

Core Competencies for the Campus Card Professional

Core competencies identify knowledge, skills and behaviors that provide the foundation for successful professional practice. Core competencies are demonstrated in one's abilities, performance, and specific job functions. Competencies frame professional development efforts, establish standards of practice and help guide individual career development.

Proficiency in these competencies will enable Campus Card professionals to demonstrate expertise and gain a higher level of recognition on their respective campuses and industry wide. The Core Competencies form the foundation for future endeavors as NACCU frames professional development activity, establishes standards of practice and helps guide individual career development for campus card professionals.

Administration and Operations

The ability to coordinate, oversee, administer and assess the operations of the campus card program and all related services and activities.

Professional Development

1. Business Ethics
2. Customer Service
3. Problem Solving and Decision Making

Card Program

1. Assessment
2. Card Office Administration
3. Cardholder Management
4. Customer Service
5. Department Clients
6. Identity Management/Issuing Credentials
7. Memorandums of Understanding
8. Multiple Campus Management
9. Off Campus Merchants
10. Operating Plans
11. Policies and Procedures
12. Rules and Regulations (Reg E, 1099-K reporting, PCI-DSS Compliance etc.)
13. Staffing (professional)
14. Writing a proposal/plan

Communication

The ability to successfully exchange information by means of speaking, writing, or using a common system of signs and behaviors through verbal and nonverbal symbols.

Professional Development

1. Communicating Effectively
2. Understanding Generations

Fiscal Management

The ability to comprehend the business components of the campus card program and to develop and manage financial operations to ensure continued program viability.

Card Program

1. Banking Partner (s)
2. Budgets and Capital Plans
3. Debit Accounts
4. Reconciliation
5. Revenue Sources

Leadership

The ability to set the direction, standard, and strategy for the campus card program while motivating, inspiring, and empowering others to embrace and contribute to the vision.

Professional Development

1. Change Management
2. Effective Leadership
3. Leading High Performance Teams
4. Stress Management
5. Work / Life Balance

Marketing

The ability to identify and market to campus card program constituents using effective promotions, communications and informational pieces in a variety of formats.

Card Program

1. Card Designs
2. Carding Events
3. Marketing
4. Orientations
5. Social Media Uses
6. Special Events (meal plans, athletic ticket distributions, concerts, etc.)

Planning

The ability to identify organizational needs and to initiate strategies related to the campus card program that are aligned with the institutional mission, strategic direction, and values.

Professional Development

1. Process Improvement
2. Project Management
3. Strategic Planning
4. Time Management

Card Program

1. Annual Cycle of Tasks
2. Business Plans
3. RFI / RFP Development
4. Risk Management / Business Continuity Planning
5. Scope of Work Agreements
6. Space Design and Utilization

Student Development

The ability to incorporate educational opportunities into the everyday tasks of the campus card program and illustrate how those can become transferrable skills.

Card Program

1. Engaging Campus Community (financial literacy, student fairs, identity theft)
2. Staffing (student)

Technology

The ability to analyze, understand and implement technologies used for the campus card program and to leverage those tools to best meet the needs of the institution.

Card Program

1. Card Technology (credential and transaction)
2. Data Extraction / Reporting
3. Data Integrity and Management
4. Door Access
5. Print and Copier Management
6. Software Integration