


**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

# The Evolution of Carleton University's Campus Card Program

Presented by Kathleen Kelly

NACCU

June 1, 2011



## What's in store:

- The way we were
- Where we are now
- Budget
- Revenue Sources
- Reporting Structure
- Marketing
- Future plans





- 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.
- Publicly funded – tuition = \$5,000 to \$7,000/year

- Our system integrator for our card financial and access transactions is CBORD.
- Our enterprise information system is SCT Banner.
- Our card printing software is Episuite.
- We use Fargo HTP 5000 printers.



**1995**

First issue of magstripe card, used for meal plans only

**1999**

Purchased CBORD's (formally Diebold) CS Gold product as beta

**2000**

Began expanding services to laundry, photocopying, restaurants and retail.

Appointed coordinator of program

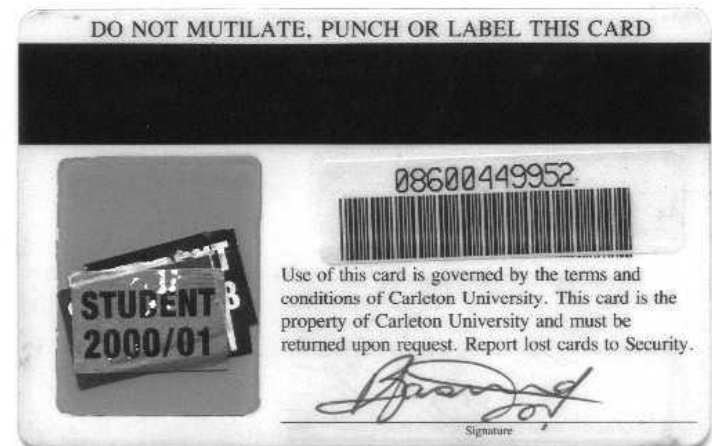
**2001**

Moved from cardboard laminated card to digital colour card  
Hired a co-op marketing student

**2003**

Began encouraging students to apply for their card ahead of their arrival on line and by mail

- Name
- 6 digit student #
- B&W Photo
- Barcode
- Mag stripe
- Signature
- Stickers for current school year (if entitled)



- Name
- Carleton ID #
- Barcode
- Expiry date
- Full color photo
- Custom Hologram Overlay
- Signature
- Mag stripe
- Web address
- On-Campus deposit locs



**Jane Doe**

**ID # 100123456**  
**Student**



Valid To: 31/08/06

*This card is property of Carleton University, and governed by the terms & conditions available on the website.*

600807590795290504

*Homer J. Simpson*

**To add money to your card, visit one of the following:**

Campus Card Office, 407 Unicentre      Res Commons Desk, Commons Building  
Graphic Services, 102 Robertson Hall      Loeb Copy Shop, 266 Loeb  
Library Copy Shop, 150 MacOdrum Library      Unicentre Copy Shop, First floor Unicentre

If found, please return to 407 University Centre (520-3547)

**[www.carleton.ca/campuscard](http://www.carleton.ca/campuscard)**



# Timeline

**1995**

First issue of magstripe card, used for meal plans only

**2000**

Began expanding services to laundry, photocopying, restaurants and retail.

Appointed coordinator of program

**2003**

Began encouraging students to apply for their card ahead of their arrival on line and by mail

**1999**

Purchased CBORD's (formally Diebold) CS Gold product as beta

**2001**

Moved from cardboard laminated card to digital colour card  
Hired a co-op marketing student

- Pre-production of cards saves time for both the department and the students.
- Students obtained card at Summer Orientation or sent photo and signature via email or mail.
- Saves money for department in staffing.
- May impact your deposits during Residence Move In weekend due to efficiency of operations (no line ups).
- This year 60% of our new incoming students had their card in hand prior to arrival in September.
- <http://www.carleton.ca/campuscard/>



# Timeline

**1995**

First issue of magstripe card, used for meal plans only

**2000**

Began expanding services to laundry, photocopying, restaurants and retail.  
Appointed coordinator of program

**2003**

Began encouraging students to apply for their card ahead of their arrival on line and by mail

**2006**

Moved location to Galleria and merged with Information Carleton.  
Gained one FTE position.

