

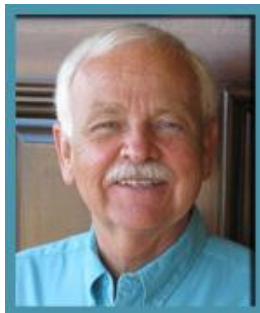


**\*\* The Web Conference will begin momentarily\*\***

***The Case for Card Systems on  
Community College Campuses***

**Thursday March 4th**

**2:00 PM – 3:15 PM, Eastern Time**



**Today's Guest Speaker:**

**Charlie Giles**

Advisor to the Vice President of Business Operations  
Sinclair Community College

**Note: A link to today's slides will be provided to each registrant within a few days.**



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# The Case for Card Systems on Community College Campuses



*Forecast: Colleges are moving toward the cashless society, where one debit card buys meals, books-even laundry. And Mom and Dad can get itemized printouts to see where the money went.*

– Changing Times Magazine 1/90



## Prediction #8

### **Community Colleges Become Major League Market**

Potential new off-campus merchant revenues, increased campus safety and identification issues with a highly fluctuating population, and verified access to buildings, doors, labs, restricted areas, and parking facilities in a more traditional open public campus environment will drive accelerated interest and corresponding government funding assistance for campus card systems at community colleges throughout the United States.

-- Bob Huber, Robert Huber Associates  
huber @AllCampusCard.com



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# Do You Know Your Students?

Student transformation

- Millennial generation
- Cashless society



## Their World

### Out

- Pay inside
- Bank lobby
- Records, CDs
- Scrapbooks
- Real time TV
- Dictionary
- Letters

### In

- Pay at the pump
- ATM
- iPod
- Facebook, Twitter
- TIVO
- Google
- Email



# The Campus World

## Out

- Multiple cards
- Cash transaction
- Keys
- Pay full price
- Dad sends a check
- Financial aid refund check

## In

- One card
- Electronic transaction
- Card-based access
- Discounts for card use
- Add value online
- Refund to card account



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# Today's Student Expectations

- Use technology
- One card does everything
- Discounts
- Security
- Convenience



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# Today's College Needs

- Increase sales
- Cost efficiencies
- Enhanced security
- Branding



# Tartan Card

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## Sinclair Community College: One School's Experience with a Campus Card Program





## Sinclair Facts

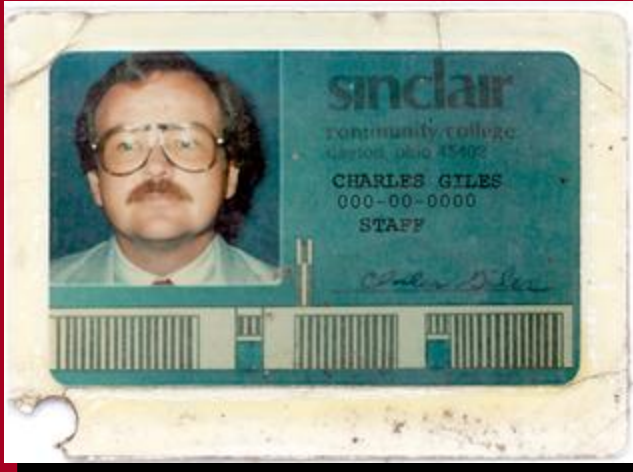
- Initially established in **1887** and became public in **1966**
- Located in downtown Dayton, Ohio
- Fall **2009** enrollment at **25,345** (**14,900** FTE)
- Approximately **50,000** non-credit students



# Preliminary Goals

- Solve the issue of multiple types of identification cards use on campus
- Bring about efficiencies in business and auxiliary functions of the college
- Provide physical security solutions through the use of door access hardware and software
- Maintain the ability to interface with future technology enhancements

# Our Challenges



- The need to verify student and employee status
- Current Use Locations
  - Bookstores, learning centers, student union operations, athletic facilities, labs
- The proliferation of many different ID cards
- Existing ID and commerce systems were outdated and ineffective





# Critical Steps to Success

- Fact finding research
- Involve the college president and the college leadership
- President appoints task force



# Critical Steps to Success

- Business plan developed
  - Identified enough sources of cost efficiencies over a five year period to pay for the acquisition cost of the system
  - Save **\$1.00** per card (**\$0.50 vs. \$1.50**)
  - Validation cards – save **\$0.70** per card to produce card and mail – annual savings **\$42,000**
  - Library bar code stickers
  - Annual savings **\$400** + labor



