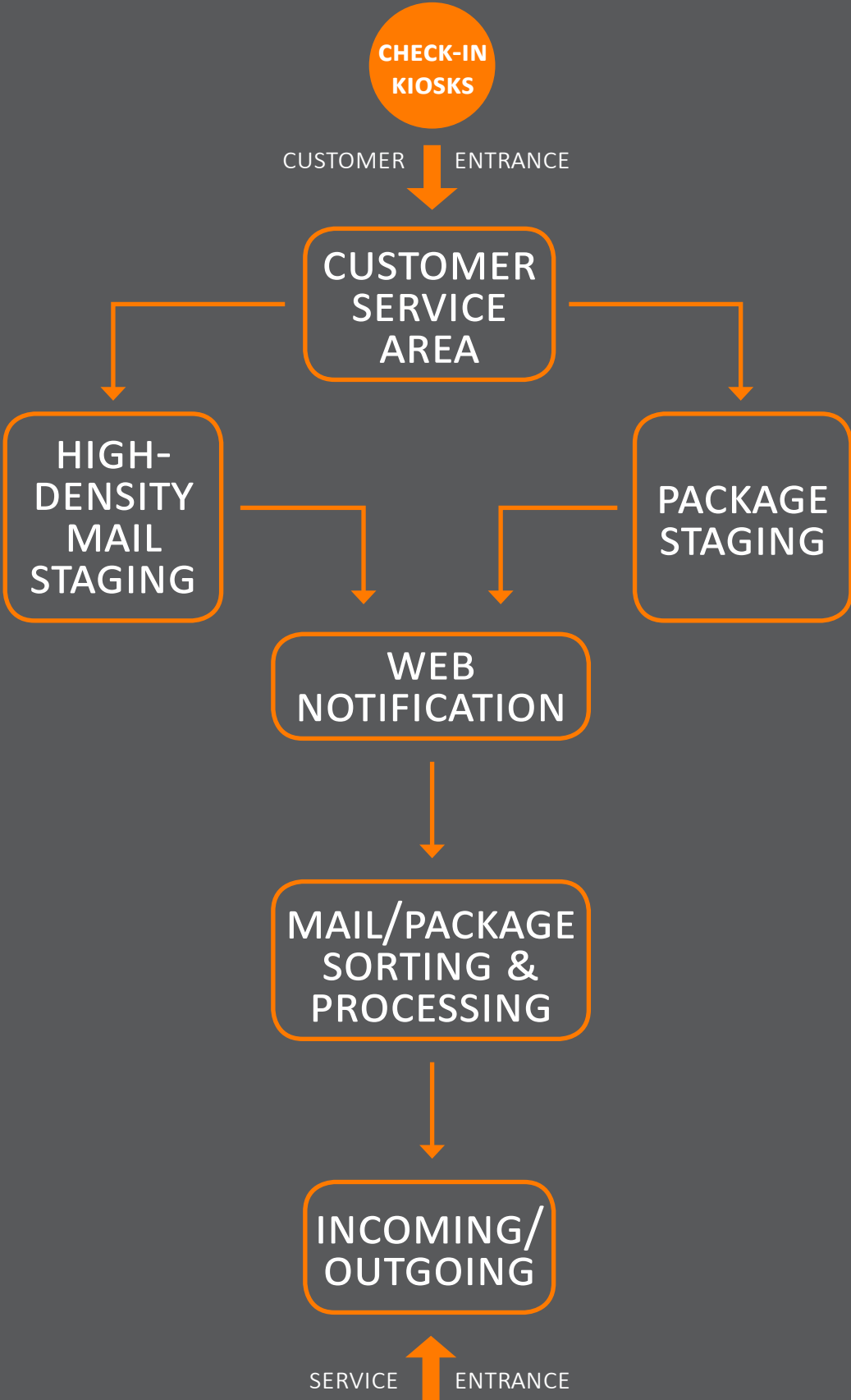
### **Printing**

Faculty, staff and students are often on the go and need to be able to print on the fly. The integration of mobile printing, which allows individuals to send their print jobs to the print centers — anywhere, anytime, from any device — can allow a university to meet rising expectations and increase revenue. When they get to the center, they simply enter a code at the self-service kiosk and retrieve their printed job. Other services may also be incorporated into the centers' offerings, including: poster printing, banner printing, and a variety of binding options.