**1999**

Purchased CBORD's CS Gold product as beta

**2001**

Moved from cardboard laminated card to digital colour card  
Hired a coop marketing student

**2005**

Began accepting deposits on line. Hired Coop student on full time.

# The Campus Card Office - Then

- Located in the basement of the University's administration building.
- Inconvenient for students, good for staff
- Impractical for big rushes in September and January.
- Required to move to a larger on campus site for first two weeks of September to handle the large crowds.



# The Campus Card Office - Now

- Located on the 4<sup>th</sup> floor of the University Centre, in the heart of campus.
- Great location for students
- Lots of open space!
- Photo booth away from front counter.
- A much higher traffic area.
- We offer the main campus lost and found as well as walk up information and operate the main campus telephone switchboard.





# Timeline

**1995**

First issue of magstripe card, used for meal plans only

**2000**

Began expanding services to laundry, photocopying, restaurants and retail.  
Appointed coordinator of program

**2003**

Began encouraging students to apply for their card ahead of their arrival on line and by mail

**2006**

Moved location to Galleria and merged with Information Carleton. Gained one FTE position.

**1999**

Purchased CBORD's CS Gold product as beta

**2001**

Moved from cardboard laminated card to digital colour card  
Hired a coop marketing student

**2005**

Began accepting deposits on line

**2008**

Expanded to Door Access

- Now in 31 buildings on campus representing roughly 30% of all doors.
- All residences are now secured by the use of Campus Card in conjunction with an encrypted PIN (set online) and are monitored by Department of Safety.
- Secure access to Athletics facility now handled by Campus Card including off campus users of the facility. This gives the added bonus of having 'affiliates' add funds to their card for vending etc.





# Timeline

**1995**  
First issue of magstripe card, used for meal plans only

**2000**  
Began expanding services to laundry, photocopying, restaurants and retail.  
Appointed coordinator of program

**2003**  
Began encouraging students to apply for their card ahead of their arrival on line and by mail

**2006**  
Moved location to Galleria and merged with Information Carleton.  
Gained one FTE position.

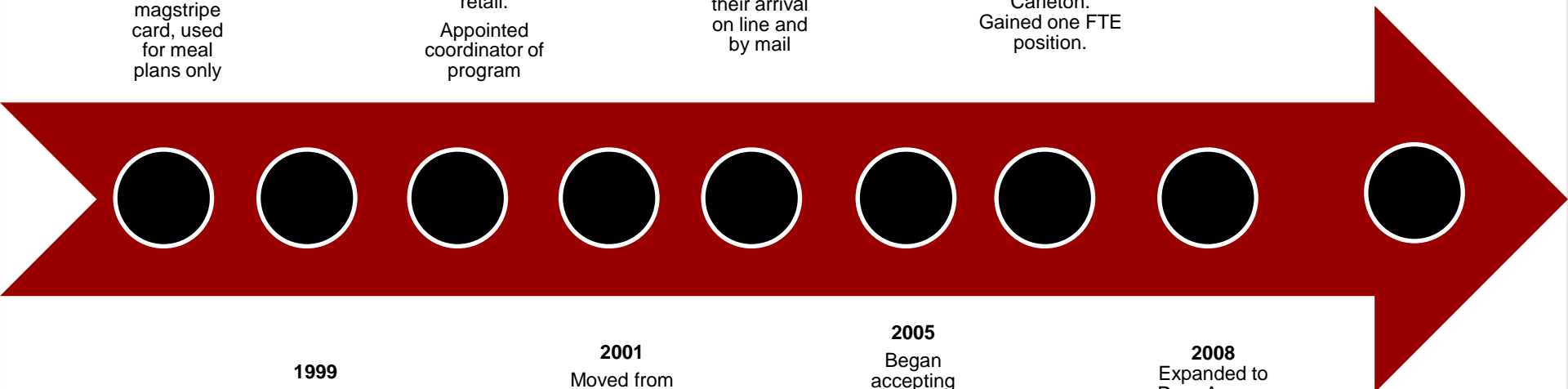
**2009**  
Added a temporary position in CCS for system administration