# Critical Steps to Success

- Determine technology
- RFP developed
- Award contract to transaction system provider
- Develop commerce / access system plan
- Marketing the Tartan Card
- A phased approach
- Continually review cost-benefit-service issues



# Business Plan Developed

- The Sinclair Board of Trustees allocated the initial acquisition cost based on:
  - Solved the multiple ID issue
  - Provided debit card ability
  - Provided security solutions
  - Gave us an infrastructure to interface with future technology enhancements
  - Paid for itself after five years



## The Initial Phase (Year 1)

- Install system and create cards
  - Issued **7000** cards at initial carding event
- Library and Physical Activity Center-ID access
- Bookstore debit function
- Food service debit functions
  - All locations
- Vending debit functions



## The Initial Phase (Year 1)

- Copiers with card use incentive
  - \$0.05 vs. \$0.10
- Parking lots
  - All locations
- Add value transfer stations
  - Five total
- Bursar functions for cash, credit card, and check deposits



## The Second Phase (Year 2)

- More Identification Readers: Labs, etc.
- Add more vending equipment (sales boost)
- Off-Line access control through a partner of our transaction system provider
- **5%** food discount at *Tartan Marketplace*



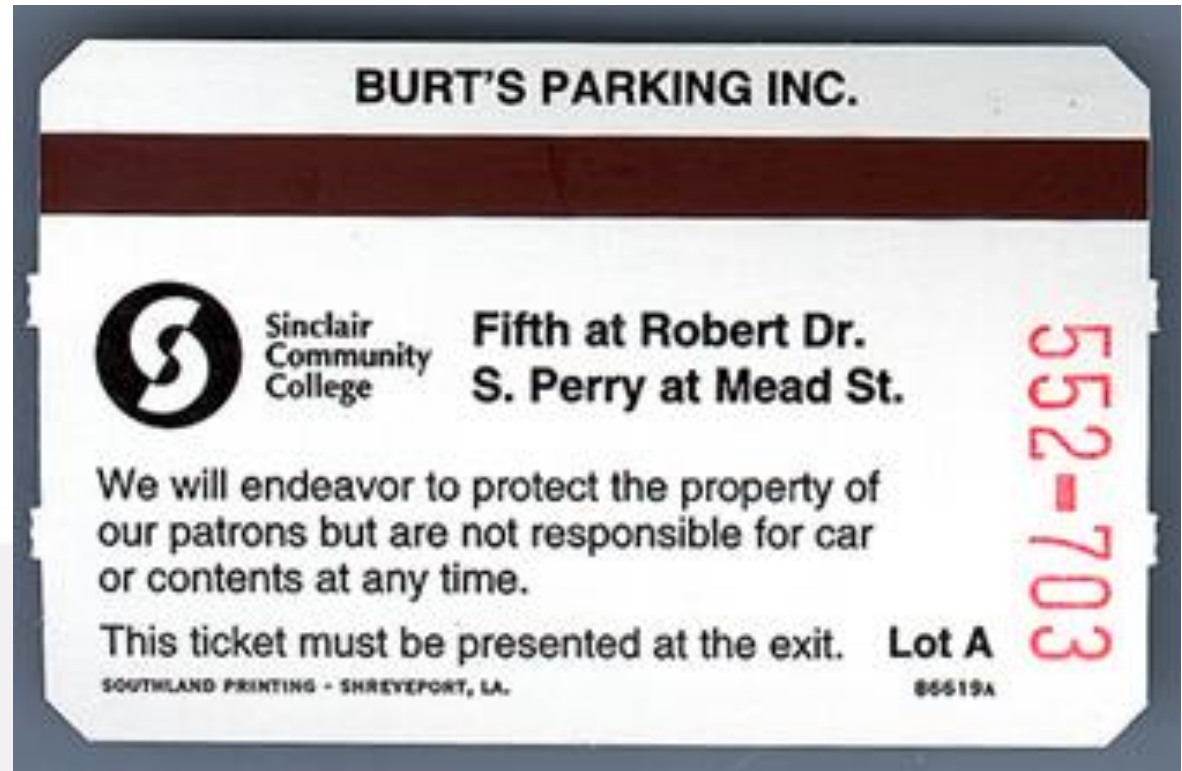
## The Third Phase (Year 3)

- All 30 office copiers on-line
- Additional ID locations
- Online card office
- More discounts with use of Tartan Card
  - Food purchases – 5%
  - Non-book store purchases – 10%
  - Parking \$0.50 with card or \$1.00 without



