Orientation

How to Get a Card in their Hand and a Message in their Head
Longwood University

Crissy Sampier
Lancer Card Manager
About Us

- Located in Farmville, VA
- About 5,000 students (~1,100 Freshmen)
- Lancer Card Staff
  - 4 Full-time
  - 1 Student
- CBORD/CS Gold/WebManager/GET
Longwood’s Orientation

- Allow photo submission
- Incorporate the ID card in their Orientation day
- Run promotions during Orientation to encourage deposits
- Present to parents, families and students
- Provide fun atmosphere while waiting in line
Communication & Photo Submission

- Begin sending email communication April/May
  - Submit photo or have take picture in the office
  - Bring a valid photo ID
  - Uses of the ID card
  - Promotions
- Increase emails to students who haven’t submitted photos about a week prior to their Orientation date
Good morning,

Your Orientation date is almost here! We can’t wait to meet you. Have you submitted a photo yet for your Lancer Card? This is your last chance. If we don’t receive your photo today, we will need to take your picture in the Lancer Card Center on Orientation day.

As part of your Orientation process, you will need to have your Lancer Card (Longwood I.D. card) printed. Your Lancer Card is your official identification as a Longwood student. While on campus, you will be required to carry your Lancer Card; it will provide you with access to residence halls, meal plans, Lancer CASH, campus events, the library and much more.

Prior to your Orientation date, you should submit a photo online. (This offer is available only to new Longwood students attending Orientation.) We will print your card and give it to you at Orientation. You will need a government issued photo ID with you to pick up your card. We will not be able to issue your Lancer Card without verifying proper photo identification.

Photos must be submitted at least two business days before your scheduled Orientation date although it is best if you do this as soon as possible. If we do not receive your photo online, you will need to have your picture taken at the Lancer Card Center, located in Lancaster Hall Room G22, on the day of your Orientation. Please plan to have your card printed first thing in the morning so you will have it before lunch.

Benefits of submitting your photo online:
- You get to choose your photo! We recommend using one of your senior pictures or another portrait-style photo that you like. (See photo guidelines below.)
- Your card will be printed and ready when you arrive at Orientation. This will allow you to spend more time learning about Longwood and less time standing in line.
- Your card will be ready to swipe for lunch in the Dining Hall on the day you attend Orientation.
- You will get to use your Lancer Card in the Bookstore to receive 25% off on Longwood logo items. (Valid orientation day only.)

How to submit a photo online
1. Go to the Lancer Card website at www.longwood.edu/lancercard
2. Follow the link titled “Orientation Students”
3. Read the instructions and photo guidelines.
4. Click on the box labeled “Lancer Web Card Center”.
5. Log in using your LancerNet I.D. and password. (Set up your LancerNet I.D. and LiveMail account before submitting your photo http://www.longwood.edu/admissions/deposit.htm)
6. Select “Submit ID Photo” option on the menu.
7. Browse for the photo in your files that you will use (see photo requirements listed above)
8. Click upload

Lancer CASH

The Lancer CASH account is a prepaid debit account designed for the Longwood University Community. The account is placed directly on your Lancer Card and the funds can be used to make purchases for goods and services on and off campus. For more information about Lancer CASH, making online deposits, and managing your Lancer Card online please visit our website www.longwood.edu/lancer-card.

We are running some specials during Orientation!
(Please note that we accept cash, checks, MasterCard and Visa)

Deposit (online or in person):
- $50 or more and receive a free carabiner ID wallet (online or in person)
- $200 or more and receive a free T-shirt AND carabiner ID wallet (online or in person)

Deposit Online only:
- If you deposit $50 or more ONLINE prior to your Orientation date, you will receive a free snack tumbler in addition to the items listed above! (Snack tumbler is only available for Lancer CASH deposits made online before you arrive for Orientation.)

If you deposit online you will need to come by the Lancer Card Center on the day of Orientation to pick up your gifts.

Follow us on Facebook and Twitter to receive updates related to the Lancer Card Center.

If you have any questions, please feel free to email us at lancercard@longwood.edu or call 434-395-2715.
Photo Submission

- Created webpage specific to Orientation students with photo submission guidelines
  - [http://www.longwood.edu/lancercard/orientation-students/](http://www.longwood.edu/lancercard/orientation-students/)
- Reduces wait time so they can have more time for other business
- Use photo of their choice (within guidelines)
- Use card during Orientation day
  - Bookstore discount
  - Load lunch swipe
- Approximately 66% of photos submitted online
Lancer Card Center

- Open extended hours during Orientation
- Take pictures and print cards
- Accept Lancer CA$H deposits
Promotions

• Try to encourage deposits while you have them
• Various levels
  - Free ID wallet with $50 deposit
  - Free ID wallet and T-shirt with $200 deposit
• Encourage online deposits before arrival
  - Free snack tumbler if deposit online
  - In addition to other prize levels
“Face Time” is important

- Give 3-5 minute presentation to parents/students
- Go over important details
  - Card usage
  - Card condition
  - Difference between dining dollars and Lancer CA$H
  - Locations
  - Account maintenance/online options
- Explain promotion
Fun Atmosphere!

- Create fun atmosphere
- Free popcorn and drinks (partnered with Coke)
Tarleton University

Sally Lloyd
Director, Texan Card
About Us

- Located in Stephenville, Texas
  - Fort Worth, Midlothian, Waco
- Member of the Texas A&M University System
- About 12,500 students (~2,200)
  - 9 Orientation Events
- Texan Card Staff
  - 2 Full-time
  - 2 Students
- CSGold/CSAccess/AdminWeb/GET/Ugryd/
  Micros 3700
Texan Card Office

- Process all ID’s for all campuses
- Accept Texan Bucks deposits
- Manage campus access control
Tarleton’s Orientation

- Academic Orientation
- No photo submission
- Card all attendees at a remote location... speed is the name of the game
- Provide phone wallets to all students (and some parents)
- Provide one time use souvenir meal cards with marketing info
- Presentations handled by Orientation staff
- Information Fair
Welcome to Tarleton, Doris!

An important part of your orientation experience this week will be you receiving your Texan Card, and thereby becoming an official member of the Tarleton family! In order to create your Texan Card we must see a government issued photo ID.

**Accepted forms of ID include** –

- Driver’s license
- State Issued ID Card
- Passport
- Military ID

Keep in mind that we will use your Texan Card photo in The Grassburg (the Tarleton yearbook). Also, please be aware that you cannot wear a cap or hat in your photo. Since the backdrop is white, we suggest wearing a top with some color (purple is always a good choice).

We will be set up in room 130 of the Thompson Student Center from 7:15-9 am and from 2-5 pm.

**Text message after morning push**
Carding 250 Students in ~1 hour

• Setup in conference room with two doors
• One person checks IDs and gives the students a label with their name and ID number
• Send the student to one of two card stations
• Printers set up in back of room where a 4th person hands the card and phone wallet to the student
• No mirrors!
• Try, try, try to keep the parents out of the room.
Transition Week

• Promotion for Deposits of $100 or more made online
• *This is where we really communicate with the students*

Souvenir Card

Welcome to Tarleton State University!

Watch for new vendors coming soon...
TexanCard and TexanBucks!
Thank you!
Feel free to contact us.