


THE  **CARD**

C A R L E T O N U N I V E R S I T Y



Carleton
UNIVERSITY

Canada's Capital University

Funding Options and Revenue Sources

Presented by Kathleen Kelly

Canadian Campus Card Workshop

October 13, 2011

What's in store:

- Carleton's Program
- Reporting Structure
- Budget
- Funding Options
- Revenue Sources





Ottawa Trivia!!

**How long did it take to build
the Rideau Canal?**





Ottawa Trivia!!

6 years!

The Rideau Canal was built between 1826 and 1832 under the direction of Colonel By. The total bill was less than \$4 million.





- Located in Ottawa, Ontario. Canada's capital city.
- Situated on 62 hectares just south of the city centre.
- 25,893 students
- 3,010 Faculty and Staff
- Over 116,000 Alumni
- All buildings are connected by over 5K of underground tunnels.

The Campus Card serves many functions at Carleton...

- Official Carleton Photo ID Card
- On-campus debit Card
- Door Access Card
- Library Card
- Athletics access Card
- Residence meal plan Card
- Exam entrance Card
- Online payment-Parking and Bookstore

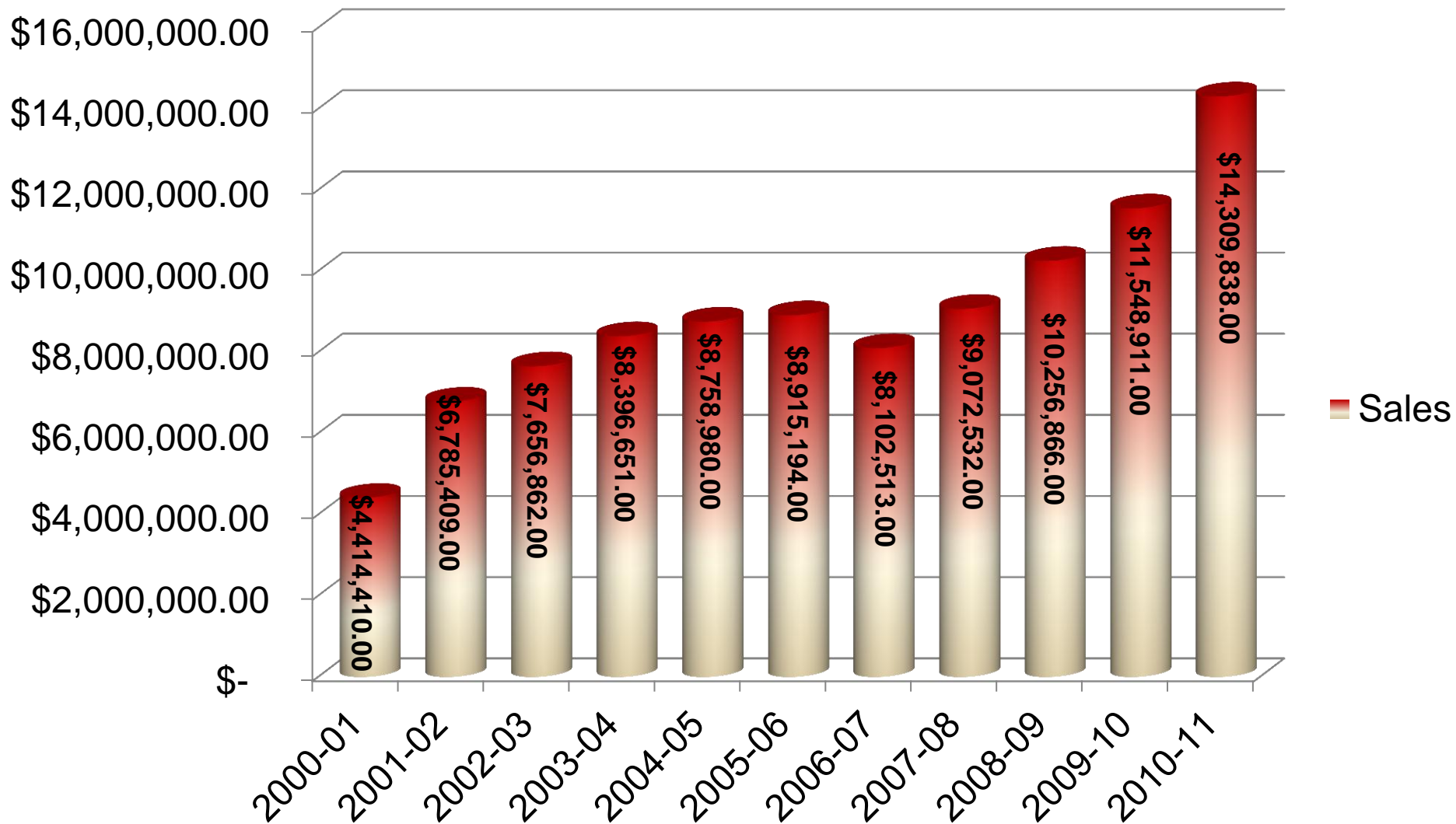


Where to use the Card...