## PRIMARY OBJECTIVES

1. IMPROVE STUDENT & FACULTY SATISFACTION
2. MODERNIZE FROM A 'PASSIVE' TO AN 'INTERACTIVE' MAIL SYSTEM
3. INCREASE OPERATIONAL EFFICIENCY.

# PROPOSED MAILCENTER WORK-FLOW



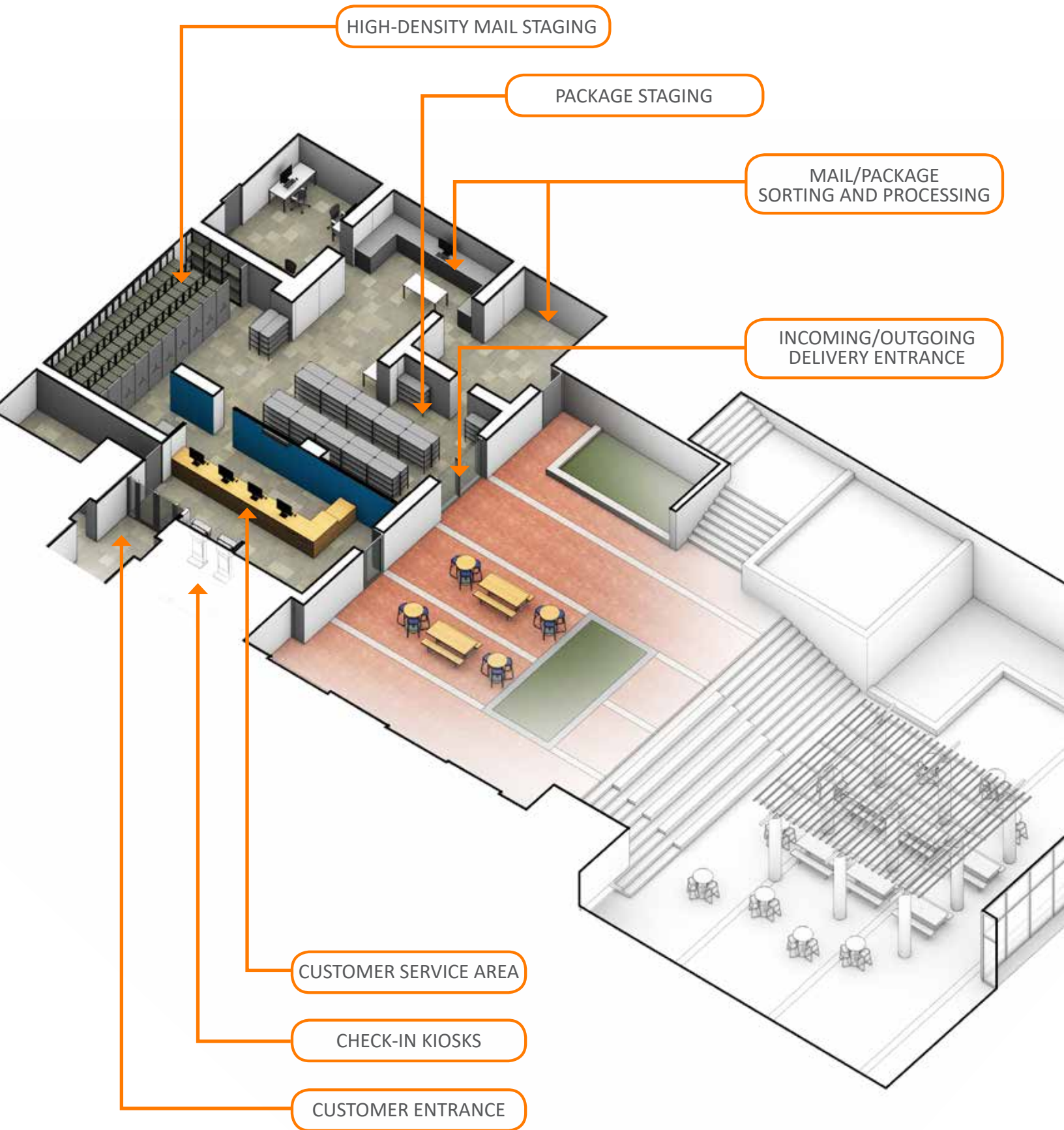
Nearly five thousand square feet of residential facilities are currently dedicated in some fashion to the existing Mail process. Each of these spaces were analyzed and sorted into two categories based upon the criteria required to provide either a quality mailcenter or student amenity space. Mailcenters are very similar to retail spaces, in that they require convenient access to the facility for both the customer (student and faculty) and service (couriers and employees). In addition, these spaces ideally are situated in close proximity to the populations they serve and require a minimum of one thousand square feet to accommodate the required sorting, staging, and customer service zones.



