

Campus Card Program

Tune-Up Tips



National Association of Campus Card Users

17th Annual NACCU Conference

Phoenix, Arizona USA

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Tune-Up Tips



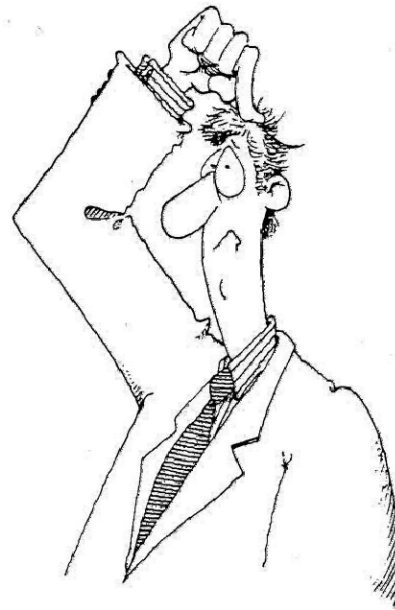
Outline

1. **Top 30 Tips**
2. **Questions**
3. **Your Tips**

Tune-Up Tips



What is Marketing?



Tune-Up Tips



Tip #1

Clear The Clutter

- ▶ **Service Center Counter**
- ▶ **Service Center Lobby**
- ▶ **Copier Card Dispensers**
- ▶ **Card Rechargers (ADM's)**
- ▶ **Laundry Room Readers**



Tune-Up Tips



Tip #2

M.B.W.A.

- ▶ ***Observe Service Times***
- ▶ ***Observe Service Manner***
- ▶ ***Observe Customer Satisfaction***
- ▶ **Unattended Locs (V, L, C, PS, ADMs)**
- ▶ **Card Zone?**

Tune-Up Tips



Tip #3

Signs of the Times

- ▶ **Signs Are For Visitors & Rookies!**
- ▶ **Can A Freshman Find Your Office?**
- ▶ **Use Arrows & Your Logo**
- ▶ **Temporary Signage is Mandatory**
- ▶ **Add “Map” To All Website Footers**

Lion card





Tune-Up Tips



Tip #4

Top of the List

- access
- access control
- campus card
- debit
- debit card
- dining card
- door access
- food service card
- id
- identification card
- meal plan card
- one card
- photo id card
- <lioncard>

Tune-Up Tips



Tip #5

Sell the Sizzle!

- ▶ **Tour Guide Badges**
- ▶ **Campus Tour Courtesy Cards**
- ▶ **Parents & Grandparents Cards**
- ▶ **VIP Artist Series Cards**
- ▶ **Camps & Conference Cards**

Tune-Up Tips



Tip #6

Treasure Test

In 2:00 minutes or less...

- __ Start:** Institution Home Page
- __ To:** Campus Card Home Page
- __ Find:** Add Funds as a Guest
- __ Add:** \$ 1.00 to Your Card (FLEX)

Tune-Up Tips



Tip #7

Scavenger Hunt

Provide a list of all your cardholder functions....

___ Count the Screens #

___ Count the Steps #

___ Count the Clicks #



Two-Click Rule!



Tune-Up Tips



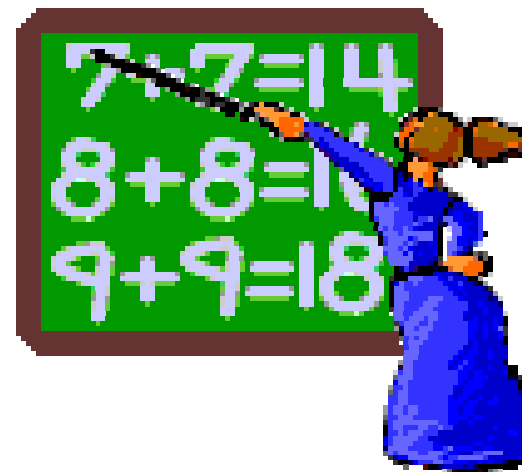
Tip #8

Yellow Brick Road

- ▶ Service Center Home Page

“Add Funds”

“Deposit Funds”



Tune-Up Tips



Customer

A person who purchases products or services on a personalized basis which usually results in a long-term relationship.

Consumer

A person who purchases products or services on an impersonal basis which usually results in a short-term relationship.

