Blackboardtransact™

University of Pittsburgh:
Integrated One Card Convenience Both On- & Off-Campus

University of Pittsburgh

Campus Card Program

- » 25,000 resident students
- » 132-acre campus to serve
- » Transaction System plus integrated BbOne Off-Campus Program

Primary Objective

- » Streamline previous system of disparate transaction-related solutions and cards and maximize use of the Panther Card while providing convenience to students

Managing the University of Pittsburgh's (Pitt) 24-hour Panther Central ID Center is no small task. After all, with more than 25,000 students on a 132-acre campus, managing and analyzing transaction data in multiple offices and systems is a challenge. That's why Pitt called on Blackboard to help streamline its previous system of disparate transaction-related solutions and cards. And to maximize use of the Panther Card, Pitt also turned to the Blackboard Transact Off-Campus Solution for an off-campus, university-approved merchant network.

Creating a One-Card System

It used to be that every campus service at Pitt was located in a different office. That meant students had to visit different locations to obtain student IDs, get housing assignments, and receive meal plans. Finding a campus card system to run all of its on- and off- campus services from a central location was vital. Turning to Blackboard, Pitt integrated its campus transaction activities into a unified credential system.

Since implementing, Pitt has seen an increase in its on-campus capabilities for data capturing and reporting, managing facility door access control, operating multiple dining and vending services, and managing events. The ID Center is also seeing the benefits of the

system's direct-deposit capabilities from reducing paperwork required to pay off-campus merchants each month.

Taking the Benefits Off-Campus Too

Blackboard Transact provides the same secure, cashless and convenient way to make off-campus purchases that it does on campus. The off-campus program has grown in student and vendor popularity— the University has relationships with more than 70 off-campus partners. In 2014, merchants collected approximately $1.6 million in off-campus sales, an increase of 14% over 2013 sales, which also had an increase of 16% over 2012 sales. On campus, vending and laundry transitioned to accepting card transactions only, making the majority of the campus cashless. Consequently, on-campus card transaction sales have grown from $1.5 million in 2008 to $2.8 million in 2014.

Credential System Has Continued to Make a Financial Impact

› In 2008, off-campus merchants collected approximately $1 million in off-campus sales; in 2014 that number reached $1.6 million.

› The Panther Campus Card program generated $1.5 million in on-campus sales in 2008. 2014 saw $2.8 million in on-campus sales.

› Total sales for the Panther Campus Card program were at $4 million in 2014.

"Panther Central proudly describes our Panther Card as a 'passport around campus.' With one swipe, our customers are accessing their Residence Halls, purchasing dinner, or doing laundry. Blackboard has continued to allow us to provide our customers with a quick and easy way to travel on and around campus and only needing one card!"

Julie Bannister
Panther Central Manager