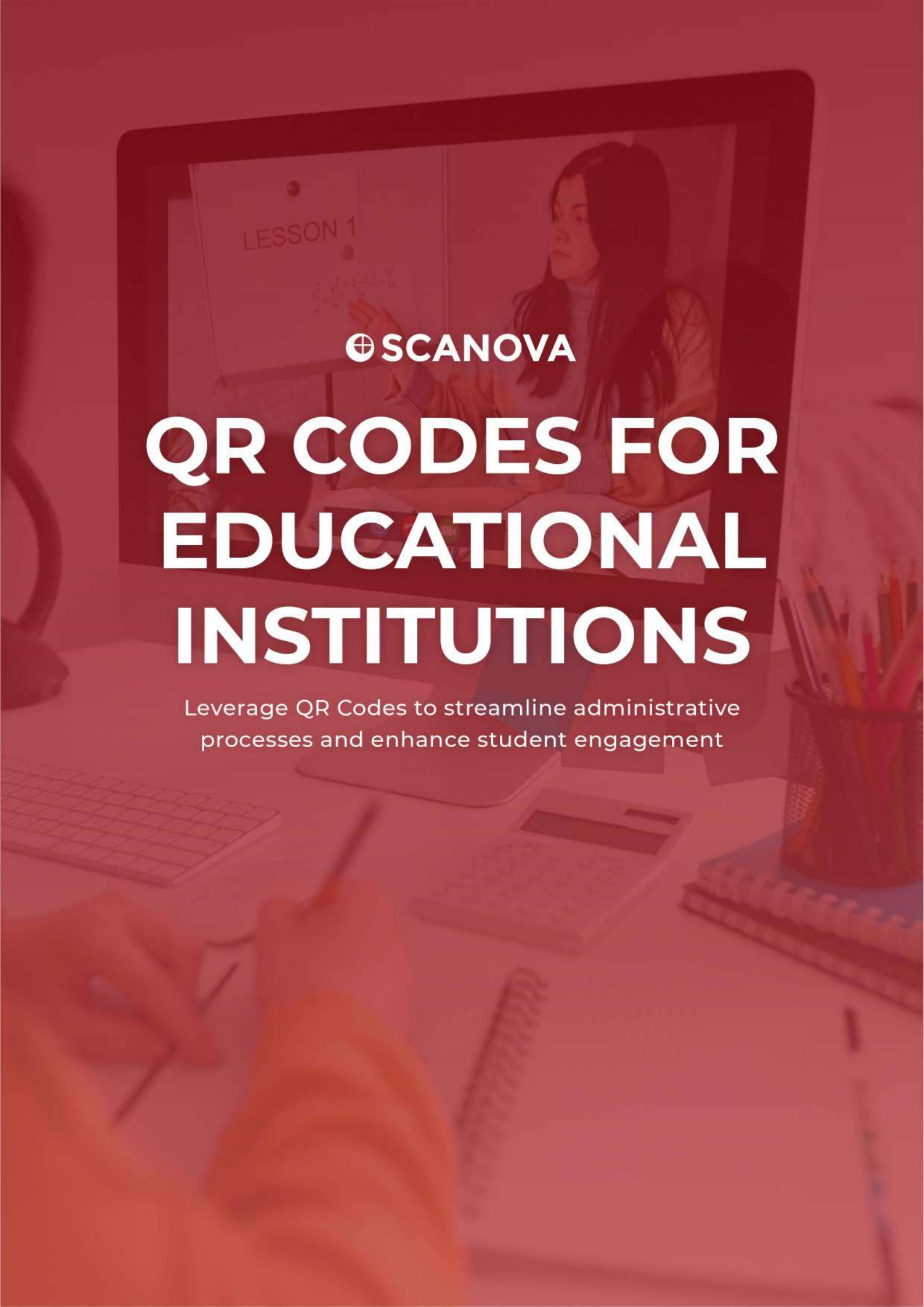


The background image shows a classroom setting. A teacher is standing in front of a whiteboard that says "LESSON 1" and has some mathematical equations on it. A student is sitting at a desk in the foreground, writing in a notebook. There is a calculator, a keyboard, and a pencil holder on the desk. The entire image has a red overlay.

