Recurring Again?
Navigating the Waters of Change

April 3, 2017

Quinnipiac
Who is Quinnipiac?
Why Recard?
Why Recard?

Structural (Hardware)
- New technology needs (contactless, new card system/readers)
- Magstripe/junk stripe/bar code

Aesthetic (Looks)
- Card layout
- Colors
- Logos
- Branding
- Information updates
History of our program

Card Office Established
Griffin System

Dining Readers – 5

1990 – Added 15 Laundry Readers

1987
Card Designs Over the Years

1987
Card Office Established
Griffin System
Dining Readers – 5
1990 – Added 15
Laundry Readers

Griffin -> Diebold
Campus Store
Vending
54 Readers

1987
1992
2000 Transition

- Y2K
- College to University
AT&T Campuswide

- QCard Office
- Library
- Gas Pump
- Value Transfer Station
- Gate/Door Access
- Recreation Center Access

Card Office Established
Griffin System
Dining Readers – 5
1990 – Added 15
Laundry Readers

1987

1992

Griffin -> Diebold
Campus Store
Vending
54 Readers

2000
History of our program

Blackboard Transact

FeliCa Chip

Card Office Established
Griffin System
Dining Readers – 5
1990 – Added 15
Laundry Readers

1987

Griffin -> Diebold
Campus Store
Vending
54 Readers

1992

AT&T Campuswide
QCard Office
Value Transfer Station
Library
Gate/Door Access
Gas Pump Recreation
Center Access

2000

2009
Landscape to Portrait

- Card Office Established
- Griffin System
- Dining Readers – 5
- 1990 – Added 15 Laundry Readers

1987

Griffin -> Diebold
Campus Store
Vending
54 Readers

1992

2000

AT&T Campuswide
QCard Office
Value Transfer Station
Library
Gate/Door Access
Gas Pump Recreation Center Access

2009

2013
Challenges with recarding

Recard en masse or by attrition?
Recarding en masse

Pros

- Lower unit cost
- Consistency
- Uniform technology
- Ad revenue incentive

Cons

- Higher up-front cost
- Higher labor for distribution
- Potential resistance from current cardholders
- Could be issuing new cards with old photos (especially faculty)
- Need to maintain security of active cards
- Old unprinted stock is wasted
Recard by Attrition

Pros
- Lower up-front cost
- Carding process is seamless to customer
- Not replacing otherwise usable cards (saves $$)

Cons
- Not suitable for structural re-carding
- Will have multiple active card designs in the field
- New/Old card envy
Sample card designs and sentiment at the time

2000 – Blue Landscape (with seal) College -> University
2013 – Blue and White Portrait (for Med School) FeliCa -> DESFire
2016 – Triple-cut Q Portrait (Current for Brand Strategy)
2018 – Minor redesign coming
Thank You
Questions?

Contact

John Meriano
Associate Vice President for Auxiliary Services
275 Mount Carmel Avenue
Hamden, CT 06518
john.meriano@qu.edu

Deric Waite
Manager of Card Services
275 Mount Carmel Avenue
Hamden, CT 06518
deric.waite@qu.edu