Why go “Off Campus”? One school’s perspective

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Agenda

• About me / Temple University
• Why go “Off Campus”?
• What does our off campus program look like?
• Prohibited items?
• How can you market?
• What are some of our successes and challenges?
• Discussion
About Me

• 24 Years at Temple University
  – 13 Years in Card Office
  – Created Software Site Licensing Program and a Computer Recycling Center
  – Financial Manager and Budget Review
  – MBA in May 2006

• Involved in NACCU since 2005
Temple University

• Located in Philadelphia, Temple is one of Pennsylvania’s three public research Universities, along with the University of Pittsburgh and Penn State University
• More than 38,000 students and 5,000 employees
• 15 schools and colleges including schools in Law, Medicine, Pharmacy, Podiatry and Dentistry
• International campuses in Tokyo and Rome
Why go “off campus”?

- Student and staff demand
  - Student Government
- Obvious locations, new development
- Difficult to argue against “why not”
Who had to approve the idea?

- VP for Business Services
- Campus Safety Services
- Legal Counsel
- Senior Vice President
- Concerns:
  - Safety, City Government, Parents
Our Campus Program

• Number of Merchants (Profit Centers)
  – 28 University Departments
  – 48 On Campus
    • Starbuck’s, Subway, Wendy’s, 7-Eleven, Saxby’s, etc.
  – 44 Off Campus
    • Grocery Store, Movie Theater, Qdoba, Potbelly, Chipotle, Dunkin Donuts, 7-Eleven, etc.
2015/16 Sales

- Departmental: 8.72%
- On Campus: 46.35%
- Off Campus: 44.93%
Historical Sales

- On Campus
- Off Campus

Sales by Year:
- 2007-08: $6,000,000.00
- 2008-09: $6,000,000.00
- 2009-10: $5,000,000.00
- 2010-11: $5,000,000.00
- 2011-12: $4,000,000.00
- 2012-13: $4,000,000.00
- 2013-14: $4,000,000.00
- 2014-15: $4,000,000.00
- 2015-16: $3,000,000.00
Prohibited Items

- Take out alcohol
  - We do have three pubs – two on campus and one off that accept the debit program
- Tattoos
- Sun tanning
- Guns, Ammo
- Drug Paraphernalia
- Lottery
- Gift Cards
Marketing Ideas

• Website
  – Vendor List
  – Announcements
  – Featured Merchant

• Parent Mailing (Summer)
  – On or nearby campus
  – Closed system
  – Money rolls over – no cash

• Social Media platforms
Successes / Challenges

• Successes
  – Grocery Store
  – Movie Theater
  – Rite-Aid

• Challenges
  – Geographic boundary?
  – Hardware support
  – Payments and Accounts Payable
Discussion Questions

• Do you have a need to go off campus?
  – *Is your program ready to grow?*
• Doesn’t everyone carry a credit card?
  – Reward points on credit cards
  – Small businesses may not accept credit cards
• Existing relationships help recruit merchants?
• Strategies for growth
Thank you

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