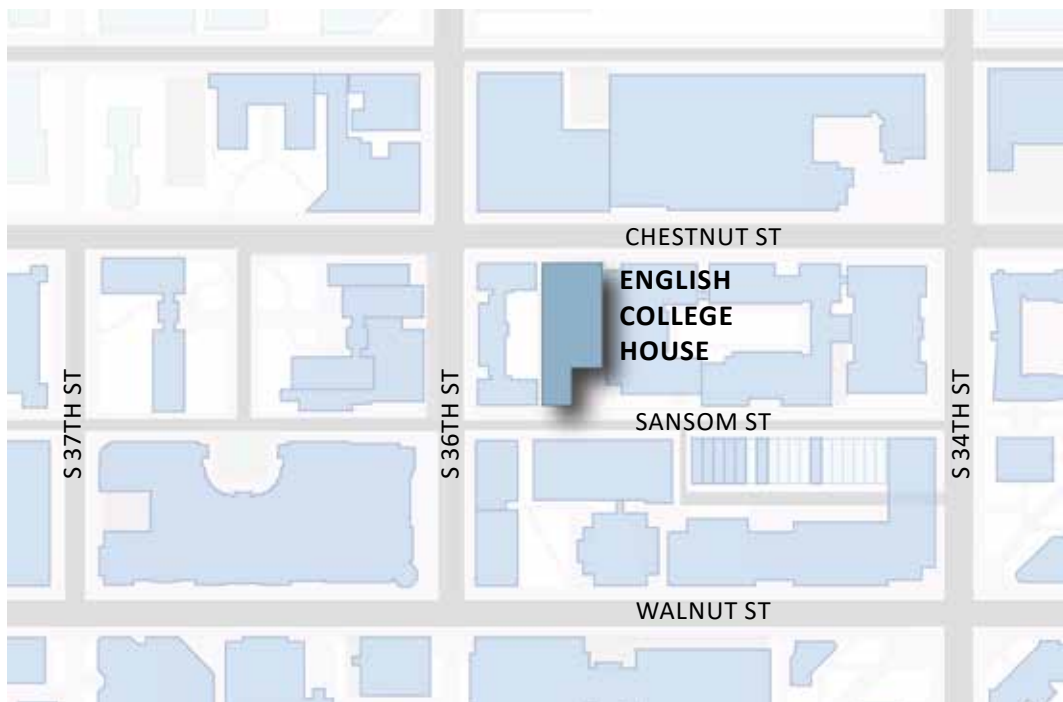
**MAILCENTER  
CRITERIA**

- CONVENIENT SERVICE ACCESS
- CONVENIENT PUBLIC ACCESS
- CLOSE PROXIMITY TO CAMPUS POPULATION
- SPACE LARGER THAN 1,000 SF

