

# NACCU BENCHMARKING SURVEY

## Preview

The National Association of Campus Card Users (NACCU) is conducting a study to benchmark Campus Card program activities across the industry. This groundbreaking study will allow you to compare your program to other member institutions. Your involvement in this research is essential to provide data to represent a meaningful cross section of our membership. To build these benchmarks, NACCU needs your help.

The survey questions are directly related to your program. Publicly available statistics (enrollment, public/private etc.) for your institution have already been collected and verified in order to minimize the number of questions on the survey. We know your time is valuable.

To make it more convenient for you to complete this survey, all program statistics needed are listed in an Excel worksheet. Click on this link to view the Data Collection Worksheet:

[www.naccu.org/NACCU\\_Benchmark\\_Spreadsheet.xls](http://www.naccu.org/NACCU_Benchmark_Spreadsheet.xls) We recommend you print and complete the worksheet prior to taking the survey.

We appreciate your time and effort in compiling your program statistics. Future benchmarking surveys will utilize the same format, so you will have to create these reports only once. Your participation is critical in establishing benchmarks for our industry. THANK YOU!

*Please be sure to click SUBMIT when you reach the bottom of the survey to ensure your answers are recorded. THANK YOU!*

If you have questions regarding this study, please contact the NACCU Education Director, Ms. Jörrun Liston: [jorrun@naccu.org](mailto:jorrun@naccu.org)

Responses to this Survey are being analyzed by a graduate student team from The University of Alabama Manderson Graduate School of Business. In order to comply with academic research standards which require a notification of risk and reward to all participants, we include the following statement: "There are no risks to you for being involved. There are no personal benefits to you for participating."

The individual results and analysis of this study will be available to all members of NACCU. (Note: Individual results will not be available for the Technology Attitude Questions.) The goal is to aid NACCU members in evaluating their operations and identifying the needs, requirements and contributions of the Campus Card Industry.

- Yes, I agree with the above terms and agree to participate in this study.
- No, I do not agree with the above terms and I do not agree to participate in this study.

## PROGRAM QUESTIONS

1. What is the Zip Code / Postal Code of your Campus Card office?
2. How many FULL TIME employees work, report to and are funded directly by your specific Campus Card office?
3. How many PART TIME employees work, report to and are funded directly by your specific Campus Card office? (If you have 7 part time employees who work an average of 20 hours per week, report 7)
4. How many STUDENT employees work, report to and are funded directly by your specific Campus Card office? (If you have 4 student employees who work an average of 10 hours per week, report 4)
5. How many Campus Card office employees (full time and part time) have been involved in NACCU events (workshops, Annual Conference, Web Conference etc.)
6. How many NACCU events (workshops, Annual Conferences, web conferences) have members of your Campus Card office attended in the last two years? (example: 4 people attended 1 Annual Conference - count as 1)
7. How many Campus Card system vendor training events/conferences have members of your Campus Card office attended in the last two years? (example: 3 people attended 1 regional meeting - count as 1)
8. How much does your Campus Card office charge for the first STUDENT identification card at the time of actual card production?
9. How much does your Campus Card office charge for the first FACULTY/STAFF identification card at the time of actual card production?
10. How much does your Campus Card office charge for the first replacement STUDENT identification card at the time of actual card production?
11. How much does your Campus Card office charge for the first replacement FACULTY/STAFF identification card at the time of actual card production?
12. To which department does your Campus Card office report?

<input type="checkbox"/> Ancillary/Auxiliary Services	<input type="checkbox"/> Information Technology
<input type="checkbox"/> Bursar	<input type="checkbox"/> Registrar
<input type="checkbox"/> Dining	<input type="checkbox"/> Student Affairs
<input type="checkbox"/> Financial/Business Affairs	

13. How many campuses does your Campus Card office support (include your own)?
14. Please list the Zip Code /Postal Code for every campus your Campus Card Office supports. Example: 1 = 45678 (your campus)2 = 45678 (your campus)and 45699 (Satellite campus)
15. Do you manage servers other than the card system server (Micros, NCR, offline locks, pay for print etc.)?
16. Do you export data to other campus systems? (HR, recreation, library, security database, photo export to Student Information System etc.)
- Select NO or # of systems.
17. Does your Campus Card Office staff support other non card-related services? (Telcom, IT help desk, information desk etc.)
18. Please list the non card-related services your Campus Card Office supports
19. Who provides your Campus Card transaction software system?
- |   |   |
|---|---|
| <input type="checkbox"/> Blackboard                 | <input type="checkbox"/> SmartCentric                             |
| <input type="checkbox"/> CardSmith                  | <input type="checkbox"/> Vision Database Systems                  |
| <input type="checkbox"/> CBORD                      | <input type="checkbox"/> Custom/our institution developed its own |
| <input type="checkbox"/> Heartland Campus Solutions | <input type="checkbox"/> Other _____                              |
| <input type="checkbox"/> ITC Systems                |   |
| <input type="checkbox"/> NuVision Networks          |   |