**1999**  
Purchased CBORD's (formally Diebold) CS Gold product as beta

**2001**  
Moved from cardboard laminated card to digital colour card  
Hired a co-op marketing student

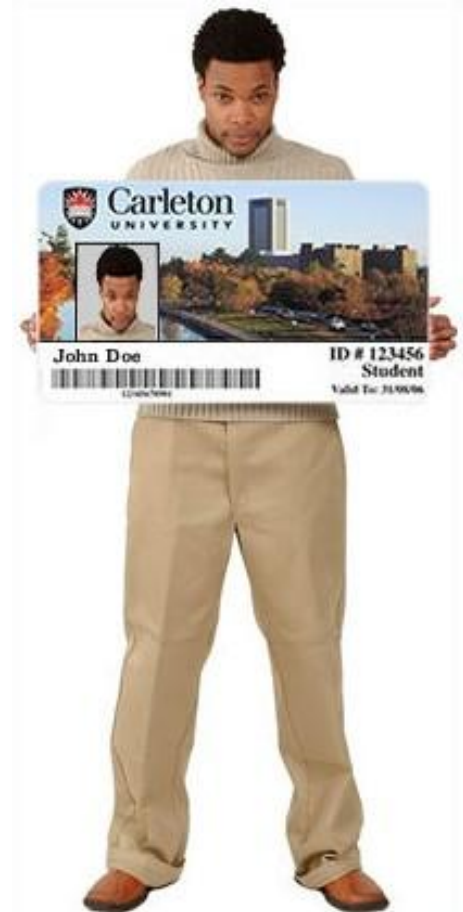
**2005**  
Began accepting deposits on line

