Student Life Simplified
The All-in-One Student App

Presented by:
Rob Thayer, Salem State University
Sue Chaffee, CBORD
The CBORD Connected Campus
The Future of Campus Credentials
One App for All Card-related Activity

- Mobile Credential
- Meal Plan Management
- Dining and Nutrition Info
- Housing and Access
Salem State University

- Established in 1854 as Salem Normal School
- Over 8,300 Students Enrolled
- 363 Full-time Faculty
GET CBORD Student Functions
Used with ClipperCard

- Funds
- My Card
- Food
- Places
- Rewards
Funds with ClipperCard

• Deposit ClipperCash 24/7
• View Instantaneous Transaction History
• Mark Card as Lost or Found
• Automated Deposits
• Photo Upload
• Request Money Using Guest Deposits Feature
My Card with ClipperCard

Pay With Barcode On Phone

• Food Service Locations
• Dunkin’
• Starbucks
• Copy Center
• Printing Pay Stations
Food with ClipperCard

• Skip the line! Place an order for pick up and pay in advance with ClipperCard.

• Order food from select on-campus locations including Crisp, Mondo’s, Sono, Salem Diner, and Starbucks.

• Set up orders for the next available spot or pick a time in the future.

• Save “favorite” menu items to quickly reorder next time.
Places with ClipperCard

• See GPS location and short description for all merchants and departments who accept the ClipperCard.

• Set up favorite locations for quick future reference.
Student Rewards with ClipperCard

- Point-based Rewards System
- Earn Viking Points for Using ClipperCard On and Off Campus
- Redeem Points for Different Levels of Prizes
- Donors Get 2-10x Points Year Round Based on Prize Given
Earn Rewards Everywhere

- Purchases
- Meal Plans
- Vending
- Attendance
Reasons to launch a loyalty program

• Improve student satisfaction by rewarding their efforts.
• Increase participation with attendance-based rewards.
• Improve wellness with incentives for the gym, healthy food choices, or getting physical.
• Gain insight into what motivates students.
How does GET Rewards work?

Points and Level-based Rewards
Use together or independently based on the program.

Point Accrual
Earn points through purchases or attendance.

Fully Customizable
Set point values and rewards in GET Admin.

Build Revenue
Increase usage and sell more meal plans.
What Can Be Redeemed?

Unlock Levels
Provide specific rewards based on level of points.

Campus Discounts
Offer automatic rewards such as card system discounts.

Deposit Funds
Award money can be deposited into cashless accounts.

Promotional Items
Gift shop or other items as a reward.
Access Features
Housing “Conversations”
GET CBORD Student Specifics

• Hosted by CBORD
• Supported with CBORD cloud or on-premise platform
• Single Sign-on
• PCI Compliant
• Oracle Micros integration
Enabling Other Apps

Third-Party App Partners:

• Washlava
• Tapingo
• Hangry
• Boost
• Panera
Thank You

Questions & Answers
Contact Sheri Pape at sap@cbord.com for info.