⊕ SCANOVA

QR CODES FOR EDUCATIONAL INSTITUTIONS

Leverage QR Codes to streamline administrative
processes and enhance student engagement

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I. ABOUT SCANOVA

Scanova has helped 100,000+ businesses across the globe to create, design, manage, and track QR Codes for both promotional and operational use cases. The tool is used by the best global brands & institutions across 100+ countries. With Scanova, marketers can engage customers with multimedia content, generate leads via print media, measure print media ROI, and reduce printing footprint and costs.

Scanova offers a plethora of advanced features including scan data analytics, lead generation, event tracking, end-user tracking, and much more to help businesses better acquire, engage, assist, and retain customers. Scanova's flexible plans make it affordable for all marketers — beginners to enterprises — to deploy QR Codes as per their requirements.

Scanova is the flagship product of Trycon Technologies. Founded in 2013, Trycon is a leading global provider of QR Code solutions and software-as-a-service products. Trycon follows the highest industry standards around data security and is compliant with ISO 27001:2013, SOC2, and GDPR.

II. INTRODUCTION

Historically, education institutes across the globe have followed a traditional approach. They have used conventional classroom teaching-learning techniques, handled offline admissions, and relied on print media for promotions. With the onset of COVID-19 and near total closures of schools, colleges, and universities—educational institutes were quick to respond. They shifted towards online promotions, admissions, and learning. With this shift, they had to adopt latest digital technologies such as QR Codes to ensure operational efficiency and beat the competition.

Even though regular classes resumed after COVID-19, educational institutions continued to use technologies such as QR Codes to overcome the inefficiencies of traditional functioning and learning. Favorable market conditions, versatile use cases of the technology, and increased adoption by people have made QR Codes a widely accepted tool. Educational institutions are using QR Codes to make their print and digital media campaigns interactive, actionable, and measurable. They are using QR Codes to improve operational efficiency of the admission process, events, and day-to-day management. QR Codes on staff and student ID cards are a common sight these days. Additionally, QR Codes make student engagement, attendance tracking, and sharing digital study materials in virtual classrooms easier.

This comprehensive e-book has been drafted specifically to help educational institutes explore the advantages of deploying QR Codes, address various challenges, explore different use cases, and understand the possibilities of implementing QR Codes to ensure operational efficiency, expand outreach, and optimize student engagement.

III. BENEFITS OF USING QR CODES IN EDUCATIONAL INSTITUTES

The educational landscape has undergone a significant transformation in recent years. More than academic brilliance—prospective students evaluate qualitative factors including campus culture, extracurricular activities, and job opportunities. Therefore, educational institutes need to ensure that their administrative processes are in line with market expectations and competition. Educational institutes also need to ensure that they are up-to-date with the latest technological trends. In recent times, many educational institutions have been using QR Codes to streamline several regular processes and address the challenges they face throughout the year. Let's look at the benefits of using QR Codes in addressing the challenges faced by them.

1. Convenient

QR Codes are a convenient tool for educational institutes to streamline several processes. For the scanning audience, it provides access to detailed information and allows quick action. During the admission season, institutes find it difficult to share detailed information about courses and programs in print media campaigns. Additionally, these campaigns are non-interactive and non-actionable.

QR Codes allow educational institutes to share detailed information and end-users to take an action easily. Using QR Codes for collecting fees and admission forms reduces long queues and makes the process efficient. Self-guided campus tours enabled by QR Codes allow educational institutes to reduce manual work and students to take campus tours at their convenience.

During online classes, QR Codes make it convenient for students to submit their digital assignments. QR Code-enabled anonymous feedback mechanism allows students and campus staff to register complaints, grievances, and feedback anonymously. Ensuring that educational institutions get the required insights to take quick action.

2. Cost-effective

While traditional print media campaigns remain a valuable tool for reaching a broad audience, educational institutions often face challenges in conveying detailed program information due to space constraints and printing costs. Costs associated with printing brochures and flyers can be high, particularly if revisions or updates are needed. This cost factor can limit the ability of educational institutions to provide detailed information about courses and programs.

QR Codes offer a cost-effective solution by eliminating the need for frequent re-prints of promotional materials. Educational institutions can update information instantly using Dynamic QR Codes without incurring additional printing costs. By sharing comprehensive details through QR Codes, institutions can not only reduce distribution costs but also minimize environmental waste from outdated materials.

3. Increased Operational Efficiency

Educational institutions frequently battle with operational inefficiencies when it comes to managing admission process, conducting academic events, gathering grievances, and managing libraries. QR Codes can easily solve these concerns. For instance, using QR Codes for online application submission and fee collection can reduce long queues. Also, QR Codes can allow self-guided campus tours, thereby eliminating the need to schedule them at regular intervals.

