Expanding the Card Office Beyond Student IDs

University of Southern California
About USC

• Located in Los Angeles, CA
• Founded in 1880
• Total Enrollment: 47,500
  – Undergrad 20,000
  – Grad/Professional 27,500
• Total Employees: 27,652
USCard Services

• 12 Full-Time Staff
• 7-10 Student workers
• University Park customer service center and an off-campus administrative location
• Health Science Campus One Stop customer service center – provides mail and ticket service
USCard Services continued

• Financial & Business Services Division
• Operating as an independent department since late 80’s
  – Harco Industries (now Blackboard Transact)
• Operate as a “Net Zero” budget department
  – Not supported by the administrative budget pool
  – Not a for-profit department (e.g. Auxiliary Services)
# USCard FY17-18 Transactions

<table>
<thead>
<tr>
<th>Total Cards Produced</th>
<th>Student ID’s</th>
<th># of Deposits</th>
<th>Amount of Deposits</th>
<th>Total Meal Plans per term</th>
</tr>
</thead>
<tbody>
<tr>
<td>47,801</td>
<td>27,898</td>
<td>26,928</td>
<td>$3,115,789</td>
<td>7,208</td>
</tr>
</tbody>
</table>
Income Sources

• Meal Plan Administration (2% of gross spending)

• Discretionary Plans (2% of gross spending)

• Specialty Card Programs
Departmental Debit

• Purpose: Allows departments to make pre-load funds onto a card for dining and mail purchases
Associates Card (Advancement)

• Purpose: Provide on-campus discounts and parking privileges.
University Trustee

• Purpose: Allows access, parking, and discretionary spending.
Hospital Experience Cards

• Purpose: A gift card given to patients who fill out survey.
Dental Badges

- Purpose: A visual badge and allows the dental school to manage their Instrument Management System (IMS).
Purpose: Provide a visual badge for our student health center.
Colocation Badges

- Purpose: Department of Public Safety need for security badges.
Neighborhood Academic Initiative (NAI) Program

• Purpose: Parents/Guardians or advocates of NAI students to come on campus
Trojan Kids Club Card

• Purpose: Membership card providing free tickets and ticket deals
 Trojan Athletic Fund

- Purpose: This membership benefit allows complimentary admission to select USC Athletic events.
University Club

• Purpose: Membership card for departments/staff to allow access to the University Club.
Emeriti Card

• Purpose: Allows eligible retirees upon completion of employment certain benefits.
Emergency Response Badges

• Purpose: In the case of a disaster to quickly identify individuals and their roles
Gift Cards

Congratulations! Please accept this Winning Gift Card Redeemable for

Fight On!

USC Transportation

USCard Services

$50

$25
Summer Conference

• Purpose: Allows attendees of summer conferences access to their room and meal plan
Parking Card

• Purpose: Access card for parking facilities.
New Student Orientations

• Purpose: Provide a name badge for students. Encoded with door access and meal swipe.
New Student Orientations

• Purpose: Provide a name badge for student’s guest. Encoded with door access and meal swipe.
Family Card

• Purpose: A student’s family to have a card with their USC ID number, contact information for USC and how to deposit funds.

Important Contact Information:

<table>
<thead>
<tr>
<th>Service</th>
<th>Phone Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial Aid</td>
<td>(213)740-4444</td>
</tr>
<tr>
<td>Student Account Services/Cashiers</td>
<td>(213)740-7471</td>
</tr>
<tr>
<td>USC Ticket Office</td>
<td>(213)740-4672</td>
</tr>
<tr>
<td>Student Financial Services</td>
<td>(213)740-4077</td>
</tr>
<tr>
<td>Registrar's Office</td>
<td>(213)740-4080</td>
</tr>
<tr>
<td>Student Affairs</td>
<td>(213)740-2421</td>
</tr>
<tr>
<td>Student Health Center</td>
<td>(213)740-9355</td>
</tr>
<tr>
<td>Housing</td>
<td>(213)740-2546</td>
</tr>
<tr>
<td>Transportation</td>
<td>(213)740-3575</td>
</tr>
<tr>
<td>Public Safety</td>
<td>(213)740-6000</td>
</tr>
</tbody>
</table>

To deposit funds to your student’s USCard Discretionary account, go to mycard.usc.edu, select the “ADD FUNDS NOW” button and enter their name and USC ID number located on the front of this card.
Income Sources continued...

- ID Card Production
  - New Students / Faculty / Staff (no charge)
  - New ID’s – Departmental / iVIP Program ($5)
  - Replacement of Lost ID cards ($25)
- Access Control – Population Management (Lenel & BB Transact)
  - Annual Maintenance Contract by department
  - Assign and/or disable access privileges
  - Time Schedules
  - Service Requests and Troubleshooting
Income Sources continued...

- Point-of-Sale Support
  - Hardware Support – pass through cost (BB Transact)
  - Software Support (Software and/or Transaction Interfaces)
- Print & Copy (Libraries & Academic Units)
- Bookstore Interface
Income Sources continued...

- Image Retrieval Services
  - USC Advisement (Provost Office)
  - Recreational Sports
  - Housing (Import into StarRez and biometric access system)
- WorkDay HR System (N/C)
- Keck School of Medicine
- Faculty Affairs
  - Faculty and Instructor Survey
- ITS Center for Scholarly Technology (Class Rosters)
- Department of Public Safety (N/C)
New or Expanding Services

• Increase usage of discretionary
  – University Hospital Cafeteria
  – Norris Cancer Hospital Rainbow Café
  – VHH Hospital
• University Club
  • Departmental cards
  • Member cards
New or Expanding Services

- **Passport Photos**
  - $10 per set of two photos
  - FY17-18 1,334 sets
  - $13,340

USCard can have US style passport photos ready for you in minutes.
New or Expanding Services continued

• Partnering with other departments
  • Mailing Services
  • Ticket Office (Sporting Events / Movie Tickets / Amusement Park Tickets)
  • University Staff Club (membership club)
• Additional Pharmacy locations
• Student Health Center
Tapingo

• Increase discretionary usage and provide a campus resource
Additional Opportunities

• Be aware of emerging technologies
  – Cards
  – Systems
  – New Services
  – Software as Service
Contact Information

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213-740-2477
Questions?