

# An Administrator's View Of Campus Card Programs

**Kathleen Ragan**

*Associate Vice President*

*Office of Student Development and Campus Life*



**NACCU**

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# About Montclair State University

- **New Jersey's 2<sup>nd</sup> largest & fastest growing**
- **18,171 Fall 2009 enrollment**
- **Mostly undergraduate with 3540 living in residence**
- **Carnegie II Comprehensive Master Degree**
  - 4 Doctoral Programs
- **MSU offers 250 degree and certificate programs**



# Some Questions



- Who is attending this session today?
  - What is your role?
  - What are the reporting lines?
  - Are you the program's champion?
  - How would you describe your institution's view of your card program?



# The World We Live In

Your campus community expects life to be ever more convenient, faster, and, hopefully, safer.



# Institutions are Changing

- ❖ Broad Staff & Structure Realignment
  - ❖ Updated student services
- ❖ ERP's
  - ❖ Trusted data source
- ❖ Increased Focus on Assessment
- ❖ Customer Service Expectations
  - ❖ Single customer contact point
- ❖ Sustainability
- ❖ Increased Focus on Security



# Changing View of Students

- ❖ Contractors
- ❖ Customers
- ❖ Consumers



# Campus Card Programs - The Value Proposition

Your campus community expects life to be ever more convenient, faster, and, hopefully, safer.

A significant tool at your disposal to achieve this expectation can be the Campus Card Program.



# Why a Campus Card Program – Take One

- ❖ Improve Organizational Efficiency
- ❖ Increase Revenue
- ❖ Support Assessment Initiatives
- ❖ Enhance Security
- ❖ Improve Customer Service



# Why a Campus Card Program – Take Two

- ❖ Improve Customer Service
- ❖ Improve Organizational Efficiency
- ❖ Support Assessment Initiatives
- ❖ Enhance Security
- ❖ Increase Revenue



# Concepts

- Card System
- Card Office
- Card Program



# The Campus Card Program

Campus Card Program:

- More than a purchased system(s)
- More than an organizational structure



# Patterns Organization – Campus Card Programs

- Programs operate through existing organizational structures
- Central Card Office
- Programs operate through the integration of skill structures



# The Road to Success

Successful campus card programs have these things in common:

- Commitment to Service
- Organizational Perspective
- Flexibility
- Vision



# The Challenges are Significant

- Maintain a Passionate Staff
- Increase program visibility
- Lower administrative hurdles
- Resolve turf issues
- Adequate Budget (...and Capital)



# The Opportunities are Limitless

- Payment management
- Access control
- Entitlement access
- Activity control



# A Campus Card Program Really Can

- Improve Customer Service
- Improve Organizational Efficiency
- Enhance Security
- Increase Revenue



# The Bottom line

Successful campus card programs  
have a champion



# Champion - A Profile

- Ongoing interest in the card program
- Influential leader with access to senior administrators
- Direct management of the card program organization is useful but not necessary



# Champion - The Roles

- Challenge the program to be its best
- Campaign for the program to the campus and community
- Coordinate its efforts
- Clear hurdles



# Becoming a Champion

- Understand the Basics
- Understand the Changing World
- Understand the Legal Issues
- Plan a Regular Review
- Make your Card Program a Winner



# Understand the Basics

- Administrative functions
- Financial functions
- Technical functions



# Administrative functions

- Issue Cards
- Marketing
- Business Recovery



# Administrative functions

- Manage accounts
  - Meal Plan
  - Debit – Food and Flex
  - Credit
- Manage privileges
  - Debit
  - Credit
  - Meal Plan
  - Access
  - Activities



# Administrative functions

- Manage access control
  - Residence Hall
  - Academic Building
  - Parking
- Manage campus activities
  - Library usage
  - Student Services
  - Recreation
  - Athletics
  - Cultural/Religious
  - Organizational Membership



# Administrative functions

- Manage interdepartmental relationships
  - Auxiliary Services
  - Facilities Management
  - Campus Police
  - Academic Departments
- Manage vendor relationships
  - On Campus
  - Off Campus



# Financial Functions

- Manage individual accounts
- Manage institutional asset accounts
- Reconcile the 'system' to assets
- Maintain accounting standards
- Prepare reports
- Adhere to a budget



# Technical Functions

- Software
  - Operating system
  - Application(s)
  - Interfaces
- Hardware
  - Host computer equipment
  - Card production equipment
  - Readers
  - Connectivity