**2008**  
Expanded to Door Access



## The Campus Card serves many functions at Carleton...

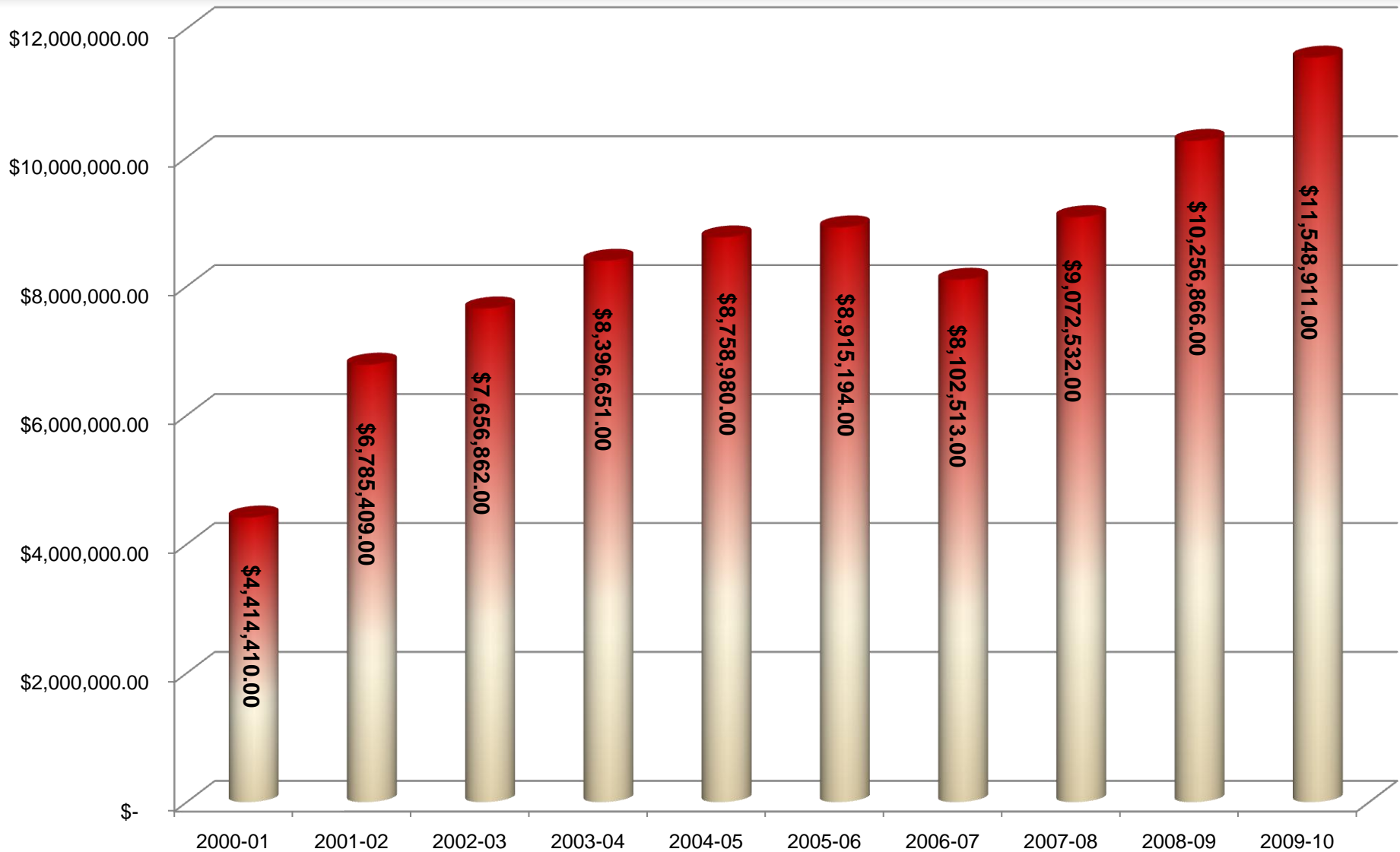
- Official Carleton Photo ID Card
- On-campus debit Card
- Door Access Card
- Library Card
- Athletics access Card
- Residence meal plan Card
- Exam entrance Card
- Online payment-Parking and Bookstore