QR Codes can improve various event processes such as information sharing, registrations, and much more. It can be used to improve day-to-day library operations by providing detailed information about the exact location of books, providing easy access to the digital library, and allowing a self-service borrowing/return mechanism. In case of virtual classes, QR Codes can be used for sharing digital study materials, collecting digital assignments, facilitating student engagement, and marking attendance.

4. Data-driven Decision-making

Educational institutions encounter difficulties in collecting actionable data for

informed decision-making regarding marketing campaigns, admissions processes, event management, and student feedback. Lack of insights hinders their ability to optimize strategies for better outcomes.

QR Codes enable educational institutions to gather valuable data insights for data-driven decision-making across various operations. By tracking scan analytics on promotional materials, event registrations, and feedback collection points linked to QR Codes—institutions can measure engagement levels, assess campaign effectiveness, optimize processes based on real-time data, and tailor interactions according to student preferences. This data-driven approach empowers educational institutes to enhance overall performance and student engagement.

IV. QR CODE USE CASES FOR EDUCATIONAL INSTITUTES

Educational institutes have undergone a major shift from primarily offline processes to online processes post-COVID. They have adopted latest technologies such as QR Codes for various promotional and operational use cases. Let's explore the various possible use cases of QR Codes in educational institutes.

1. Optimize Marketing & Promotions

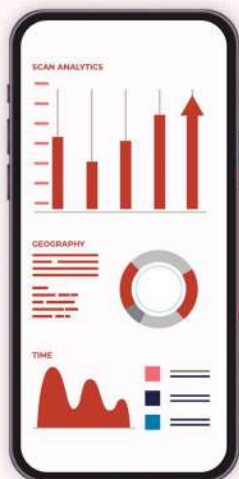
Educational institutes have traditionally used print and digital media for promotions. However, both these channels have certain limitations. For instance, print media has limited space for information sharing, is non-interactive, & non-actionable. With digital media, it's difficult to ensure that campaigns are visible to the target audience to ensure quick action. Moreover, both these channels offer limited visibility on audience engagement, making it difficult for educational institutes to measure campaign effectiveness and make informed decisions.



Image Source: [Manchester International School](#)

Educational institutions can use QR Codes to alter the outcome of their traditional campaigns altogether. QR Codes can be strategically placed in print media creatives and social media posts to share detailed information about campus, courses, and more. Thereby overcoming space restrictions. Landing pages of QR Codes can have call-to-action (CTA) buttons to make the campaigns interactive and actionable. Institutions can also get **scan analytics** on their ongoing campaigns and use the

data to analyze campaign and channel effectiveness to optimize their marketing efforts. Educational institutions can also use QR Codes to generate **lead lists** for future engagement, gathering student preferences using custom forms embedded in landing pages.



Scanova allows users to create editable Dynamic QR Codes with scan analytics and lead generation features

2. Make Admission Process Faster & Efficient

The admission process of educational institutes has been a complex task that requires significant amount of time and resources. For instance, educational institutions have to deal with a high volume of inquiries during the admission season, share brochures, provide admission guidelines, collect manual application forms, and manage long queues for fee submission. The process is frustrating for both the applicants and the staff.

Educational institutes can add QR Codes on print media creatives to share brochures, admission guidelines, and other important details. Applicants can easily access necessary information by scanning the code. QR Codes can be shared on print and digital media to allow applicants to access online application forms easily. Institutions can also use it for collecting admission fees, thereby reducing the long queues.



Image Source: [India Education Diary](#)

3. Provide Self-guided Campus Tours to Prospects

According to research by [Niche](#), campus visits can significantly affect a prospective student's interest in an institute. The research revealed that 69% of students felt that a good experience can make them more interested in an institute. However, providing detailed tours to each prospect can be tough. Group tours are generally more manageable but require waiting for a minimum number of attendees, forcing visitors to cope with a set pace, and potentially miss key details. Additionally, staffing such tours often requires a significant investment of personnel for a repetitive task.

Educational institutes can leverage QR Codes in campus areas to allow self-guided tours that can be taken at their convenience. This can enhance the experience of prospective students and their families. Educational institutes can add a QR Code to the main entrance or reception area. This will allow quick access to a detailed campus map, allowing individuals to plan their self-guided tour. QR Codes can also be placed outside various buildings to share in-depth information about each facility—such as the programs offered, departmental resources, and more. QR Codes can also be placed at various locations around the campus to engage visitors by providing interesting facts and showcasing student life through videos and photos.