- Over 1200 On-campus devices support Campus Card
- 135 Photocopiers
- 28 Restaurant POS (Micros)
- 120 Vending machines
- 40 Retail/authentication outlets
- Bookstore – 5% discount
- Convenience stores
- Parking – 24 Pay & Display Units
- ID and Architecture
- 155 Laundry machines
- 35 Laser printers
- 245 Doors
- 10 servers with monthly average up time of 99.8%



Sales

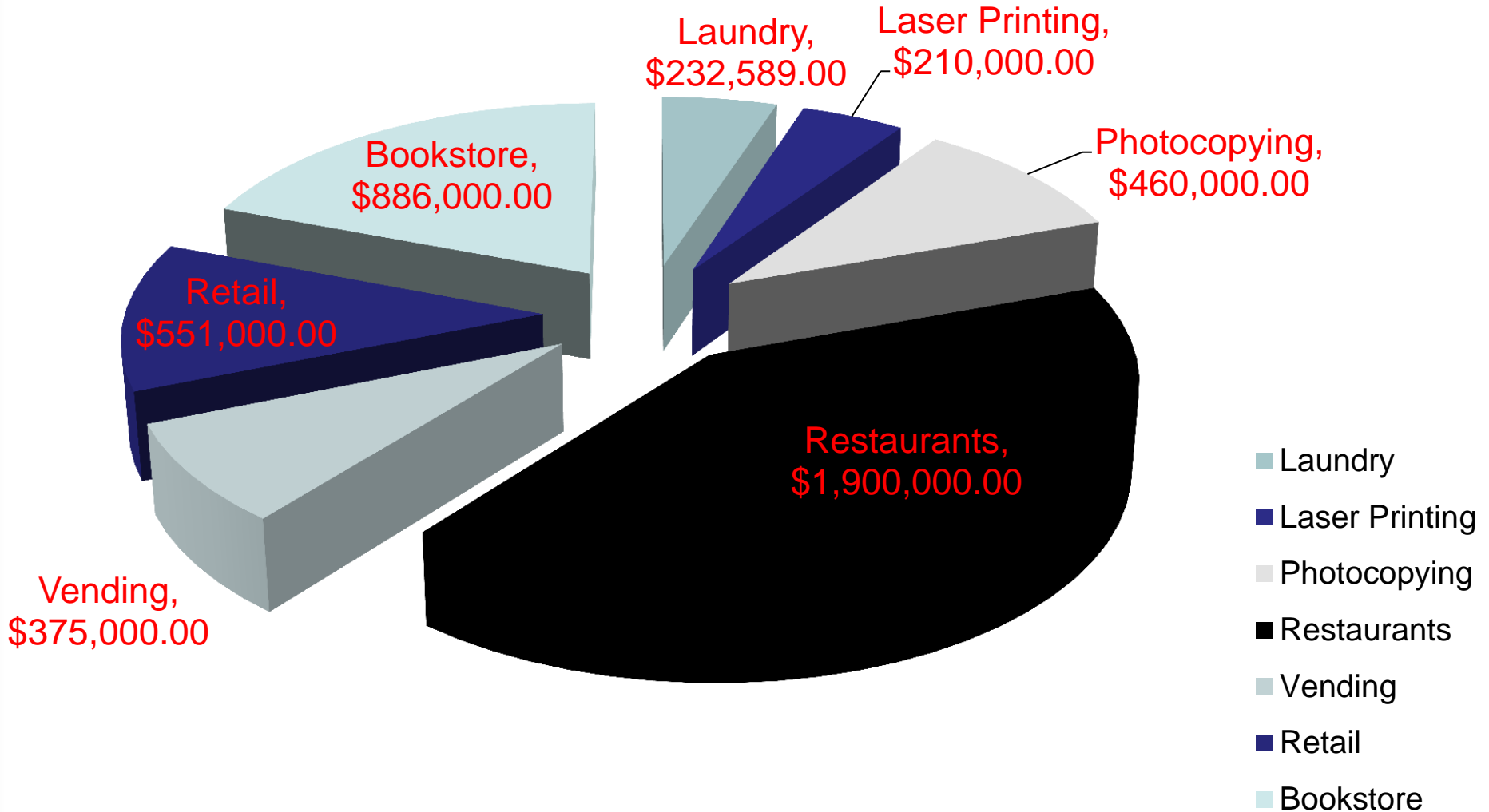


- Essentially, sales have been steadily increasing since 2000/01.
- Experienced a bit of a dip when we lost the opportunity to speak with parents during Residence Move in but we have since gained that back.
- Sales in 2000/01 = \$4.4M
- Mostly meal plans
- Sales in 2010/11 = \$14.3M
- \$6M in meal plan sales
- Increase of over 225% in 10 years





