Making the Magic Happen
About Liberty University...

- The largest private, nonprofit university in the nation and the largest Christian university in the world
- Accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC)

- Founded in 1971
- Located on more than 7,000 acres in Lynchburg, VA
- Total enrollment exceeds 110,000
- Over 550 unique programs of study
  - 358 residential programs (212 undergraduate, 142 graduate, 4 doctoral)
  - 284 online programs (78 undergraduate, 171 graduate, 7 post master’s, 28 doctoral)
- 16 colleges and schools including:
  - Liberty University School of Law
  - Rawlings School of Divinity
  - Liberty University College of Osteopathic Medicine

[Image of Liberty University campus]
About our office...

- **2002** Liberty OneCard Office is born
- **2003** Card mailed to student by bank (photos in office or submitted online)
- **2010** Card Services
  - Campus ID card — (prox)
  - Discretionary funds
- **2011** ISO number
- **2014** MiFare
- **2016** ID & Campus Services

### Current Populations Served

<p>| | |</p>
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Residential Students</td>
<td>15,000</td>
</tr>
<tr>
<td>Online Students</td>
<td>94,000</td>
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<tr>
<td>Faculty Staff</td>
<td>5,000</td>
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### 2016 Credentials Issued

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<table>
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<tbody>
<tr>
<td>Flames Pass</td>
<td>14,000/yr</td>
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<tr>
<td>Summer Camps</td>
<td>10,000/yr</td>
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<tr>
<td>CFAW</td>
<td>7,000/yr</td>
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<tr>
<td>Alumni</td>
<td>3,000/yr</td>
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Services...

- 7 days week
- ID issuance
- Refund assistance (BankMobile)
- Flames Cash Management (on & off campus)
- Meal Plan Management & Sales
- Information Desk
- Notary services
- Postal drop & stamp sales
- Lost & Found
- Visitor Parking Permits
- Troubleshooting
Flames Pass Uses...

- Building access
- Athletics & Event entry
- Meal Plans
- On & Off Campus spending
- Vending
- Laundry
- Bus pass
- Attendance tracking
- Merchant Discounts
The magic tricks...

- Targeted eMails
- Mobile Apps
- U Matter
- Monthly promos
- New LU Employee
- Automated Reports
- Promo Items
- Flames Cash Day
- MiFare encoding
- Assessment Day
- Weekly Highlights
- Swiper
- FB/Twitter/Instagram
- One Note
- Event participation
- Surveys
- Photo Upload

Industry Trends
Behind the magic...

• Doing more with less
• Collaboration, collaboration, collaboration
• Partnerships
• Multi-roles/multi-tasking
• Training/documentation
• Vision meetings
• NACCU resources
The Future awaits...

- Frictionless Millennials
- Mobile credentials/services
- Revenue sources/Funding
- Engagement
Thanks for attending

Have a magical day!