

Campus Card – From the Senior Management View

Friday, October 14th., 2011

Issues

- **Navigating the politics**
- **Getting “Buy-In” from Stakeholders**
- **What is the value of a Campus Card program?**

Navigating the Politics

- **Politics**
- **Poli – many**
- **Tics – blood sucking parasites** (Larry Hardiman)
- **“In politics stupidity is not a handicap”**

Getting “Buy-In” from Stakeholders

- **What’s in it for me?**
- **Access – to data and reports**
- **Ego**
- **Investment return**
- **Ownership**
- **Utility**

The Value of a Campus Card Program

- **Davenport, Iowa – 1928**
- **It all started with the Campus Tour.....**
- **It allows student to buy books at a discount**
- **It feeds your student**
- **It let's them study**
- **It keeps them healthy**
- **It keeps them clean or at least their clothes**
- **It keeps them safe**

- **It's a good news story**
- **But be careful.....**

QUESTIONS?