Tune-Up Tips



Tip #9

Ban the FAQs

Customer Service vs. *Customer Information*



*Think Like A ... **Customer!***

Tune-Up Tips



Tip #10

K.I.S.S. URLs

- ▶ <http://www.db.XXXX.edu/campus/administrative/departments/egcard/>
- ▶ www.salemstate.edu/clipperc card
- ▶ www.MSSU.edu/lionc card
- ▶ www.FenwayCard.com
- ▶ www.BuckID.com



Tune-Up Tips



Tip #11

“Stuff” Happens

- ▶ Checked Your **Website URL** Lately?
- ▶ Descriptions, Graphics, Forms, Department Links, Contractor Links, Vendor Links?
- ▶ NACCU Contact Info?



Assign to someone's...
To Do List twice a year!



Tune-Up Tips

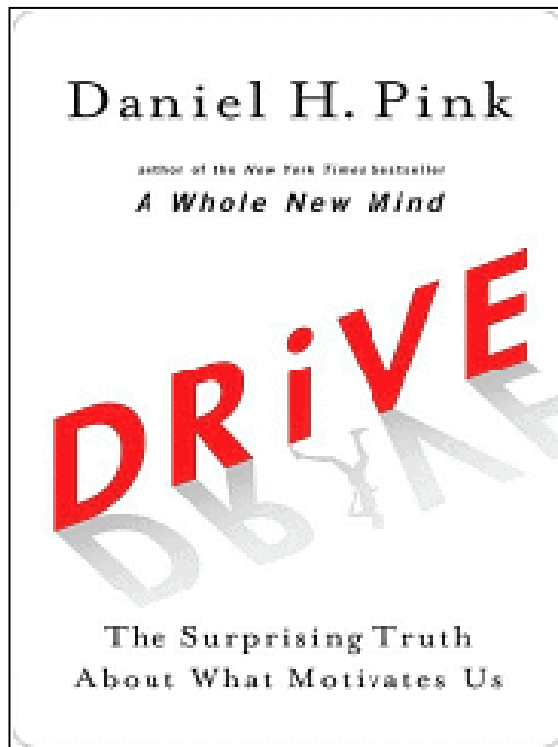


Tip #12

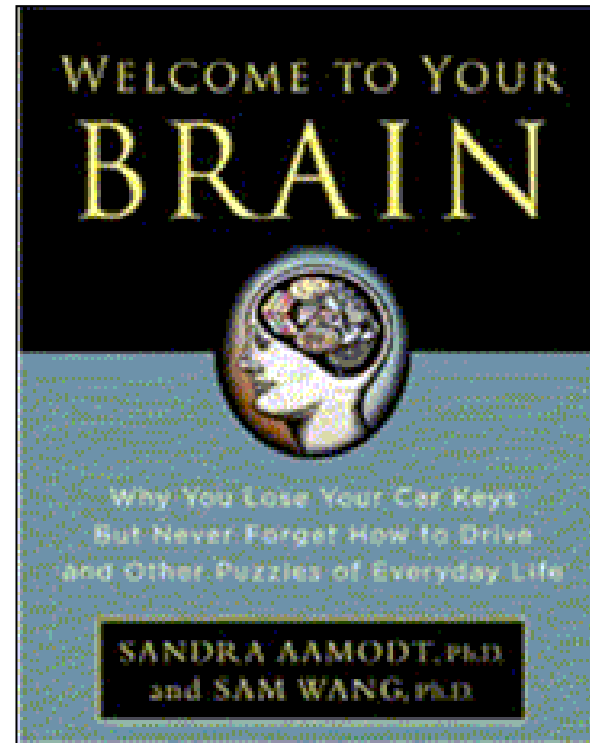
Fries .. With Your Order?

- ▶ **Suggestive Selling!**
- ▶ **Replacement Cards – Deposit?**
- ▶ **Orientation – Bonus Points?**
- ▶ **Parent Calls – Add Funds?**
- ▶ **1 : 5 ... 20% Increase**

Tune-Up Tips



DANIEL PINK



AAMODT & WANG

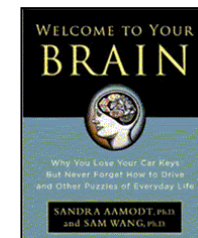
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Brain Cell

12. Which of the following is the hardest thing your brain does?

- (a) Doing Long Division
- (b) **Looking at a Photograph**
- (c) Playing Chess
- (d) Sleeping