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# Parking Enhancement





## Parking Enhancement

- Dilemma
  - Costs of operating the current system were increasing dramatically (labor, health insurance, equipment maintenance)
  - Major current and future repairs to a large concrete structure are projected to cost millions
  - Several alternative parking programs (decals, etc.) were explored to no avail



# Parking Enhancement

- Sinclair Technology Solution
  - A Sinclair team brainstormed how we could use our installed card technology to lower costs
  - IDEA: Install a reader at each exit booth, eliminating the attendants



## Parking Enhancement

- Sinclair Technology Solution
  - We developed a plan around using a reader that will, when swiped with a Tartan Card, open the gate and deduct a parking fee
  - The parking deck would now have four unattended exits and one to two attended exits



## Parking Enhancement

### Savings

- Labor **\$85,000**
- Utilities **\$ 8,000**
- Equipment **\$22,000**
- Maintenance **\$25,000**
- Renewal Fund **\$20,000**
- Tickets





# Parking Enhancement

- Summary
  - Using Technology, Sinclair has:
    - Lowered parking fees for many students
    - Lowered expenses drastically, providing sufficient funds for operation and facility replacements
    - Sped up both entrance and exit



# Parking Enhancement

- Summary
  - Using Technology, Sinclair has:
    - Increased customer satisfaction
      - Unanimously approved by Student Government
      - **72%** of students polled approved of the change
    - Fulfilled our College Initiative
      - Better service
      - Increased efficiency
      - Lower cost

The background of the slide is a repeating pattern of US dollar bills, specifically \$100 bills, arranged in a grid-like fashion. The bills are slightly tilted and overlap, creating a textured, financial-themed background.