**CONTINUE TO NEXT PAGE**

## APPLICATIONS

Please indicate which services are processed via your campus card transaction system server(s), and by what method. You may check both boxes within an application. (Example: Networked Print Services = If you offer 'free' prints, check the COUNT box; if you offer 'pay for print' check the debit/credit box.)

For security or validation transactions, check COUNT.

Note: Report only transactions processed by your card system server. If your campus card is used for services processed separately by another system (i.e. time clocks, library services etc.) please do not report those in this survey.

- |   |   |
|---|---|
| <input type="checkbox"/> Athletic Events                              | <input type="checkbox"/> Mass Transit - Public                                      |
| <input type="checkbox"/> Campus Bookstore                             | <input type="checkbox"/> Mass Transit - On Campus                                   |
| <input type="checkbox"/> Campus Dining (not meal plans)               | <input type="checkbox"/> Meal Plans   |
| <input type="checkbox"/> Campus Laundry Machines                      | <input type="checkbox"/> Off Campus Merchants                                       |
| <input type="checkbox"/> Copier Readers and Networked Print Services  | <input type="checkbox"/> Parking Lots/Decks   |
| <input type="checkbox"/> Deposits - Online/Student Info System/Manual | <input type="checkbox"/> Recreational Services                                      |
| <input type="checkbox"/> Facility Door Access (internal/external)     | <input type="checkbox"/> Vending Machines (beverage, snack, sundries)               |
| <input type="checkbox"/> Library Services                             | <input type="checkbox"/> Other Debit Services                                       |
|   | <input type="checkbox"/> Other Validation Services (Career Center, Time Clocks etc) |

## FINANCIAL APPLICATIONS

- Banking/Financial Institution Partner
- Internal Debit/Credit Program (include self-op, 3rd party managed)
- None

**THIS DATA IS CRITICAL TO THE BENCHMARKING ANALYSIS**

<b>Transaction Counts (no \$\$)</b> January 1 - December 31, 2009		
<b>Applications Description</b>	<b>Services Applications</b>	<b>Internal Debit/Credit Applications</b>
Athletic Events		
Campus Bookstore		
Campus Dining Operations/Venues (not meal plans)		
Campus Laundry Machines		
Copier Readers and Networked Print Services		
Deposits - Online/Student Info System/Manual		
Facility Door Access (internal/external)		
Library Services		
Mass Transit - Public		
Mass Transit - On Campus		
Meal Plans		
Off Campus Merchants		
Parking Lots/Decks		
Recreational Services		
Vending Machines (beverage, snack, sundries)		
Other Debit Services		
Other Validation Services (Career Center, Time Clocks etc)		
	<b>Deposits</b>	<b>Debit/Credit Transactions #</b>
<b>Financial Institution Transactions COUNT (not \$\$)</b>		

## TECHNOLOGY VIEWPOINTS

This is the final section of the survey and should take only a few minutes to answer. It allows the project team to identify areas of perceived strengths and barriers within our institutions. In the actual survey, the 1 – 7 Scale will be provided for each bulleted statement.

(Note: Individual results will not be available for the Technology Attitude Questions)

1	2	3	4	5	6	7
Strongly disagree	Disagree	Somewhat disagree	Disagree	Neither agree or disagree	Agree	Strongly Agree

- Technology gives people more control over their daily lives
- Products and services that use the newest technologies are the easiest to use.
- You like the idea of doing business via computers because you are not limited to regular business hours
- You prefer to use the most advanced technology available
- You like computer programs that allow you to tailor things to fit your own needs
- Technology makes you more efficient in your occupation
- You find new technologies mentally stimulating
- Technology gives you more freedom of mobility
- Learning about technology can be as rewarding as the technology itself
- You feel confident that machines will follow through with what you instructed them to do