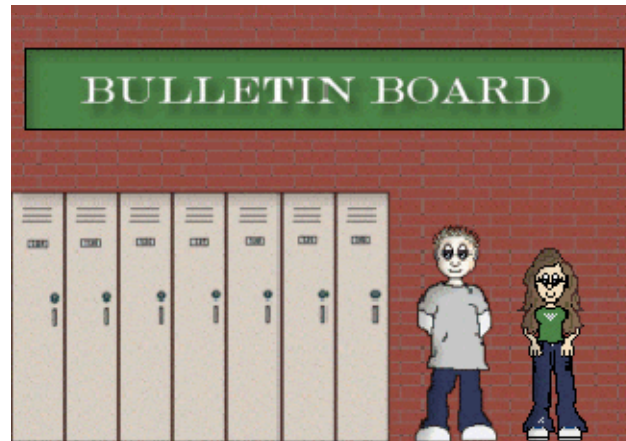
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Tip #13

Top Billing

Is Your **Campus Card Logo**
on Your IHE Home Page?



Tune-Up Tips



Tip #14

Family Album

Do all collaterals emulate your “**Family Brand**”?

- ▶ **Print:** Card Designs, Brochures, Flyers, Memos, Fax Sheets, Business Cards, Letterhead, Deposit Forms, Downloadable Forms, Local Ads, etc.
- ▶ **Signs:** Posters, Banners, Interior Signs, Exterior Signs, Temporary Signs, Newsletters, etc.
- ▶ **Web Pages** (IHE, Campus Card, Food Service, Library, Student Affairs, Summer Camps, etc.).

Tune-Up Tips



Tip #15

Litmus Logo Test

- ▶ **Collect:**
All Campus Card Designs, Campus Card Logo/s, IHE Logo/s, Business Partner Logos
- ▶ **Photocopy** all logos (black/white)
- ▶ Is it time for a “**Logo Makeover**”?

CARDtalk



Blackboard



CARDtalk

NACCU
Under the Desert Sky
2010
PHOENIX
17TH ANNUAL CONFERENCE
APRIL 18 - 21



Blackboard



Tune-Up Tips



Tip #16

Card Identity Crisis



Way Too Busy!



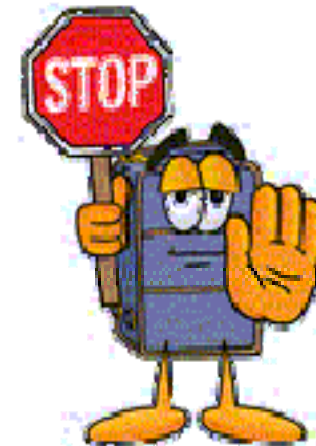
Panoramic Denial.

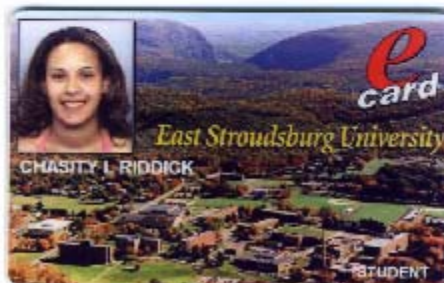
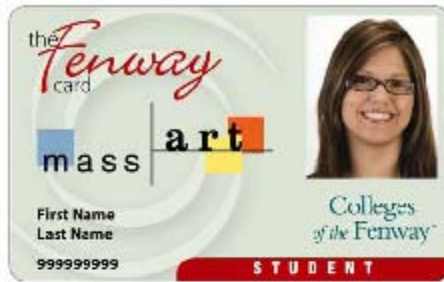


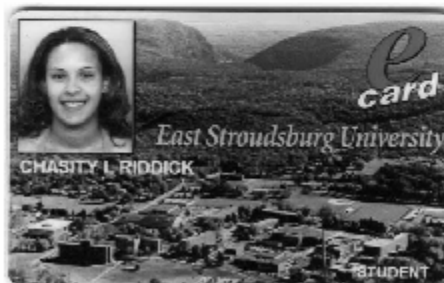
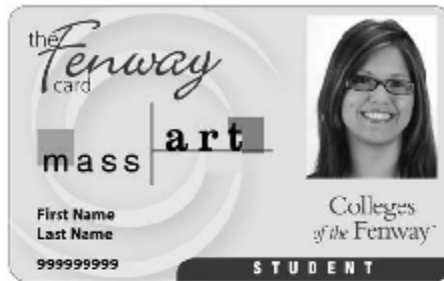
Brand Challenged.



Card Design Litmus Test...







