University of Southern California – USCard Services
Best Marketing Campaign Award Submission 2018

Overall Marketing Strategy/Plan

Objectives:
- Fit the university-wide initiative of enhancing the Trojan Experience
- Improve the distribution of the ID card through new student orientations
- Increase visibility of the campus card office
- Develop a partnership with Orientation Programs to have a more active role in orientations
- Students and parents understand what the ID can do
- Increase credit card and cash discretionary deposits
- Increase USCard and Tapingo mobile app downloads

The Challenge: The idea for this marketing campaign came from a university-wide initiative to provide a highly individualized, truly memorable and transformative customer service experience for our students and their families. We issued both a student ID and family card during new student freshman orientations, but were dissatisfied with the participation of students submitting images online and the way ID cards are distributed during new student orientations. In addition, we wanted a more active role in the orientation program to build USCard and ID card awareness.

The Process: We met with the Orientation Program’s senior leadership and expressed our desire to be more active in the orientation programs and how could USCard assist their office to mutually benefit both groups while enhancing the orientation experience.

- Orientation Programs wanted to improve attendance at the Student Services Expo held on the final day of orientation in which many departments, student organizations and other administrative units would be able to share what co-curricular activities and services were available.
- The Student Services Expo conflicted with the same time frame for students to pick up their ID card at the USCard office before the end of the orientation program which impacted the attendance at the expo.
- Agreement to pilot the distribution of ID cards at the spring admit orientation. Initial results were well received and attendance at the expo increased.
- USCard would now distribute the ID cards at the Student Services Expo to drive attendance at the event while building enthusiasm for receiving the ID card after registering for classes.
- The partnership also allowed USCard to “train and inform” the student orientation advisors (OA’s) about our office, the services offered, the mobile apps and how to access them. In addition, as part of the process each OA received a $25 deposit into their USCard discretionary to demonstrate how to use discretionary and the USCard and Tapingo app as part of their small group interactions.
- USCard would also present during the “breakout sessions” for parents and students to attend. The breakout sessions were done in coordination with the housing, dining and transportation departments.

The Execution: As part of the process, USCard and Orientation Programs agreed to meet certain expectation and delivery time schedules in order for both departments to have a reasonable timeline to deliver their respective assignments.

- Orientation RSVP listing finalized by Orientation Programs within 7 days before the start of the program and USCard had 4 days to produce the ID card packets and orientation conference cards.
- USC had a total of 19 new student orientations programs. 5 off-campus (New York, Chicago, Dallas, Paris and San Jose, CA) and 14 on campus programs for Freshman (6), Transfer (4) and International Freshman (1).
The personalized postcards allowed us to explain our services to the off-campus orientation attendees since we did not have representatives from our office.

USCard began an email campaign to contact new students attending orientation. We utilized existing demographic data provided by the Orientations Programs to send email reminders to submit a photo prior to their arrival at orientation. We sent a minimum of three emails prior to the orientation event.

Assembly of the personalized postcards for packaging and staging for each orientation event. (images attached with explanation)

Presented at the breakout sessions that explained the purpose of both cards, how meal plans work, what is discretionary and how to load funds and to promote the USCard and Tapingo mobile apps.

Distributed ID cards at the Student Services Expo, celebrated with students on being part of the Trojan Family and posted those pictures on Instagram (images attached)

Created Instagram raffle for each orientation event and had students tag @myuscard to be entered in our Orientation Backpack Raffle (images attached)

**The Results:** The overall program of ID card delivery, packaging, ID card awareness and attendance the Student Services Expo were significant. The following benefits were realized:

- Online image submittal and ID card distribution for each orientation event increased from 83% of all participants during the Summer 2016 orientation cycle to 94% for Summer 2017.
- Credit Card Deposits increased 8% (+$73k) from prior year. Cash Deposits increased 40% (+$9,900)
- USCard mobile app downloads increased from 660 downloads to 1,709 downloads (+158%) for 2017/2018
- 1,578 new registrations for the Tapingo app
- Attendance at Student Services Expo increased dramatically. Received many compliments and thanks from the Orientation Programs management team. Parents and student more engaged in the service fair and parents felt more involved as part of the Trojan Family. (images attached)

**Lessons Learned:**

- The new and improved postcard was a definite success. Students and parents were excited about receiving their cards that made them “official Trojans”.
- The new postcard and ID card distribution achieved our goal of creating an individualized, truly memorable and transformative experience for our students and their families.
- Partnerships with other departments and our vendors helped to make this process a success
- Deposits did not grow as much as we would have liked, but still provides opportunity to increase deposits incrementally over the long term.
- We would also like to expand this program to the various graduate school new student orientations and piloted it with the School of Engineering.
- ID card awareness is a year-round endeavor. We have started Instagram scavenger hunts, advertising in the student newspaper, university trams and bus shelters. We celebrate our students by including them in our wall wrap in our customer service office.
Back of family card

Important Contact Information:

Financial Aid (213)740-4444   Student Affairs (213)740-2421
Student Account Services/Cashiers   Student Health Center (213)740-9355
(213)740-7471   Housing (213)740-2546
(outside of Southern California)   Transportation (213)740-3575
(800)225-1222   Public Safety (213)740-6000
Student Financial Services   (213)740-4077
(213)740-4080
Registrar's Office

To deposit funds to your student’s USCard discretionary account, go to mycard.usc.edu, select the “ADD CASH NOW” button and enter their name and USC student ID number found on the front of this card.
New additions to the Trojan Family

Orientation Backpack Raffle Giveaway

Backpack Raffle Winners