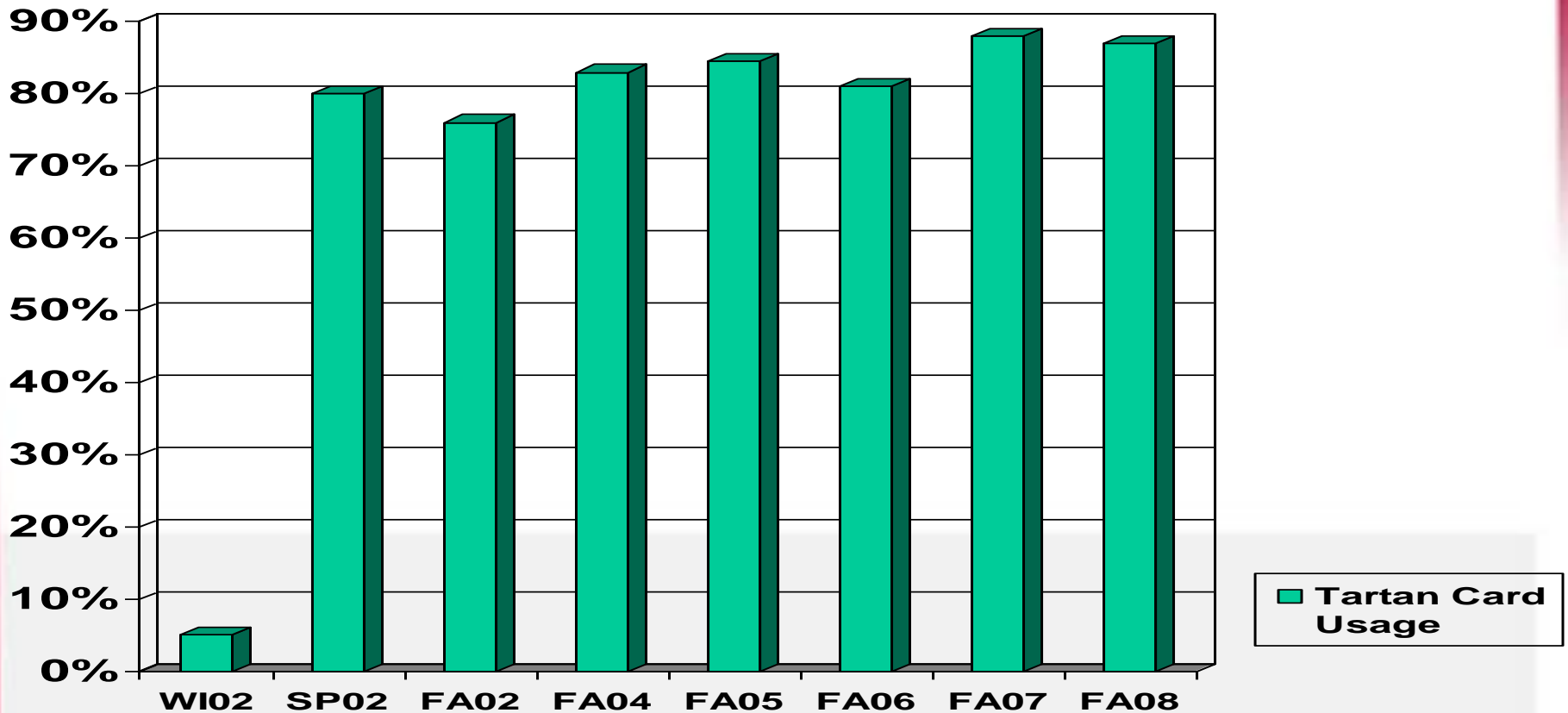
# Savings Summary

- Total Annual Savings
  - Minimum **\$150,000**
  - More likely **\$170,000**
- Total 5 year savings
  - Minimum **\$850,000**
  - More likely **\$950,000**
- Total Investment **\$10,000**



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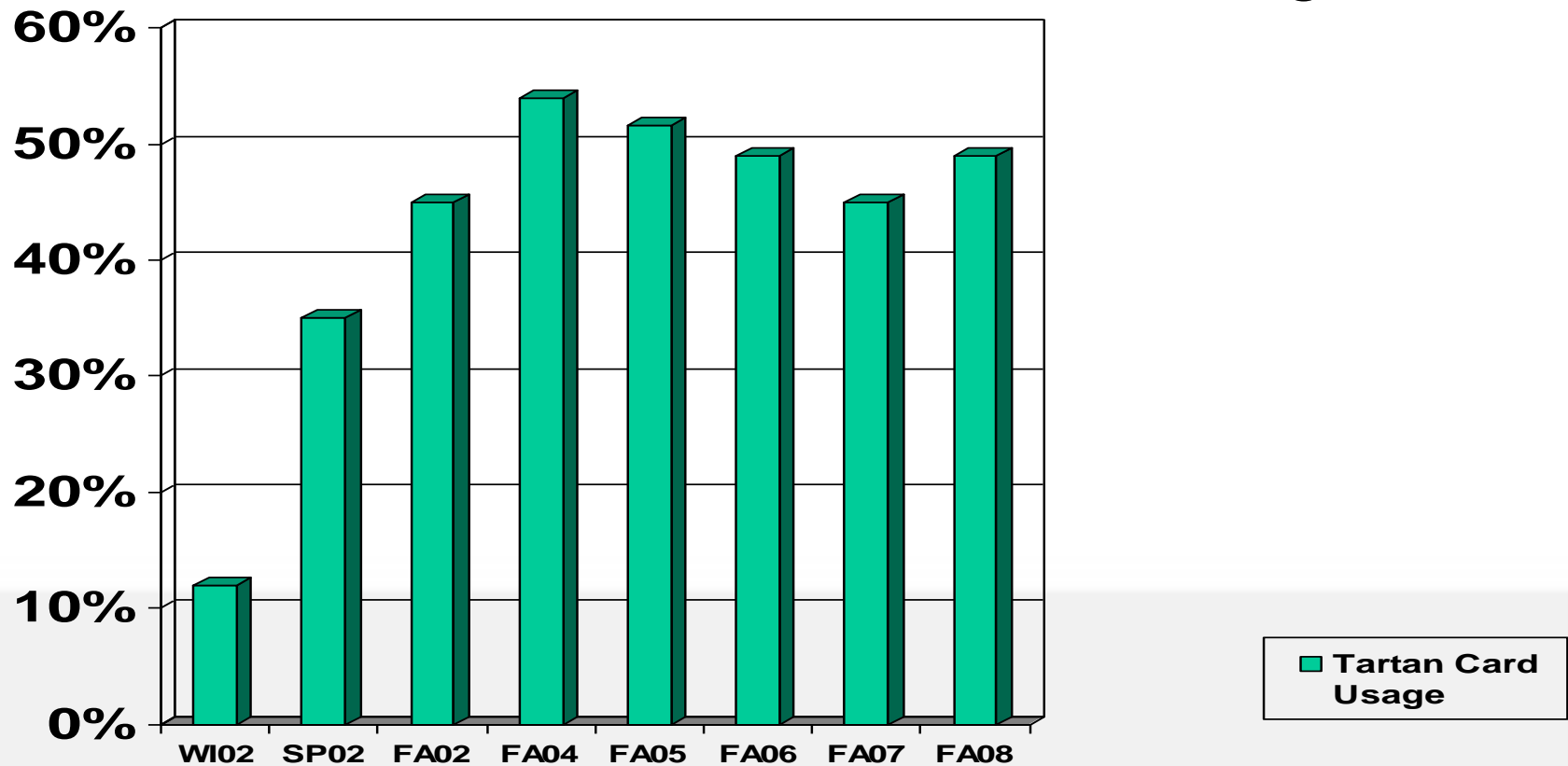
## Parking: Tartan Card Usage