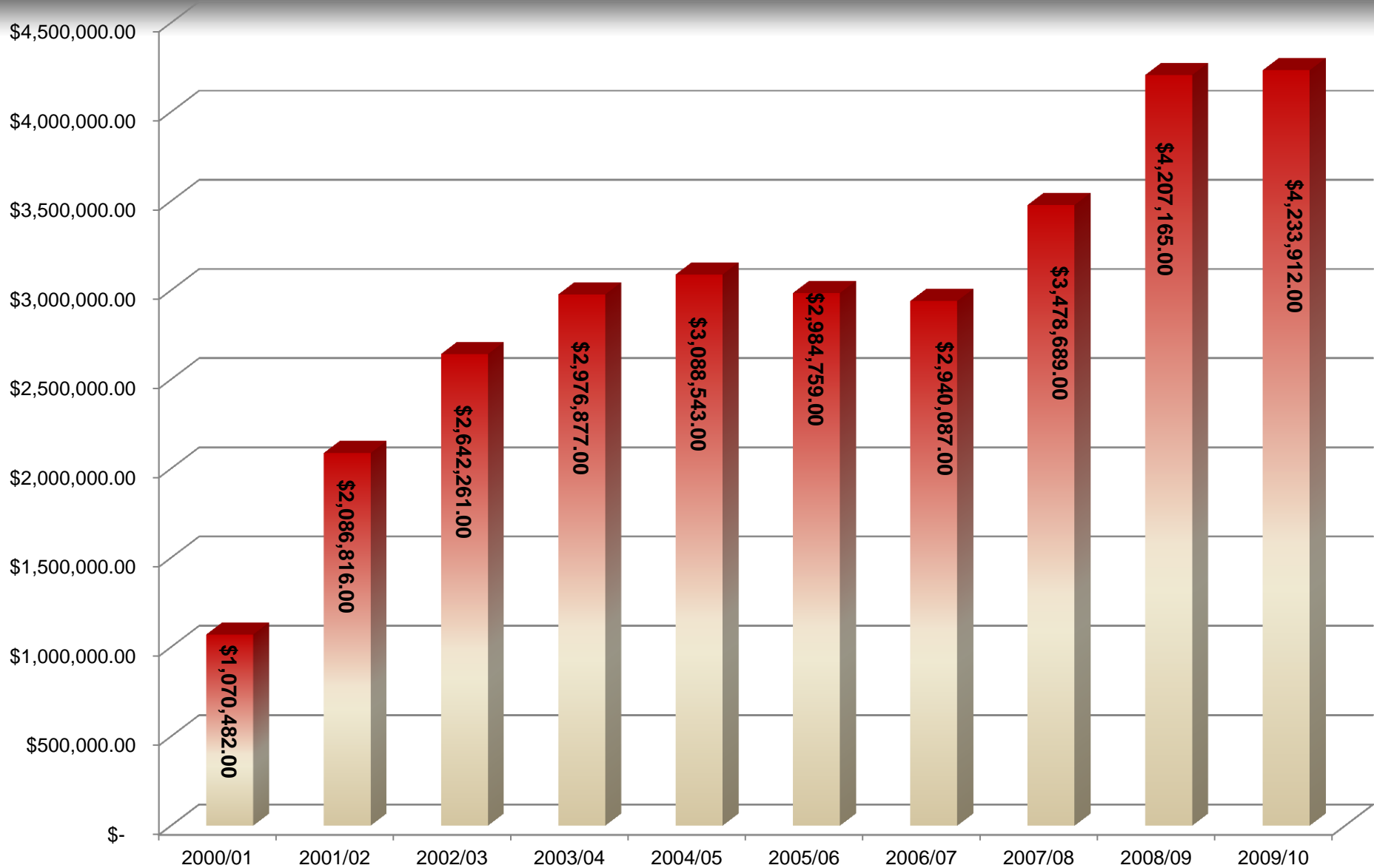
Sales Breakdown 2009/10





Deposits Over the Years

Canada's Capital University



- Same story as sales: steady growth over the years except over the two year period where we lost contact with parents over Residence Move In weekend.
- We have gained that back by offering 5% discount at Bookstore and an on-line deposit system.
- Deposits for 2000/01 = \$1.07M
- Deposits for 2009/10 = \$4.2 M
- Increase in deposits of 395% in 8 years.
- These figures represent pure 'cash on card' meal plan equivalences not factored in.