# Understand the Changing World

- Card Technology
- Channels for Customer Service
- Off Campus Opportunities
- Partnership with Financial Institutions
- Integration of Security/Access Control
- Reader to Host Communication



# Understand the Legal Issues

- FERPA
- Regulation E
- Escheat
- UBIT
- PCI



# Plan a Regular Review

- Mission Statement
- Benchmarking
- Standards
- Annual Review with budget process
- Periodic Assessment
  - Internal
  - External



# Review Results

- A Review should lead to Growth
  - Improved Individual Skills
  - Improved Technology
  - Expanded Opportunities
  - Broader View
- A Review will often lead to Change



# The Card Program Remains

- An integrating central core
  - Staff
  - System
  - Standards
  - Service
- A strong ‘brand’



# Campus Card Program – The Return on Investment

- Investment
  - Quality Time with the Card Program
  - Adequate Budget – and Capital
  - Develop Institutional Support
  - Provide the Vision



# Campus Card Program – The Return on Investment

- Return
  - Improve Customer Service
  - Improve Organizational Efficiency
  - Enhance Security
  - Increase Revenue



# **Make Your Campus Card Program a Winner**

Keep the Vision

**The Campus Card Program can, and should, impact every aspect of campus life – and enhance the quality of campus life.**

**Challenge the program to focus on that vision.**



# Prepare to be a Champion

- Think card program when you network with colleagues
- Ask benchmarking questions
  - How do others do it
  - Best practices
- Stay informed of activities in the campus card industry

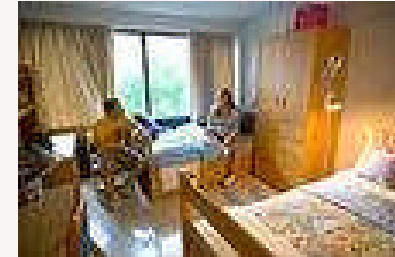


# **Montclair State University Card Profile**

- **A young program**
  - **Bb Universal Edition**
  - **Installed and implemented in a record 6 weeks July 16 – August 28, 2006**
  - **About 30,000 cardholders to date**
  - **ID Works**
  - **Micros**
  - **NCR's, AT3000**
  - **50 Vending Readers, 4 Copy Readers, Follett TIA**
  - **Meal Plans and Red Hawk Dollars**
  - **Recreation Center Membership Authentication**
  - **In progress: Bank Relationship RP to achieve recarding (we are still using SSN as key), Bb ecommerce, access control, off line locks**
  - **Staffing Model**
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# The Questions

- Describe your card program:
  - ID video imaging
  - Meal Plan “electronic wallets”
  - Access Control
  - Laundry
  - Print Management
  - Banking Relationship
  - Off Campus Merchants
  - Privilege Management
  - Attendance
  - Debit Card for Closed Spending
  - Web presence



# The Questions

- How would you describe your institution's view of your card program? Could it go away tomorrow? Is it a legacy system? Does it need to be more?



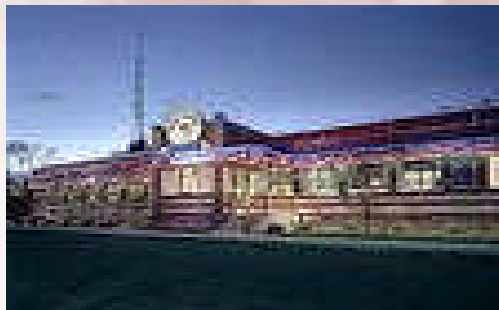
# The Questions

- Do you have a business plan?
- Do you have a strategic plan?
- Do you expect to grow your program or stay status quo?



# Present Future

- Wireless Readers
- Security not just access control
- Loyalty Programs
- Cell Phones
- Web Based Fund Management
- Demand or more privilege management



# Future

- More and More Wireless or Contactless Readers
- Security – locking down the campus with a single command; providing shelter in place
- Loyalty Programs-Will you need a closed spending debit system?
- Cell Phones not a Plastic card
- Demand or more automated privilege management, i.e., RMS, Recreation Center, attendance
- Skilled staff – data mapping and data reconciliation; how do you respond to the statement: “My card does not work.”
- Succession Planning



# Thank you

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# Questions

Kathleen Ragan

Associate Vice President

Student Development & Campus Life

Montclair State University

[ragank@mail.montclair.edu](mailto:ragank@mail.montclair.edu)

w: 973.655.3450