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## Food Service: Tartan Card Usage





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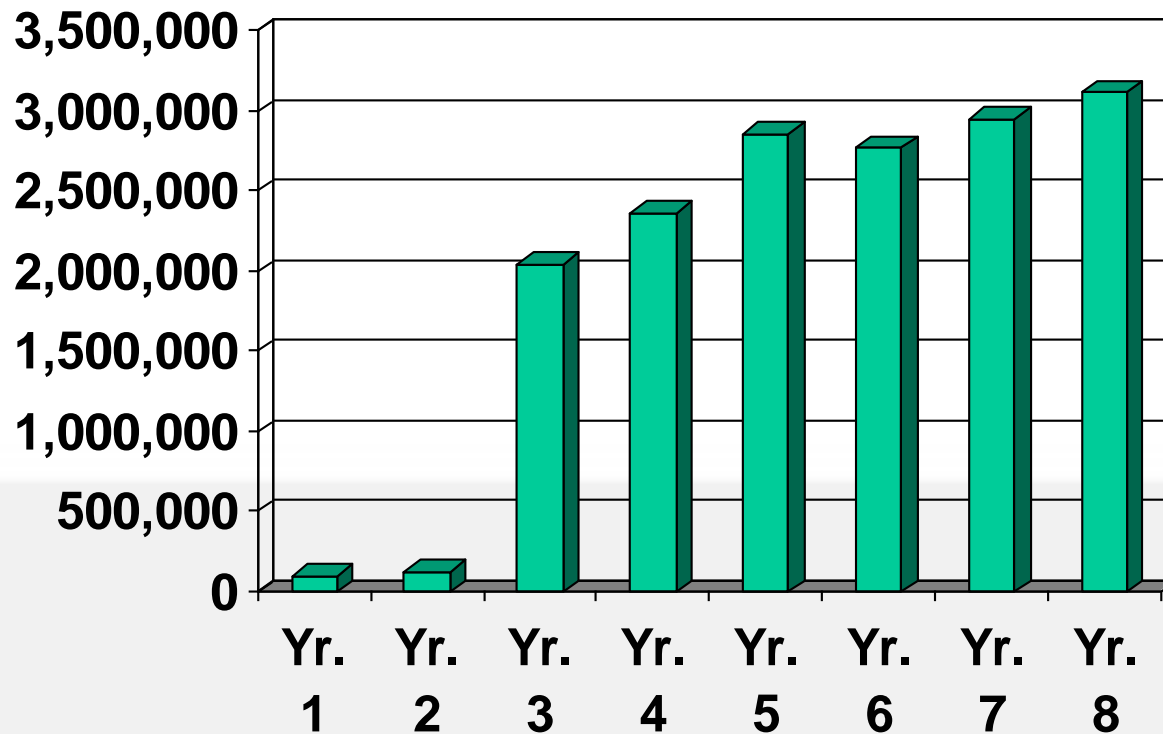
## Tartan Card Deposits July 2008 through June 2009

<b>Bursar's Office</b>	<b>Financial Aid Charges</b>	<b>Food Service</b>	<b>Web</b>	<b>VTS</b>
<b>\$203,054</b>	<b>\$1,014,936</b>	<b>\$173,975</b>	<b>\$527,490</b>	<b>\$1,200,521</b>

**Grand Total: \$3,119,938**



# Tartan Card Deposits





## Eight years later, what have we learned?

- Cards do work on a Community College campus
  - Over 100,000 Tartan Cards have been issued
  - Nearly \$14,000,000 has been deposited on Tartan Cards
- Solved the multiple ID card issue
- As we suspected, community college students may not have large balances on their debit account as they are more likely to do on a residential campus, but they will certainly use the debit function