Carleton
UNIVERSITY

Canada's Capital University

Ottawa Trivia!!

How long is Rideau Canal?





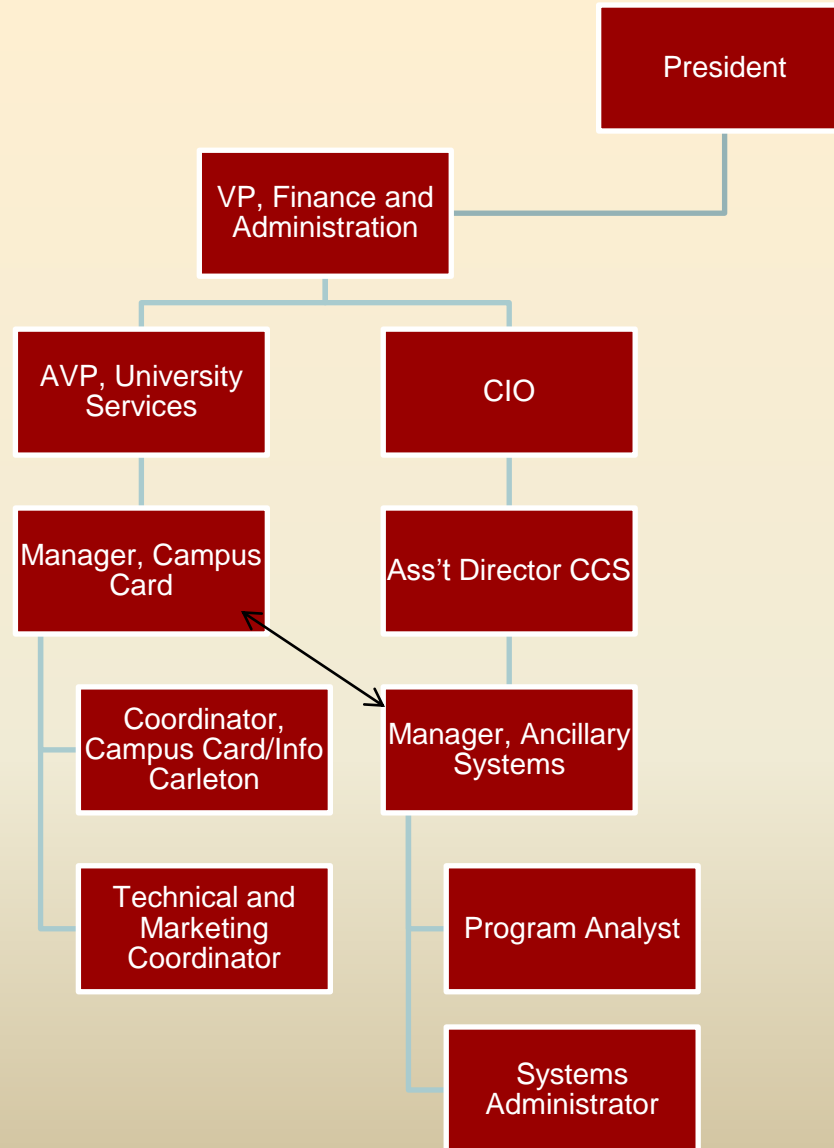
Ottawa Trivia!!

The Rideau Canal is 7.8 kilometers or 4.5 miles. It is the longest skating rink in the world.



- The department reports to the AVP, University Services.
- University Services includes Dining Services, Housing, Bookstore, Graphic Services, Purchasing and Mail Services.
- This is an ancillary operation, no operating budget, we're expected to break even or even better...provide a small surplus to the University.
- We have three full time staff, we consult with 2.5 CCS staff (pay their salary) and we employ up to 20 part time student staff.
- We operate the campus lost and found and operate the switchboard for the main campus phone line.