# 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%

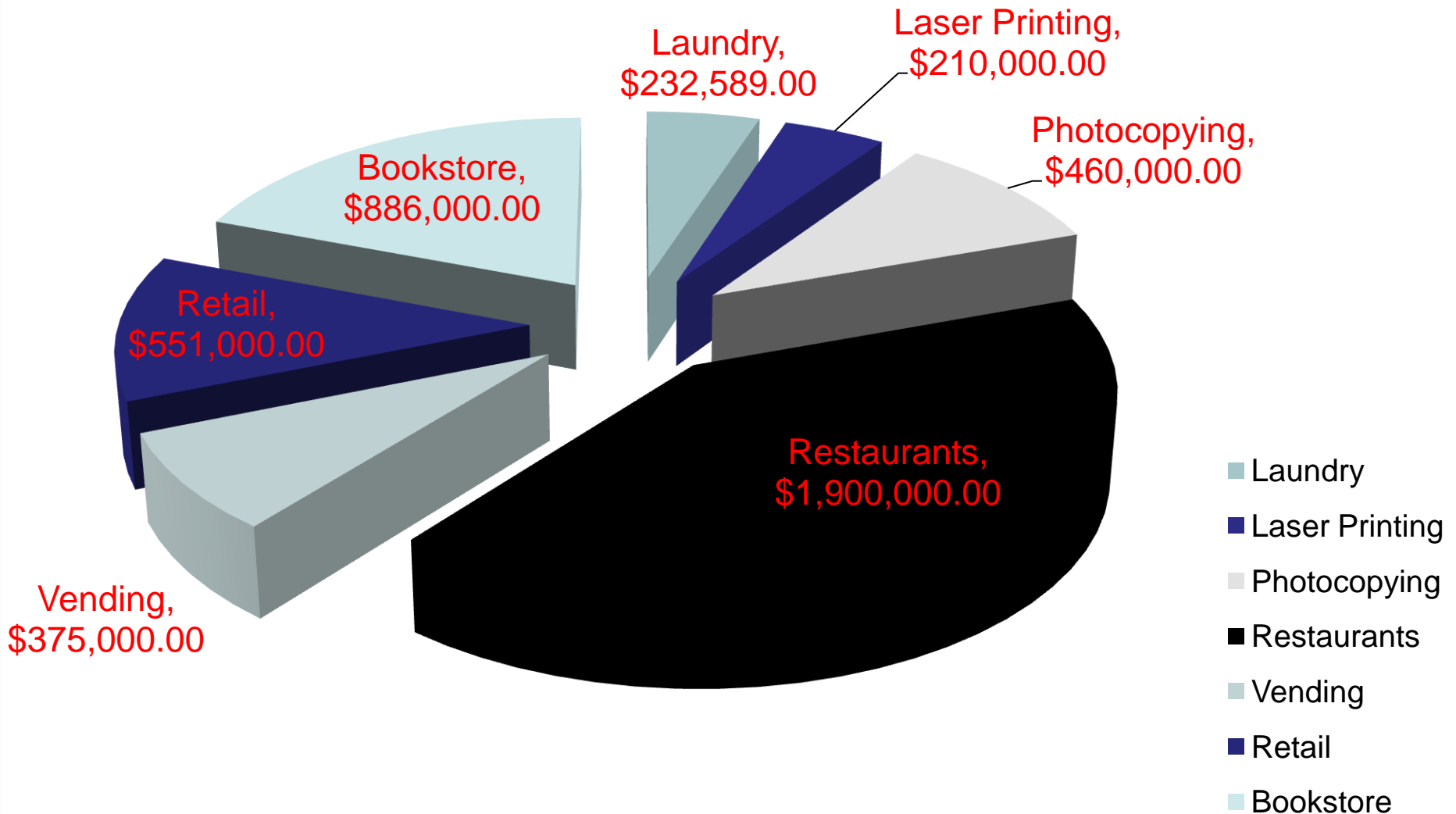




- Essentially, sales have been steadily increasing since 2000/01.
- Experienced a bit of a dip when we lost the opportunity to speak with parents during Residence Move in but we have since gained that back.
- Sales in 2000/01 = \$4.4M
- Mostly meal plans
- Sales in 2009/10 = \$11.5M
- \$6M in meal plan sales
- Increase of over 195% in 9 years