Image Source: [Instagram](#)



Scanova allows users to create Custom QR Codes to share map locations, videos, and much more

4. Enhance Student's Learning Experience in Online Classrooms

Educational institutes transitioned into a completely online mode during COVID-19. Even after the pandemic, many institutes continue to follow a hybrid of offline and online classes. However, both students and teachers encounter certain challenges during online classes. Teachers find it difficult to maintain student interest and active participation. Tracking online attendance is also difficult. Additionally, there are limited ways of collecting assignments and conducting online assessments.

Educational institutes can leverage QR Codes to significantly enhance online learning experience for students and ensure better class management for teachers. Teachers can share a single Dynamic QR Code with an online class meeting URL. The URL can be modified for every class. Teachers can also show a QR Code on their screens during the class to allow students to mark their attendance. QR Codes can also be used to provide quick access to digital learning resources—such as articles, videos, or online textbooks. Teachers can also use QR Codes for student engagement through online games and puzzles. Additionally, a single QR Code with a link to Google Drive can be shared with students to upload their online assignments.



5. Efficiently Organize On-campus Events

Different departments and classes within an educational institute conduct events as per their calendar. To ensure maximum participation, they need to promote the events. Traditionally, departments install banners and posters to promote their events. As these print media creatives are non-actionable, it's difficult for the students to enroll for the event. They will have to follow an error-prone manual process by connecting with the POC. Also, it's costly to print these materials and every event requires a fresh set. Also, it's challenging for departments to share key information such as in-depth event details, guidelines, and more.

Educational institutes can install the same Dynamic QR Code at various locations within the campus to promote their events. As the data encoded in Dynamic QR Codes is editable, separate landing pages can be created for each event. The landing pages of each event can have call-to-action buttons to ensure event participation directly. On the day of the event, QR Codes can be used to share key information such as event schedules, event rules, key locations, and more for the convenience of participants.



Image Source: [Linkedin](#)



Scanova's Event QR Code allows users to create landing pages of their events to share event details and receive RSVPs from interested participants

6. Create Digital ID Cards

Earlier, educational institutes used traditional ID cards with limited essential information. These cards didn't allow the addition of more details due to limited space. Therefore, in recent times digital ID cards have become popular.

QR Codes are a convenient way of making traditional ID cards digital. QR Codes can be printed on physical ID cards to share more information than usual, thereby eliminating physical space constraints. To save on re-printing costs, educational institutes can encode variable information such as address, contact details, class, and medical conditions in the QR Code. Upon changes, the content encoded in these QR Codes can be easily edited.



Image Source: [Navsari Agricultural University](#)



Scanova's Business Card QR Code allows educational institutes to create digital ID Cards for students and staff

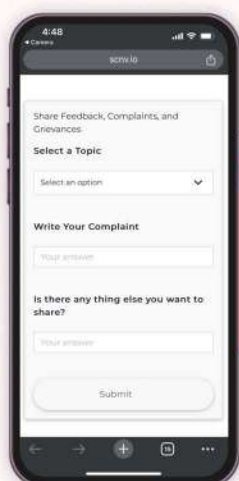
7. Collect Feedback Anonymously

Effective feedback mechanisms are crucial for educational institutions to identify areas for improvement and ensure a positive environment. However, most institutions struggle to collect honest feedback, complaints, or grievances due to the absence of anonymity. This discourages individuals from raising their concerns. As a result, important issues take time to reach the higher authorities. This delays quick action.

Educational institutes can use QR Codes to establish a secure and anonymous feedback system. QR Codes can be placed at various locations around the campus and also on the website to provide a quick and efficient feedback mechanism. Students and staff can submit their feedback, complaints, or grievances with a simple scan.



Image Source: [WA Ghostwriter](#)



Scanova's custom form feature in QR Code allows educational institutes to capture feedback, complaints, and grievances digitally

8. Improve Library Processes

Libraries in educational institutes have functioned traditionally. They have followed a manual time-consuming process of book searching. The book issue/return process has also been a manual one. They have limited ways to share access to digital libraries, promote events, and gather feedback.

