Blackboard transact™

Salt Lake Community College
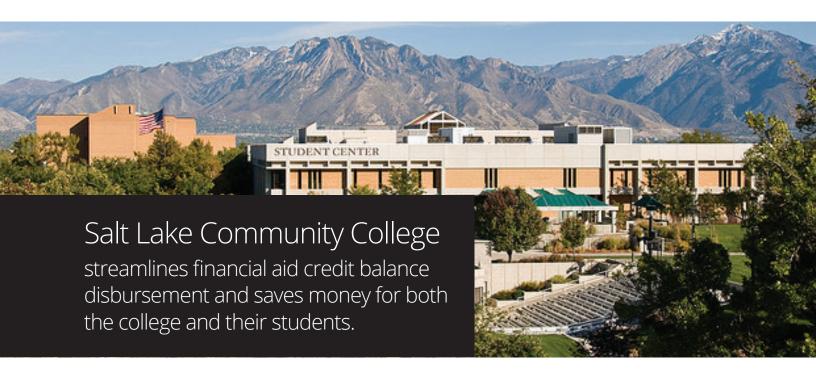streamlines financial aid credit balance disbursement and saves money for both the college and their students.

Campus Card Program
- » 10 campuses
- » 60,000+ students
- » 120 areas of study

Challenges
- » Needed an easy-to-use, Title IV-compliant financial aid disbursement method
- » Existing OneCard program wasn't maximized; average daily balances were low and check costs were high
- » Needed to provide cardholders with wide, free and clear access to their financial aid dollars

Solution
- » Streamlined distribution and tracking of student financial aid with seamless integration with its commerce and security management solutions to deliver high value to students

Salt Lake Community College (SLCC) is a sprawling institution that serves approximately 60,000 students across 10 campuses throughout the Salt Lake Valley. Dedicated to providing its large student body with a student-centric experience, SLCC takes pride in ensuring its students have the individual attention they need to succeed on- and off-campus.

Nearly 50% of SLCC's student population receives financial aid. Administrators needed a financial aid disbursement solution that would not only streamline its current process, but would also help its existing OneCard program expand and become the hub of the student experience on- and off-campus. The system also needed to be easy-to-use, and create cost savings and efficiencies for staff.

"Our goal is to get to the point where we truly have just 'one card' handling a wide range of functions," said David Raiford, SLCC's Manager of Campus Card Services. "Anytime we can streamline our operations, save money, and deliver higher value to our students, we're interested."

The Search for the Right Solution

To ensure optimal levels of student acceptance and usage, the school involved student government representatives in the selection process. "They sat in on the presentations," said Raiford, "and were one of the key sign-offs as we got down to the nitty-gritty decision making. But, nothing fit what we were looking for until we heard about a financial service product called BlackboardPay," said Raiford.

BlackboardPay is an award-winning electronic funds disbursement program that offers a very low-cost option for the delivery of financial aid credit balances and student payroll that also helps reduce institutional operational costs. Faster than other solutions—disbursement in minutes!—BlackboardPay was designed to give students protection from excessive cardholder fees and provides free and clear access to funds through the Allpoint® Network, America's largest surcharge-free ATM network and is accepted at all MasterCard®-accepting locations as well.

Integration with Commerce & Security Solutions

In addition to addressing the need for a robust, financial aid disbursement system, BlackboardPay offered the added bonus of integrating with Blackboard Transact's Commerce and Security Solutions, products that SLCC first implemented in 2000.

With the power of the complete Blackboard Transact solution, SLCC would be able to address all of its needs—simplifying student credit balance delivery as well as planning for future initiatives to expand the OneCard throughout their campuses and beyond.

Quick and Seamless Implementation

A quick and seamless implementation of the system was of utmost importance, according to Raiford. Issuing student ID cards, for example, is a process that can take up to two weeks to complete if managed by an offsite provider.

"We really wanted to be able to handle the initial setup process on campus, and as quickly as possible," he said. "BlackboardPay was the only product to offer that option."

To spread the word about the expanded OneCard program, SLCC used a Facebook page, posters, fliers, and other promotional elements to get as many students onboard as possible. "Our efforts worked very well in getting students up to speed on the procedures they had to follow to get up and running," said Raiford.

SLCC's tech-savvy students took to the program fairly quickly and have continued to embrace it across campus. "Students are always interested in solutions that make their lives easier," said Raiford, who sees door access, retail point of sale, and mobile integration in the future for SLCC's OneCard program.

Immediate Results

SLCC has seen numerous gains on campus as a direct result of its BlackboardPay implementation. The college's OneCard closed-loop account program, which once carried an average daily balance of $70,000 in "Bruin Bucks," now carries $135,000—an increase of 93%. 40,000 deposits were issued to cards since the program's inception, totaling over $58 million and reducing SLCC's check costs by over $400,000 (40,000 x $10)*.

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>
> **David Raiford**
> **Manager of Campus Card Services**

Accomplishments

› Streamlined, student-centric, financial aid credit balance disbursement solution

› Average daily balance for campus OneCard program has ncreased by 93%

› $400,000 savings in check issuance costs*

› Financial ecosystem used across all of the school's commerce, security, and financial service solutions

› Room for future expansion, including the addition of Blackboard's door access solution and automated point-of-sale transactions at on- and off-campus retail locations

› Campus-wide acceptance of the cards by students and administrators

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"I talked to a few schools that were interested in implementing BlackboardPay, but were concerned that the incoming revenue from their stored value accounts would decrease," said Raiford. "I told them that with some proactive marketing efforts, that shouldn't be a concern at all.

At SLCC, our implementation revitalized our stored-value accounts program. Once our students were made aware of how easy it is to use stored-value funds across campus, we saw a significant increase in the volume of stored-value transactions."

"We simply couldn't be happier with our expanded and revitalized OneCard system," said Raiford. "Students have immediate access to their financial aid and work-study funds, and SLCC's financial aid disbursement expenses have been reduced. It's a win-win."

*Blackboard calculation based on industry statistics.

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