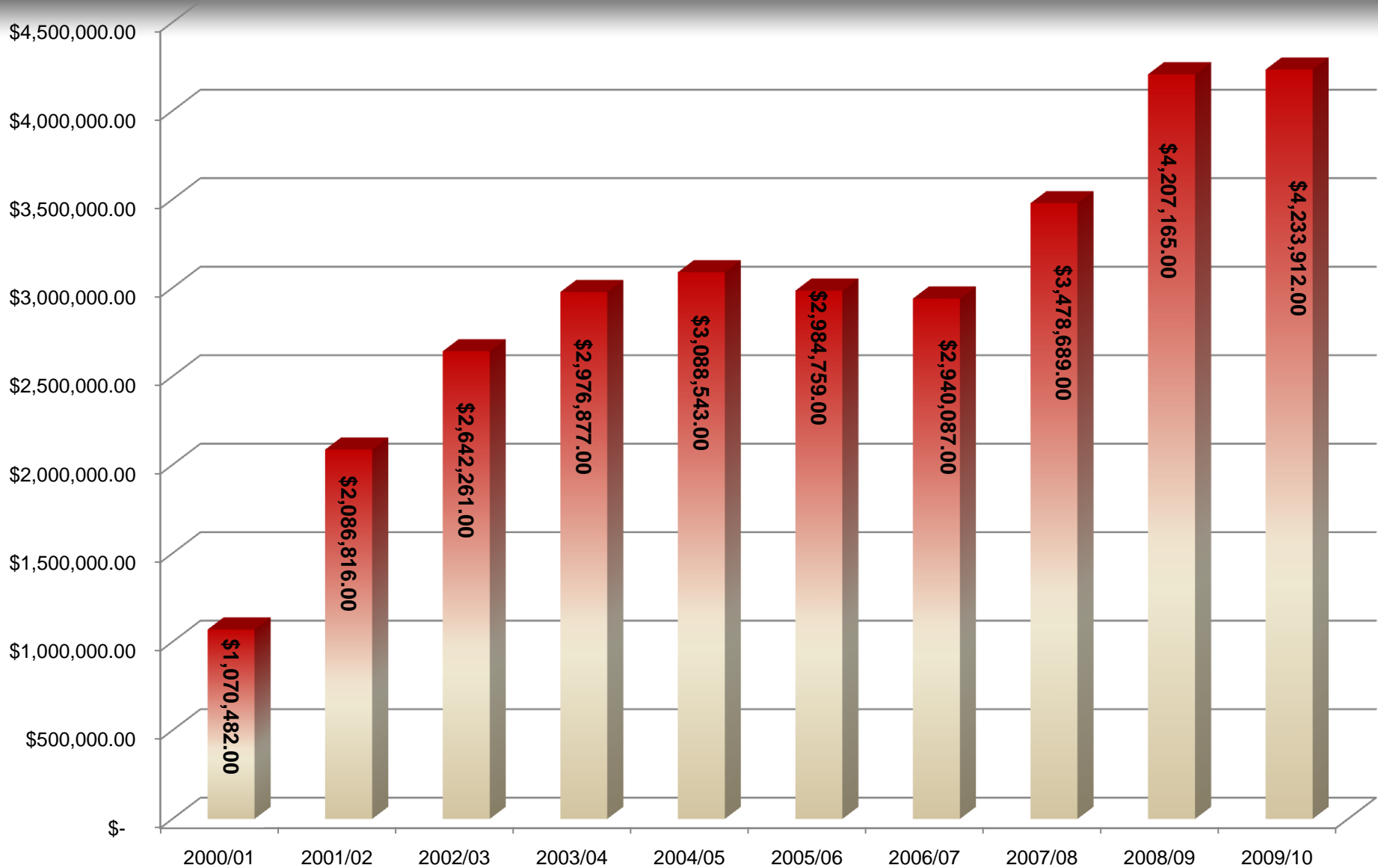
# Sales Breakdown 2009/10





# Deposits Over the Years

Canada's Capital University



# Deposits over the years

- 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.

- Average deposits in person = \$25.45
- Average deposit via web = \$53.49
- Average deposit for both methods = \$32.03
- Web deposits were 38% of all deposits last year
- Hopeful to have that percentage reach 50% with the addition of Interac on line this year.
- <http://www2.carleton.ca/campuscard/>



- **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.)