Tune-Up Tips



Tip #17

Brand, Brand, Brand

Is Your Campus Card Program
“Fully Branded”?





Tune-Up Tips



Tip #18

Orientation Partnership

- Get on Schedule
- Program Speaker
- Display table
- Campus tour stop
- Student flyers
- Parents brochures
- Refrig magnets
- Student photos
- Parent cards
- Visitor cards
- Bookstore coupons
- Fred meal coupons
- F/S coupons
- Parking pass

Tune-Up Tips



#19

Even a Caveman...

▶ **Vending Demo**

- Supplier “loaner”
- Product donated
- Acknowledgements
- So easy...



▶ **CardBook®**

- Mini-brochures
- Policies & Contacts
- Campus Apps Map
- Sponsored



Tune-Up Tips



Tip #20

Mirror Mirror



“Sorry...no Hats or Sunglasses ...Gov’t Photo ID required.”

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Tip #21

Have a Pizza Party!



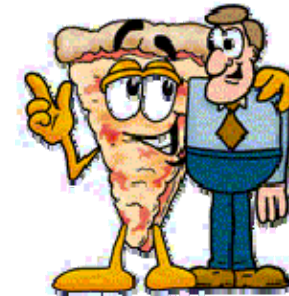
Tune-Up Tips



#21

Have a Pizza Party!

1. \$ 10 cash ?
2. \$ 10 cash ... off-campus ?
3. \$ 10 cash ... off-campus ... non-food ?



Repeat once a semester!

Tune-Up Tips



Tip #22

Are You Networked?



Card Production Printers

- ▶ Network
- ▶ Dual-Sided



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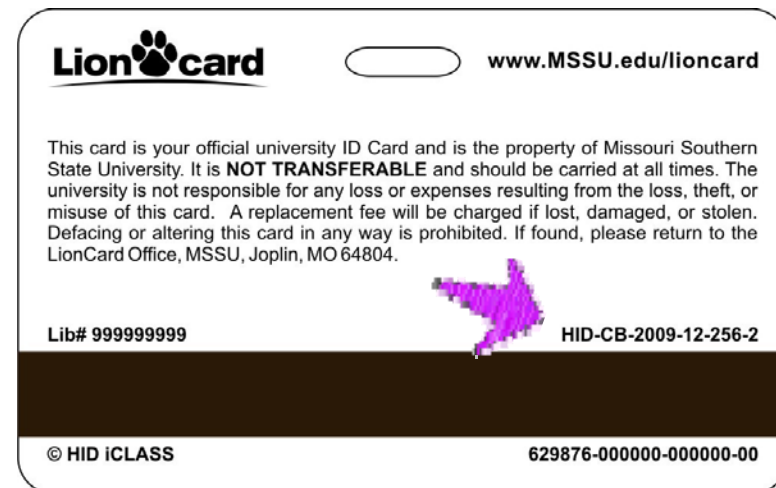
Tip #23

Card Stock Quicksand



Print: **Card Production Stock Code**

MM	Manufacturer
SS	Supplier
YYYY	Year
MO	Month
TT	Card Type
C	Composite



Tune-Up Tips



Tip #24

Annual Audit

- ▶ **All Printed Materials**
- ▶ **All Virtual Pages**
- ▶ **All Signage**

“Prepaid Services”

Tune-Up Tips



Tip #25

It's a Family Affair

- ▶ **Who are your Customers?**
Cardholders, Parents, Grandparents, Relatives, Friends
- ▶ **Are account deposits Convenient?**
Mail, Fax, In-Person, eMail, Check, Toll-Free Number, Pre-Paid Envelopes, Special On-Campus Events
- ▶ **My Family Mailing List**
- ▶ **Parents e-Hotline**
(FERPA Co-Account)



Tune-Up Tips



#26

Take Ownership

- ▶ **“How are we doing”?**
- ▶ **Daily 20-minute Rounds**
Cafeteria, Snack Bar, Fac Dining Room,
Bookstore, Copy Center, Res Halls, etc.
- ▶ **Intelligence at the Door**