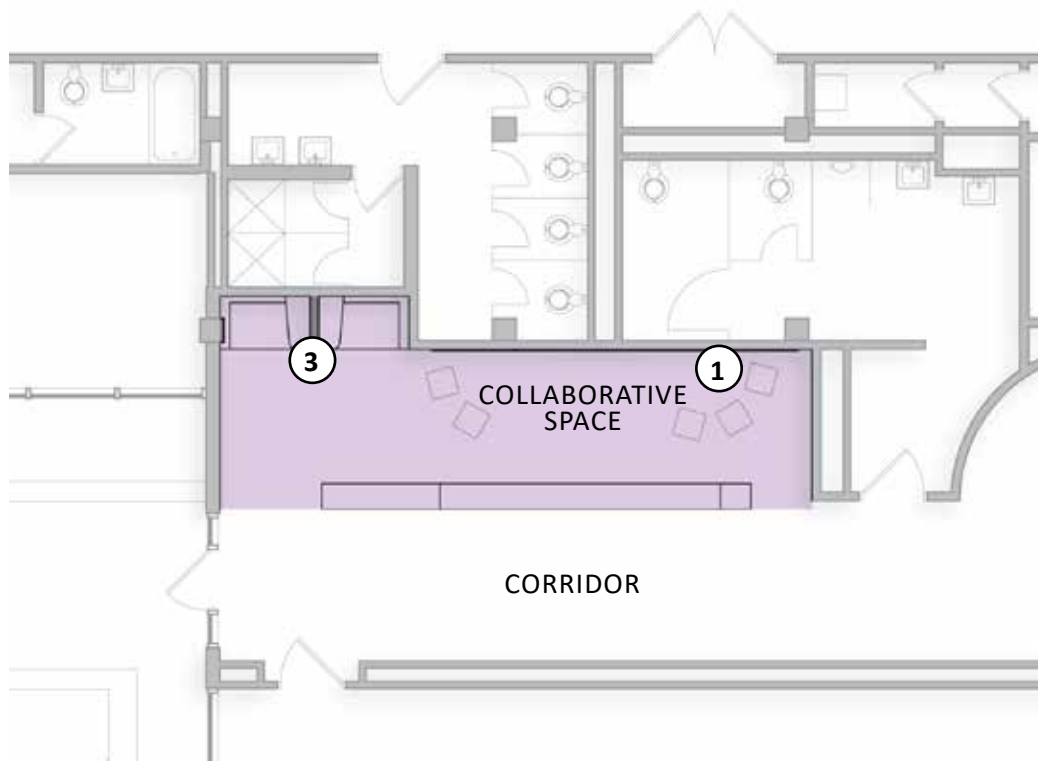
# HARNWELL COLLEGE HOUSE Basement



# ENGLISH COLLEGE HOUSE Second Floor



SITE PLAN



1. MARKER BOARDS/  
WRITABLE WALL SURFACE
2. ROOM DIVIDER WITH  
INTEGRATED BENCH
3. BUILT-IN STUDY BOOTHS

FLOOR PLAN

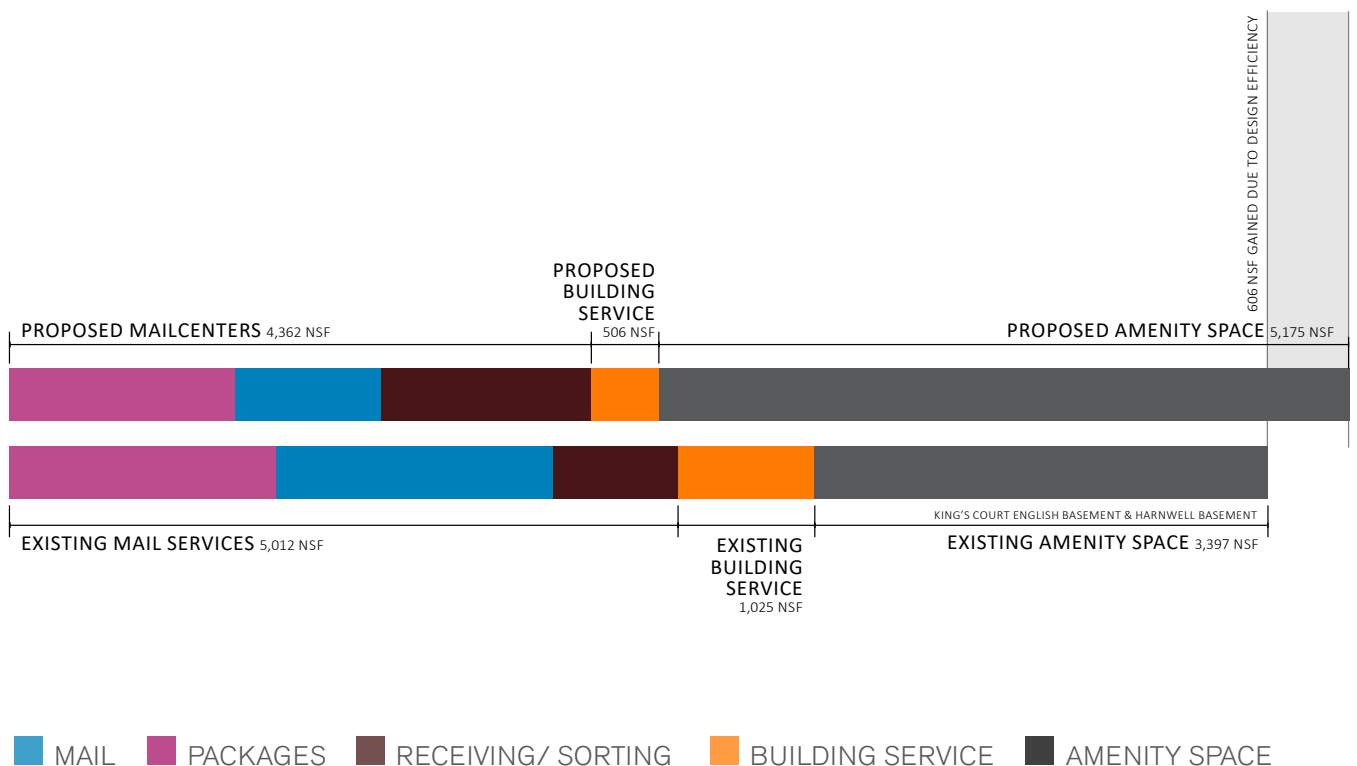


PHOTOS OF EXISTING SPACE



COLLABORATIVE SPACE PERSPECTIVE VIEW

By evolving the existing campus mail system from a passive into an interactive system, the University of Pennsylvania can prepare its mail operations for the future and improve its students' experience, both in the mailcenters, and across the rest of campus. Implementation of the recommendations and design thoughts reflected within this study will allow the University to maximize the opportunities in the mail system environment. The ability to couple these new mailcenters with additional services like outbound mail shipping and campus-wide printing solutions could also allow the University to tap into new revenue streams. Mailcenters and document services are just two examples of where modernization can improve student satisfaction and economic performance in campus auxiliary services.



# Loyola Stamp It!

## LOYOLA UNIVERSITY MARYLAND

Loyola University Maryland had an ambitious plan to increase both auxiliary service and student commons space during the summer of 2017. Hord Coplan Macht helped the University design and implement a two-part project which included moving the campus bookstore and mail center into a new 10,000 sf building (comprised of 16 modular units constructed on-site in only 10 weeks). The vacated spaces within the existing Student Center were then transformed into a new campus dining facility and informal collaborative space for students. The entire design and construction of the new and renovated spaces were completed in only eight months.



# Hoya Mail & Print Center GEORGETOWN UNIVERSITY

For this interior renovation project, Hord Coplan Macht worked closely with the University and RICOH Higher Education to convert an existing retail dining area, within the Leavey Center, into a new mail and print center. The 4,000 sf facility high density filing system will replace 6,000 traditional resident letter mailboxes. In addition, the print center is the first centralized print center on campus and is capable of large format printing.