## Eight years later, what have we learned?

- They will use it more if they have incentives (discounts, etc.)
- Multiple use opportunities will result in additional usage
- Now that the technology is installed, there are opportunities for efficiencies, thus cost savings
- ADA benefits



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**Looking at the future.....**



## Sinclair Community College

- Expand electronic distribution of financial aid?
- Establishment of a banking relationship?
- Control of laser copy centers in library and labs?
- Further expand the access control components?
- Migration of surface parking lots to Tartan Card only (projected annual savings \$12,000)
- Deployment of pay-for-print technology resulted in annual savings of \$4,000 (paper and supplies)



# Grand Rapids CC – Raider Card

- Implemented card system in 2004
- Connected parking to card system saving \$87k/yr
- Increased vending revenue
  - Beverage - 29%
  - Snacks - 24%
- Students can transfer \$200 financial aid to card
- Several process efficiencies



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# Grand Rapids CC – Raider Card

- Enhanced safety and access control
- Annual deposits to the card now total \$3,000,000
- 90% of students are satisfied or very satisfied with their card program
- Use social media for marketing

[www.youtube.com/watch?v=qKhlwBduWko](http://www.youtube.com/watch?v=qKhlwBduWko)



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# Grand Rapids CC – Raider Card

“Students expect to see technology on their campus cards like the types of technology they have everywhere in the world. Serving students through technology helps validate the institution in their eyes.”

Eric Mullen

Paulo Teles

Director of Student Life

Raider Card Manager

[emullen@grcc.edu](mailto:emullen@grcc.edu)

[pteles@grcc.edu](mailto:pteles@grcc.edu)

NACCU Member since 2008



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## Northern Virginia CC - NOVA Card

“The card program definitely improves our auxiliary revenue streams. For example, our beverage sales went up when we put card readers on our vending machines. Sales in carry out coffee shops went up as well. Promotions with the bookstore and beverage provider have increased sales in those areas.”



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# Northern Virginia CC - NOVA Card

“Membership in NACCU definitely keeps us up to date on best practices so we can examine new opportunities.”

David Courter

Director, College Enterprises

[dcourter@nvcc.edu](mailto:dcourter@nvcc.edu)

Alex Seminario

NOVA Card Manager

[fseminario@nvcc.edu](mailto:fseminario@nvcc.edu)

NACCU Member since 1998

NACCU Presents... Web Conference Tuesday July 13th



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# Front Range CC – Wolf Card

- 4 campuses -- 15,000 students
- Card system developed 'on a shoestring'
- Uses include access control and ATM debt
- Next to be implemented: print control
- Check out their Podcast ([www.frontrange.edu](http://www.frontrange.edu))



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# Front Range CC – Wolf Card

“The mission of the FRCC Wolf Card program is to promote, provide, and enhance financial literacy to the students at FRCC.”

How?

Partner with a financial institution

Students are provided financial skills



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# Front Range CC – Wolf Card

Ann Studwell

FRCC Wolf Card Manager

[ann.studwell@frontrange.edu](mailto:ann.studwell@frontrange.edu)

NACCU Member since 2005



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## State College of Florida, Manatee-Sarasota SCF One Card

- Previously mailed refund checks to many of its 9,900 students – net savings for 08-09 was over \$73,000 in material costs, not including labor
- Partnered with a refund management vendor to electronically distribute refunds to bank accounts tied to a college MasterCard (debit)
- 81% of students at the College have chosen to receive their refunds electronically
- The result is reduced costs and faster student access to their financial aid funds



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## State College of Florida, Manatee-Sarasota SCF One Card

Uses another vendor for other card activities

- ID card production
- Access control
- Prepaid functions

Karen Kester

Associate Vice President – Finance

kesterk@scf.edu

Prospective NACCU member



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# WINNERS

Students

Colleges



## Why NACCU?

**The best Q&A in the industry** - NACCU's Listserv offers you the chance to ask a question and get answers from the finest experts in the field – your colleagues

**Exceptional networking** - our Annual Conference and a variety of regional conferences and Web programs offers unparalleled opportunities to meet and share with peers

**Resources galore** - the NACCU Web site contains the most comprehensive collection of information in the world of campus card programs

**Timely industry updates** - stay current with what is happening - or soon will be - via **CARDtalk**, **CR80News**, and **re:ID**

**Knowledge you can count on** - benchmark your program by the numbers through NACCU's growing set of industry surveys



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**Questions?**