Reporting Structure

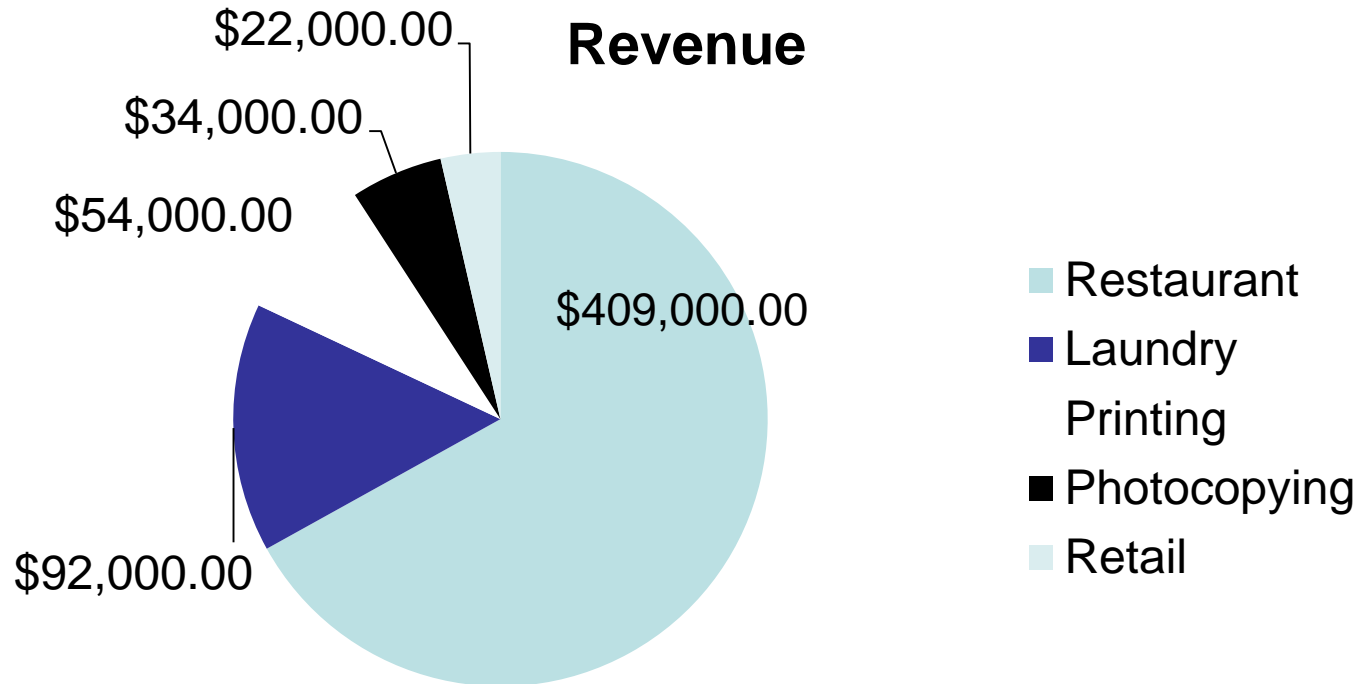


- **Expenses:** ~\$615K
- **Revenues:** ~\$735K
- Surplus to give back to University = \$120K
- **Expenses:** \$340K in F/T salaries/benefits, \$120K in equipment purchases, \$45K in supplies, \$23K in marketing, \$20K for conference travel, \$70K for the 'Duncan fund'.
- **Revenues:** \$610K in commissions (3% typically), \$46K in lost card revenue, \$30K in residual funds, \$20K from OC Transpo, \$27K in Misc. (\$25.00 admin fee, lanyards, paper rolls etc.)

Commission

- 3% of all food sales. We purchase and maintain all of Dining Services POS equipment.
- 3% for all retail outlets.
- 10% of all photocopying and printing sales.
- ~\$70K for laundry. Shared between Housing and VP Finance and Admin.
- .15 cents per Coke drop by card





- Student fee for first card.
- Annual student card fee.
- Some schools charge up to \$40.00
- 20,000 students = \$800,000





- Internally Financed Loan
- \$800K financed over 10 years
- Gives ability to start a program



- Off Campus Programs
- Higher commissions depending on commodity.
- Great way to earn revenue from those businesses that are earning revenue from your earning revenue from your students.
- Managed in house or contracted out.
- Attend Joel Weidner's session tomorrow morning.

- Card Insurance
- Advertising on Website
- Selling 'real estate' during rush period



THE  **CARD**
CARLETON UNIVERSITY

Thank you

Please contact me if you should have any questions or comments:

Kathleen Kelly

Carleton University

(613) 520-2600 x8569

kathleen_kelly@carleton.ca

<http://www.carleton.ca/campuscard/>



Ottawa Trivia!!

- **Which country donates 100,000 tulip bulbs each year to Ottawa?**





Ottawa Trivia!!

The Netherlands gives Ottawa 100,000 tulip bulbs each year to give thanks for providing refuge to the Dutch royal family during the Second World War. Princess Margriet was born in Ottawa in 1943.