1	2	3	4	5	6	7
Strongly disagree	Disagree	Somewhat disagree	Disagree	Neither agree or disagree	Agree	Strongly Agree

- Other people come to you for advice on new technologies
- It seems your friends are learning more about the newest technologies than you are
- In general, you are the first in your circle of friends to acquire new technology when it appears
- You can usually figure out new high-tech products and services without help from others
- You keep up with the latest technological developments in your area of interest
- You enjoy the challenge of figuring out high-tech gadgets
- You find you have fewer problems than other people in making technology work for you

1	2	3	4	5	6	7
Strongly disagree	Disagree	Somewhat disagree	Disagree	Neither agree or disagree	Agree	Strongly Agree

- Technological support lines are not helpful because they don't explain things in terms you understand
- Sometimes, you think that technology systems are not designed for use by ordinary people.
- There is no such thing as a manual for high-tech products that's written in plain language
- When you get technical support from a provider of a high-tech product or service you sometimes feel as if you are being taken advantage of by someone who knows more than you do.
- If you buy a high-tech product or service, you prefer to have the basic model over one with a lot of extra features.
- It is embarrassing when you have trouble with a high-tech gadget while people are watching
- There should be caution in replacing important people-tasks with technology because technology can break down or get disconnected.
- Many new technologies have health or safety risks that are not discovered until after people have used them.
- New technology makes it too easy for governments and companies to spy on people
- Technology always seems to fail at the worst possible time

1	2	3	4	5	6	7
Strongly disagree	Disagree	Somewhat disagree	Disagree	Neither agree or disagree	Agree	Strongly Agree

- You do not consider it safe giving out a credit card number over a computer
- You do not consider it safe to do any kind of financial business online
- You worry that information you send over the Internet will be seen by other people.
- You do not feel comfortable doing business with a place that can only be reached online
- Any business transaction you do electronically should be confirmed later with something in writing
- Whenever something gets automated, you need to check carefully that the machine or computer is not making mistakes
- The human touch is very important when doing business with a company
- When you call a business, you prefer to talk to a person rather than a machine
- If you provide information to a machine over the Internet, you can never be sure it really gets to the right place

1	2	3	4	5	6	7
Strongly disagree	Disagree	Somewhat disagree	Disagree	Neither agree or disagree	Agree	Strongly Agree

- Our institution has made more financial commitments to my office’s needs compared to other offices like mine
- Our institution commits more financial assets to my office’s needs compared to other offices like mine
- Our institution commits more cash to my office’s needs compared to other offices like mine
- We allocate our best employees to the activities of my office
- We hire the best available employees for the activities of my office
- Our employees have better training in my office than in most departments of my institution
- Our institution has a superior ability in coordinating the activities of my office compared to those of other offices in my institution
- Our institution has a superior ability in executing the activities of my office compared to the ability of other offices in my institution
- Our institution’s culture makes the activities of my office easier for us
- Our institution seeks out business partners that we believe can help us enhance our ability to develop and execute the activities of my office
- Our institution leverages the reputation of my office to grow the image of my office as superior to that of other offices in my institution and/or offices like mine at other institutions
- Our institution leverages the services offered by my office grow our institution’s marketing image as being superior to other institutions

**CONTINUE TO NEXT PAGE**

1	2	3	4	5	6	7
Strongly disagree	Disagree	Somewhat disagree	Disagree	Neither agree or disagree	Agree	Strongly Agree

- The department that supervises my office understands the purpose of my office
- The department that supervises my office understands the tasks my office performs
- The department that supervises my office understands the difficulties that my office deals with
- The department that supervises my office understands the complexity of my office’s mission
- The mission of the department that supervises my office is similar to the mission of my office
- The skills of the people in the department that supervises my office are similar to the skills of the people in my office
- The issues that concern the department that supervises my office are similar to the issues that concern my department
- The department that supervises my office regards the mission of my office as fundamental to the success of their department

**END OF NACCU BENCHMARKING SURVEY PREVIEW**

**NACCU Members:**

Your participation in this first Benchmarking Survey is the next vital effort for the Benchmarking Project. The results will be only as good as the actual data collected from our membership. We understand we are asking for your valuable and limited time to gather the data requested and NACCU thanks you for taking the time to do so. Your institution can be included in a Peer Group and other analyses only if you participate. Please set aside some time to complete the [Benchmarking Survey](#) . **Thank you.**