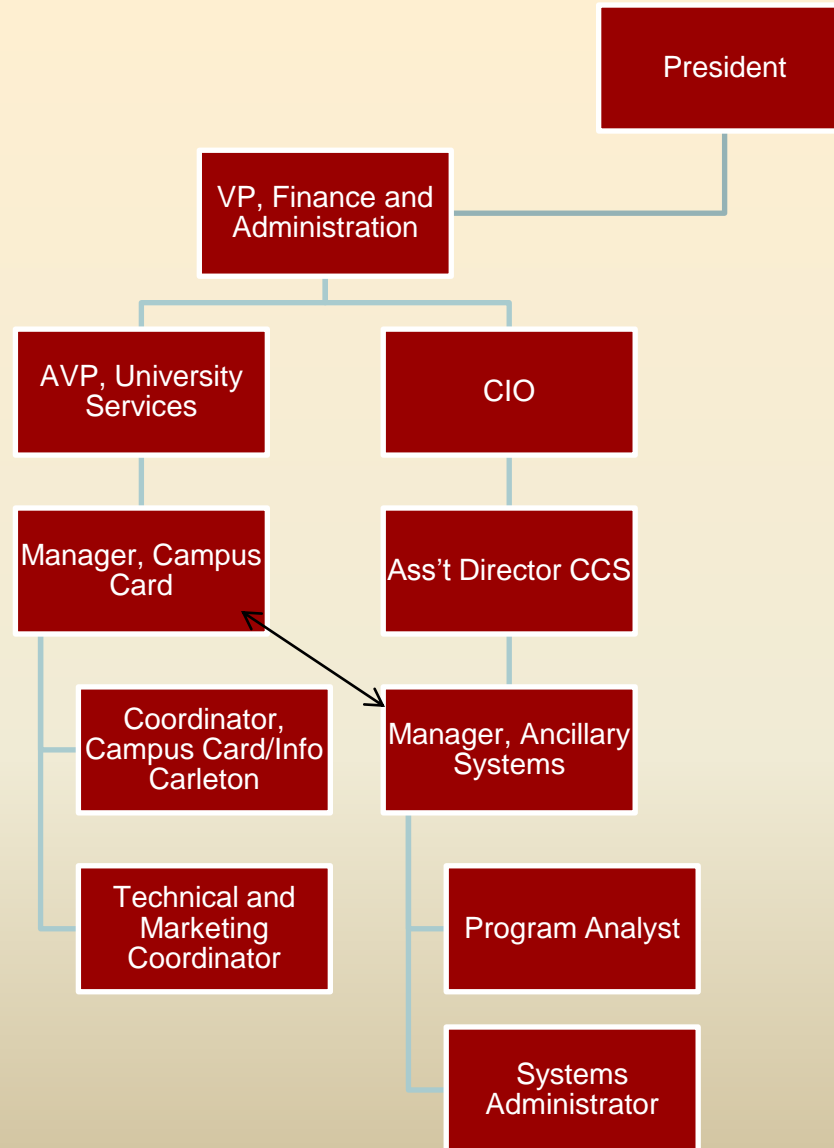
## Commission

- 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



- 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.
- 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



## Multiple groups to consider:

- Residence students
- Off Campus students
- Staff
- Faculty
- Parents
- Vendors
- Senior management



## Students/Staff/ Faculty

- Convenience – 24/7
- Ease of use
- Speed
- Secure
- Reliable

## Parents

- Money spent for educational purposes
- Security
- Ease of mind
- Convenience – 24/7



## Vendors

- Increased sales
- Less cash handling
- Increased exposure
- Joint advertising opportunities
- Perceived as 'elite member'
- Membership has its benefits

## Senior Management

- Less cash handling
- Increases University revenues
- More control over sales reports
- Secure
- Raises the institutions profile

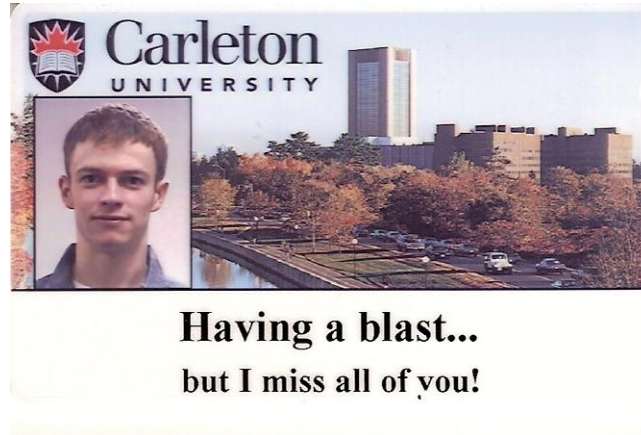


- Created Office Mascot: the caped card crusader!
- Used at Residence Move in and other special events.
- Very popular with students
- Takes a certain kind of person to be CCC.