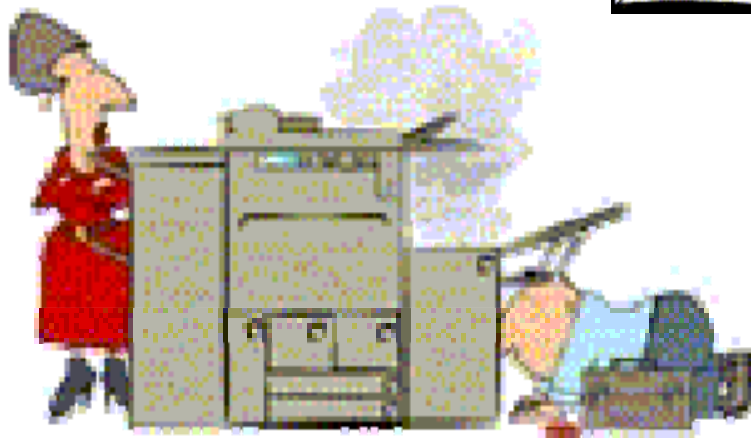
Your Customers Are Your Best Marketing Tools!

Tune-Up Tips



Tip #27

Make Their Day!



Tune-Up Tips



Tip #28

Navigation Stars



Vision Statement

What you SEE! (Moon)



Mission Statement

What you DO! (Shuttle)



Customer Profile Guide

www.Beloit.edu/mindset

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Tip #29

Convenience Factor

How Easy Is Your Office Easy To Do Business With?

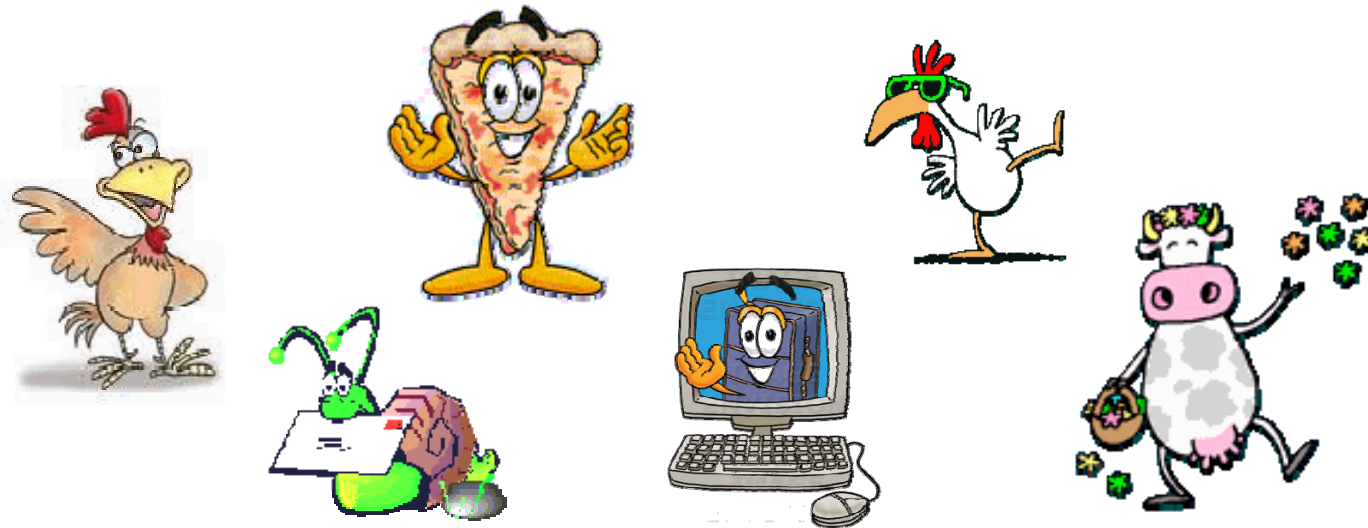
- ▶ **Shoppers** (Internal)
- ▶ **Shoppers** (External)
- ▶ **Scavenger Surveys** (Off-line)
- ▶ **Tour other Campuses**

Tune-Up Tips



Tip #30

Paradigm Shift



Think Like A Customer!



Thank you!

Consultant Overview

Robert C. Huber, CMC has been a pioneer and leader in the campus card industry for the past 30 years.

Bob is a certified business consultant, specializing in all aspects of campus card programs, including business assessments, implementations, technology conversions, RFP's, SOW's, vendor negotiations and multi-site operations.

Robert Huber Associates is a long-term NACCU business associate and extends professional discounts to NACCU, NACAS, AACCC, CCBO and COPLAC members.

www.AllCampusCard.com

Consultant Independence

Robert Huber Associates is a vendor independent business consultancy and is not affiliated with, nor receives compensation from, any current campus card industry card system vendors, card suppliers, card institutes, financial institutions, telecommunications companies, web-based transaction firms, or vendor consortiums.



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