Educational institutes can use QR Codes in their libraries to simplify the book searching process by enabling quick access to online catalogs and pinpoint location of the specified book. QR Codes can also be used to facilitate easy access to digital resources such as e-books, research papers, and digital magazines. Libraries can promote and advertise events, new books, and programs using QR Codes on their print media creatives. Moreover, QR Codes can be linked to online portals. This will enable a self-service mechanism for issuing and reissuing books. QR Codes can also be installed within a library to collect feedback and register complaints.

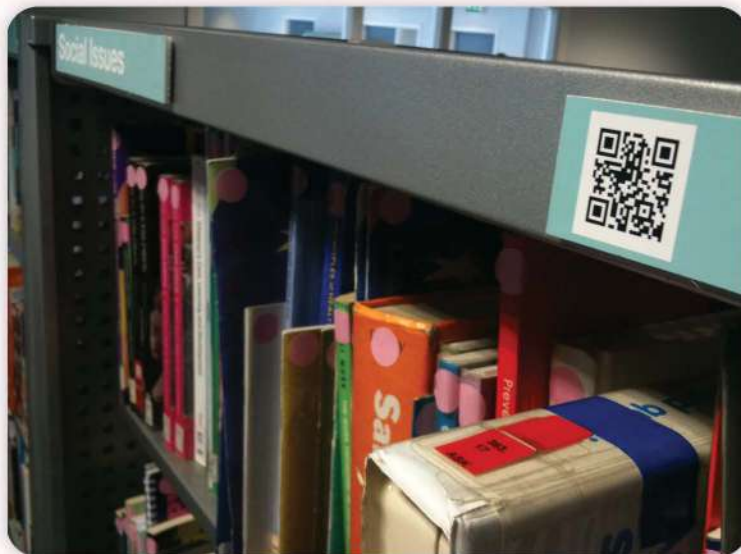


Image Source: [National Library of New Zealand](#)

V. SCANOVA'S QR CODE SOLUTION FOR EDUCATIONAL INSTITUTES

Scanova is an easy do-it-yourself (DIY) tool that allows educational institutes to create and deploy QR Codes in a matter of minutes. They can use the following steps to fulfill their QR Code needs:

1. Visit the [Scanova QR Code Generator](#) online and create an account.
2. Select the QR Code type from the menu. Scanova allows users to choose from 24 different QR Code categories. Popular categories for educational institutes include Website URL, Document, Video, Google Maps, Image, Business Card, and Social Media.
3. Enter the content and specify other options—dynamic, capture leads, event tracking, and more as per requirement.
4. Click on Create QR Code to generate a basic black and white QR Code.
5. Customize the QR Code design. Scanova allows users to personalize their QR Codes with colors, patterns, frames, background images, and brand logos.
6. Before downloading and using the QR Code, test it with multiple devices and QR Code scanning apps. This step ensures that your QR Code works correctly.
7. Download the QR Code image. Scanova allows users to download the QR Code in various formats suitable for print and digital use.
8. Add the QR Code image to print creatives (advertisements, banners, pamphlets). Users can deploy the QR Codes at places where it's easily visible and can be scanned conveniently by the target audience.

VI. CUSTOMER TESTIMONIALS

Brands across the globe use Scanova QR Code Generator for their promotional and operational use cases.



A great starting point for QR Codes, super-easy to use.

It's easy to understand, and simple to navigate. Instructions are effective and to the point.

[See review](#)



High-Quality QR Code Generation

You can create Dynamic QR Codes that allow you to edit the content or redirect the destination URL even after generating the QR Code. This flexibility was beneficial when we wanted to update information or change the landing page associated with the QR Code without reprinting or redistributing it.

[See review](#)



A great starting point for QR Codes

I love the ability to create Dynamic QR Codes and analyze traffic. The customization tools are excellent. We have been able to create stunning codes. Scanova was our first experience using QR Codes and it definitely sold us on the value and use.

[See review](#)



Scanova—The Ultimate QR Code Solution

Scanova is a great platform that provides a user-friendly interface. It also prioritizes data security. Scanova supports a wide range of QR Code types which can help us to create QR Codes for various purposes.

[See review](#)



Easy to use and get successful outcomes with this tool

The simplicity of Scanova makes it easy for even non-tech users.

[See review](#)

Want to leverage QR Code for an Educational Institute?

Click [here](#) to contact our customer relation expert

Scan to explore the tool



Contact us for more information:

🌐 <https://scanova.io>

✉ support@scanova.io

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Established in 2013, Trycon Technologies helps businesses better engage with their customers using the power of QR Code technology. To learn more about Trycon, visit <https://trycon.io> or email us at contact@trycon.io.