

FAMILY PATHWAYS



Creating a Consistent, Organization-Wide Employee Credentialing Process

Overview

Family Pathways is a Minnesota-based nonprofit organization dedicated to strengthening individuals and families through a wide range of community services, including Food Access Services, Aging Services, and Domestic Violence and Sexual Assault Victim Services. With multiple departments and service locations, maintaining a clear and professional employee identification process was becoming increasingly important for both operations and security.

In April 2025, Family Pathways partnered with eXpress badging® to implement a standardized employee ID badging system that could be used consistently across the entire organization.

Challenges Faced by Family Pathways

Before working with eXpress badging®, Family Pathways relied on a mix of credentialing methods that varied by department and role:

- Leadership staff used magnetic name tags produced by a local print shop
- Other employees wore plastic name holders without consistent branding
- No centralized system existed for issuing, updating, or replacing credentials





This fragmented approach made it difficult to:

- Present a unified, professional appearance across programs
- Clearly identify employees by department or role
- Maintain consistency as staff members were added or changed

Family Pathways needed a single, repeatable process that could scale across departments while remaining easy to manage internally.

The Solution Provided by eXpress badging®

eXpress badging® worked closely with Family Pathways' primary point of contact, Chris Lenzen, to design and implement a complete in-house badging solution.

The solution included:

- **IDP Smart 81 ID Card Printer** to allow on-site badge production
- **Veonics® Portal**, a cloud-based badging software platform for managing employee credentials
- Badge supplies to support the issuance of several hundred employee ID cards

With guidance from the eXpress badging® team, Family Pathways was able to establish a standardized process for creating, issuing, and managing employee ID badges across all departments.

The Veonics® Portal provided a centralized system that simplified employee data management and ensured consistency in badge design and formatting.

Results

The implementation delivered immediate operational benefits:

- A single, uniform credentialing process across the organization
- Clear visual identification of employees by department
- Improved professionalism and consistency for staff working across multiple community programs
- An easy-to-manage in-house solution for issuing and replacing badges as needed

Most importantly, the project was completed smoothly and efficiently.

As Chris Lenzen shared:

“eXpress badging® made this entire process seamless from start to finish. One of the easiest projects I’ve been responsible for implementing due to the guidance and support provided by the eXpress badging® team.”