

# Launching the One Card Program at Algonquin College

**S**ANCILLARY  
SERVICES

**ALGONQUIN**  
COLLEGE

# Overview: What changed in the last 6 months?

- Updated look consistent with College branding
- Expanded usage across all campuses
- Change to a smarter card technology
  - Why contactless?
    - ❖ Reduced line-ups
    - ❖ Several cards combined into one
    - ❖ Funds are protected
    - ❖ Wear and tear on card
- Addition of online functions
- Created a web site and an array of coordinating marketing pieces



# As of September 2011, Student Cards can be used to...

## ❖ Shop

- ❖ 2 stores

## ❖ Print and Copy

- ❖ Campus photocopiers (9  
Woodroffe, 1 Perth, 1 Pembroke)
- ❖ The Print Shop

## ❖ Borrow

- ❖ Library
- ❖ Equipment in Residence
- ❖ Media & photography equipment

## ❖ Eat

- ❖ 8 food services
- ❖ Up to 44 vending machines
- ❖ Pembroke Food Service

## ❖ Access

- ❖ Residence Door Access
- ❖ Access to labs

## ❖ Pay

- ❖ Laundry payment in Residence
- ❖ Fines at Library

# One Card Program Rollout 'Keys to Success'

- ❖ Reliable infrastructure
  - ❖ Coordination with IT Dept.
- ❖ Consistent messaging
  - ❖ Communications Plan
- ❖ Approval from Senior Management (President and VP's)
  - ❖ Ongoing updates
  - ❖ Financial plan
- ❖ Managing expectations
  - ❖ Ensuring a phased approach
- ❖ Student focus
  - ❖ What solutions are most likely to be adopted by students

# One Card Program Implementation Challenges

- ❖ Timeline! Driven by College Business Plan commitments to the Board
- ❖ Challenges linking to existing systems – i.e. meal plans
- ❖ Unexpected budget implications
- ❖ Staffing levels
- ❖ Legal sign off on T & C's
- ❖ Labour disruption
- ❖ College Marketing & Branding



# Current Status

**We have carded over 13,000 students to-date**

- ❖ Program is moving.
- ❖ Staff are proud of accomplishments and eager to continue to develop the program.
- ❖ Student pick-up is encouraging.
- ❖ Excitement amongst other departments eager to join.
- ❖ And the stats tell us...

# Key Stats To-Date (Flex Account)

- \$75,000 deposited into Flex Accounts
- 50% of deposits were made at kiosks
- 90%+ of deposits made at self-serve locations
- \$33,000 in purchases made with student card
- Approximately 10% of cardholders have loaded money onto the card
- Average deposit per cardholder using the Flex Account = \$64.79

**GOING FORWARD...**

# We must...

- ❖ Understand how roles will adapt and department will evolve
- ❖ Maintain communication with all levels of management
- ❖ Work out the kinks from phase 1
- ❖ Implement automated back-end processes
- ❖ Engage students for input and feedback
- ❖ Monitor high/low use terminals
- ❖ Continued evolution

Questions?