We've tried many promotional giveaways:

- Hats/Shirts
- Lanyards
- Frisbees
- Yo-yos
- Swipe Guard
- Cardholder booklet
- Tissues
- Custom Fridge Magnets



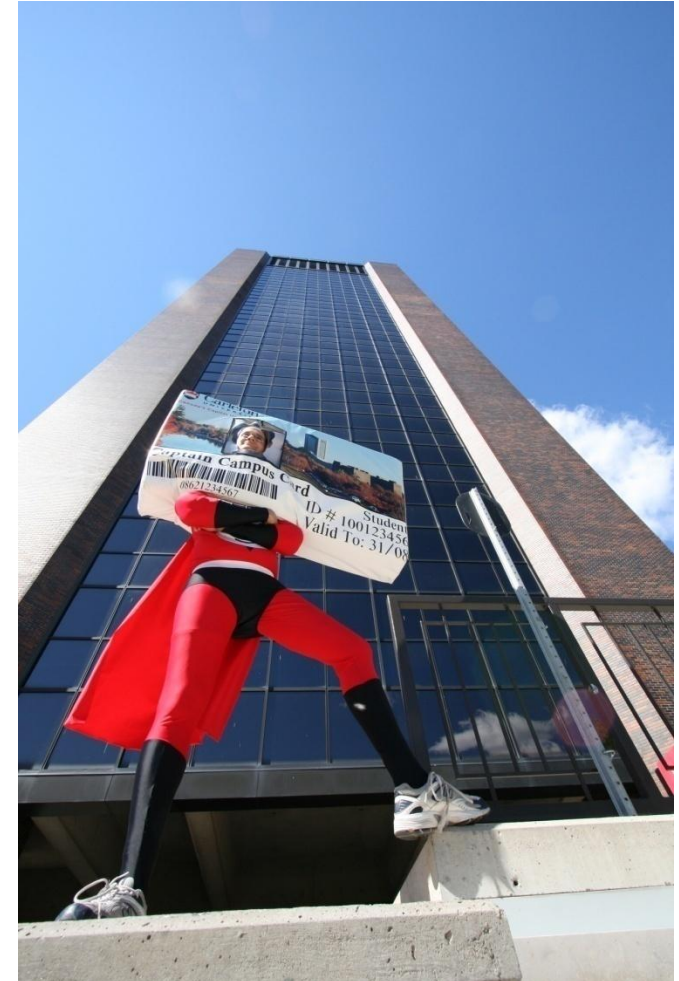
[http://www.youtube.com/watch\\_popup?v=Hzgzi\\_m5m7oU&vq=medium](http://www.youtube.com/watch_popup?v=Hzgzi_m5m7oU&vq=medium)

We've also tried a number of contests:

- Double Your Deposit
- Win what you Buy
- Replace Your Face
- Buy a Coke product, be entered to win a prize (laptop, scholarship, etc).
- Buy a Coke – Win an iPad
- Catch Captain Campus Card



- Application Brochure
- 3 fold flyer
- 1 page top ten list
- Parent newspaper
- Posters
- Web site
- Ads in student newspapers, magazines
- Publications from other departments
- Digital Signage System
- <http://www2.carleton.ca/campuscard/>



- E Laundry
- Prox Card/iCLASS
- OC Transpo readers
- Taxi Cabs
- Payroll Deduction
- Biometrics?
- Expansion of online services (uploading photos)
- Increase # of locations that accept the Campus Card
- Upgrading equipment and software



# 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](mailto:kathleen_kelly@carleton.ca)

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