BREAK THE BRAIN FREEZE!

AMY FOX, FLORIDA STATE UNIVERSITY
FSUCARD CENTER OVERVIEW

- **Location:** in the center of campus
- **Community Population:** 41,000+ students, 14,000+ faculty and staff
- **Orientation Traffic:** over 7,000 students in 6-weeks
- **Suite of Services:** ID Services, Cashiering, Seminole Dining, Banking, Transportation & Parking Services (TAPS), Bookstore, Call Center
WHAT DO YOU DO?

My name is Amy Fox and I manage the FSUCard Center, which includes a cashier and student OPS staff. We produce the official identity card for Florida State University. This card ensures that students have access to residence halls, meal plans, and declining balance accounts for printing and laundry. We also provide customer service for the Office of Business Services and accept payments for monies owed to the university, such as car boots, tuition, and fines. We work with Orientation to ensure new students have their card.
4 KEYS TO BUILD A STRONG PITCH

- Identify your goals
- Communicate clear and effectively
- Know your audience
- Connect to campus initiatives
What is an elevator pitch?

The elevator pitch comes from the worlds of business, film, and marketing. It is designed to effectively pitch a big idea, complicated project, or product in the literal time it would take to ride in an elevator with a supervisor, client, or administrator.
IDENTIFY YOUR GOALS

Brandon Frere, the CEO of Frere Enterprises describes elevator pitches as a “way to work out core values and goals”.

- What are the core goals of your card program?
- How do you achieve those goals?
IDENTIFY YOUR GOALS

Goal 1
Outstanding Campus Ambassadors

- Knowledge of campus beyond FSUCard
- Resources for campus community

Goal 2
Excellent Customer Service

- Friendly, professional service
- Fast and efficient service
CLEAR AND EFFICIENT SPEECH

As card industry professionals, we have our own vocabulary. Jargon is a barrier to effective communication.

- Replace with concepts
- Declining balance = campus cash, dining dollars
- Door access = building access, facility use
- Be specific when necessary, but provide a quick example to frame the context
- Build a dictionary of terms to help explain parts of your program
When built correctly, this structure can be used to talk to anyone about your program. To do that, you need to understand where your program fits on campus and identify your professional network.

- What areas does your program serve?
- What committees do/have you served on?
- Are there campus events you regularly attend?
- Do you mentor students or advise clubs?

Editable chart available in the NACCU Primer Guide
KNOW YOUR AUDIENCE

Campus Card
- Vending
- Campus Rec
- Library
- Orientation
- Printing
- Residence Halls
- Proctored Exams
- Meal Plans
- Bookstore
- Campus Bus
- Distance Learning
- Laundry
- Student Events

Me
- NACCU Professional Development
- Orientation Steering
- Vendor Events
- Commercial Solicitation
- Event Permitting
- Family Weekend
- Hiring Committee
CONNECT TO CAMPUS

Knowledge of campus initiatives and ways your program can participate are vital in explaining your program.

Sustainability - Do you have an online form? If you use paper forms, have you looked at ways to reduce waste?

Campus rankings - Does your campus have a goal for a ranking? Can your office reflect this goal in the way service is provided?

Campus culture - Is there a campus-wide initiative that focuses on service, inclusion, mentorship, or internships?
Sustainability - We challenged our design interns to find a better paper agreement. Not only did we reduce the size by half, it saved us thousands in printing costs.

Campus rankings - FSU strives to be a top 25 university. We translate that into providing sterling customer service and being knowledgeable about campus regardless of the area.

Campus initiatives - Uphold the Garnet and Gold focuses on civility and respect in action and discourse. Our office has mentored high school students through the Tallahassee Future Leaders Association summer program.
Identity management is complicated and technical. Card offices report to different areas and our duties vary from institution to institution.

This framework can be applied to more than just talking about your program.

- Summary proposal for technical projects
- Supervisor needs information quickly and easily understandable
- Helps us translate from our industry jargon to terms and ideas more accessible to administrators, family members, student, faculty, and staff.
- Can help break down complex ideas or assignments
My name is Amy Fox. I manage the FSUCard Program, as well as sit on the Orientation Steering Committee, Family Weekend Committee, and handle commercial solicitation. Our office produces the FSUCard, our official ID, in a fast, friendly, and efficient manner. The FSUCard is a central part to student life providing such functions as access to the campus gym, dining plans, and residence hall laundry. We also collaborate with areas such as New Student and Family Programs. As FSU continues to push towards top rankings, we strive to be a part of that success by being a one-stop resource for families, students, and more.
RESOURCES

Sources used in this presentation:

• Brendon Frere on the Lasting Value of the Elevator Pitch - PR Newswire, May 11, 2018
• Helpful Hints for What to Include in Your Elevator Pitch - States News Service, January 24, 2019
• Is Your Elevator Pitch Toxic? - Lee Frederiksen, Account Today, June 1, 2018