Generating Sales Growth Across Campus – TRENTU CARD OFFICE
Patti Kidd
Manager, TrentU Card Program

Mark Murdoch
Director, Food Services
About Trent University

Peterborough, Ontario

#1 Primarily Undergraduate University in Ontario for last 8 years

3 Campuses – Symons, Traill and Durham

9,000 FTE

Primary undergraduate

Programs in Education, Nursing, Forensics, Pre-Med, Law

Oxford College System
Ancillary Structure
Housing, Food Services, TrentU Card
FIRST YEAR STUDENT EXPERIENCE

• First Year Residence Guarantee
• 1,736 Beds
• Mandatory Dining Plans
• Trent Cash – Debit system on Campus
• Card Office – separate budget unit, reports to Director, Foodservices
TrentU Card

• Student ID, Athletics, Library, Dining Plans, Employee Flex Benefits

• Door access

• 300+ devices

• 9 Foodservice locations on campus

• 10 off campus food partners

• Vending, Campus Store, taxi service
• Canada's First Digital Transit Pass
• 1.25 FTE
• ITC Systems and Volante
• Focused on growing program organically and took our time
• Continued to increase revenue and add new services each year

• 2013/2014 Trent Cash Deposits were $144,000 and **NOW**...
Over $7 million in transactions per year
*includes dining plan sales

Over 817,000 transactions per year

$3.3 million in Trent Cash Deposits 2018/2019
Contributors to Success

How did we do it?
Early Stages – 2013, 2014

- $9.00 Student Card Fee – per student, per year
- Started with Services that were needed by students e.g. Door Access, Print, Copy
- Added Staff Benefits to card
- Bookstore/Campus Store
Which led to........

$2.3 million in transactions per year

582,650 transactions per year

$144,000 Trent Cash Deposits
2015 – Off Campus

- Off-Campus Pilot based on student survey – 3 locations
- $200 Trent Cash component as part of Dining Plan
Which led to....... 

$4.1$ million in transactions per year 

680,300 transactions per year 

$720,000$ Trent Cash Deposits
2016 – StarRez

- Piloted Vending
- Expanded off-campus merchants
- StarRez – partnered with Housing and Student Accounts on Dining Plan Module – adapted it for use with Trent Cash
- Student Options: $0, $1,000, $2,000, $3,000
- The amounts selected above are billed directly to student account
$6.3 million in transactions per year

876,000 transactions per year

$2.85 million Trent Cash Deposits
2017 – Present

- StarRez Deposits options: $0, $750, $1,500, $2,500, $3,500
- Added Taxi Service
- Digital Transit Pass
Which led to……..

Over $7 million in transactions per year

Over 817,000 transactions per year

$3.3 million Trent Cash Deposits
Contributors to Success - Relationships

- Housing – StarRez
- Finance – Student Accounts – allowing billing to student account
- Finance – refunding credits from student account to Trent Cash
- IT – support, maintaining systems
- HR – staff flexible benefits
- Academic Departments – going cashless e.g. Nursing
- Off-Campus Partners
Contributors to Success – Card Office

• Service Focused attitude
• Being helpful and flexible
• Identifying opportunities for enhanced card use e.g. digital transit pass
• Full and automatic carry-forward of any remaining Dining Plan and Trent Cash balance at year-end
• Full Refund of Trent Cash, by request upon withdrawal or graduation
• No forced participation on campus
Resulting Impact on Sales and Revenue
## Trent Cash Sales at Dining Halls

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>$63,000</td>
<td>$135,000</td>
<td>$231,000</td>
<td>$323,000</td>
<td>$435,000</td>
</tr>
</tbody>
</table>

---

![Bar chart showing the annual cash sales from 2013 to 2017]
# Trent Cash Sales at Campus Store

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>$29,000</td>
<td>$42,000</td>
<td>$125,000</td>
<td>$1.1 Million</td>
<td>$1.35 Million</td>
</tr>
</tbody>
</table>

![Graph showing sales increase from 2013 to 2017](image-url)
<table>
<thead>
<tr>
<th>Year</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$3,300</td>
<td>$6,300</td>
<td>$18,000</td>
<td>$150,000</td>
<td>$173,000</td>
</tr>
</tbody>
</table>
## Off-Campus Sales 2017

<table>
<thead>
<tr>
<th>Merchant A</th>
<th>Merchant B</th>
<th>Merchant C</th>
</tr>
</thead>
<tbody>
<tr>
<td>$143,000</td>
<td>$80,000</td>
<td>$73,000</td>
</tr>
</tbody>
</table>
Patti Kidd
Manager, TrentU Card Program
pattikidd@trentu.ca

Mark Murdoch
Director, Food Services
markmurdoch@trentu.ca
QUESTIONS?