The Impact of Key Partnerships: 
Student Resource Card

Steve Robbins
Executive Director, TigerOne
Clemson University
Clemson University

- Located in the foothills of the Blue Ridge Mountains in South Carolina
- 23,406 Total Enrollment
- 5,222 University Employees
- 15 Dining Halls
- 27 Residence halls and on-campus apartments

www.clemson.edu/tigerone
TigerOne Services

- Card Services
- Meal Plans
- Declining Balance Accounts
- Off Campus merchants
- Access Control
- Video

www.clemson.edu/tigerone
Goals and Objectives

1. Enhance Partnerships with other University Departments
   - Student Financial Services, Barnes and Noble University Bookstore and New Student and Family Programs (Orientation)

2. Produce a card that will:
   - Provide the student’s ID# and user name to parents/family members
   - Provide most popular university departments and phone numbers to incoming students
   - Give parents a keepsake of their student’s enrollment/acceptance

3. Increase TigerStripe Deposits

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Timeline

12 weeks from start to finish

- Student Financial Services presented the idea about a card USC presented at a conference on 3/31/16
- Consulted with Pubs for artwork layout on card; 5/17/16 - sent final design
- Obtained quotes from 2 different vendors
- Sent final design on 5/17/16 to printing company
- Received cards on 6/9/16
- Began personalizing on 6/10/16; just in time for first orientation on 6/13/16
Our Design

NAME: DANIEL B. AUSTIN
ID: C12345678
USERNAME: DAUSTIN

REFERENCE CARD INFORMATION:
- Registrar’s Office: 864-656-2171
- Student Financial Services (Billing): 864-656-5592
- Financial Aid: 864-656-2280
- Public Safety: 864-656-2222
- TigerOne: 864-656-0763
- University Housing & Dining: 864-656-2295
- Clemson University Bookstore: 864-656-2050
- CCIT Helpdesk: 864-656-3494

To deposit funds to a student’s TigerStripe or Paw Points accounts, visit t1online.clemson.edu. Select “Guest Deposits” and enter the student’s Username and ID# (located on the front of the card).

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Distribution Trial 1

- No Handout: Students received Resource Card at first table when they accepted their card then proceeded to the correct line to obtain Student ID.

- Confusing to students; Believed the Resource Card was the Student ID
 Distribution Trial 2

- Handout and explanation given to students as they stood in line to accept their card at the first table

- Students still not clear on what this “second” card was
Distribution Trial 3

- Both TigerOne ID and Resource card affixed to handout with explanation
- Distribution divided by 3 and evenly dispersed by last name to appropriate tables to accept card
Success?

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TigerStripe Data

TigerStripe Deposits (Jul-Dec)

Deposits

$3,000,000.00
$2,500,000.00
$2,000,000.00
$1,500,000.00
$1,000,000.00
$500,000.00
$

FY12 FY13 FY14 FY15 FY16 FY17

IROAR
Online
TigerOne Office

www.clemson.edu/tigerone
What we would do differently if there is a “next time”

- Address concerns raised by other areas and ultimately make the decision based on what is best for the user.
- Create a focus group to provide input on the proposed distribution and communication.
- Identify ways to measure the impact of the card such as post orientation surveys.

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Questions / Discussion / More Info

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