



Press Release

**FOR IMMEDIATE RELEASE**

**York University Presented with NACCU's 2016 Marketing Excellence Award**

**Phoenix, AZ – April 28, 2016** – NACCU is proud to announce that York University was the recipient of the 2016 NACCU Marketing Excellence Award. Paul DeRosse from award sponsor Apriva presented the award to Marcy McMillan during the 23<sup>rd</sup> Annual NACCU Conference in San Francisco on April 19, 2016.



In 2015, YU-card implemented a plan to increase YU-card usage across the York University Campus by 5% by offering exclusive deals and discounts.

YU-card introduced a Faculty and Staff Meal Plan with discounts specific to York University Faculty and Staff members, introduced a coupon booklet valid at retailers both on-and off-campus when paying with YU-card, and introduced a program fee within the Meal Plan program to activate featured specials and events for Meal Plan holders.

**Faculty and Staff Meal Plan**

YU-card created a Faculty and Staff Meal Plan with three options exclusively for York University Faculty and Staff. Redeemable at 16 participating Food Services locations across two campuses, YU-card included “bonus dollar savings” of up to 20% based on the Meal Plan chosen. YU-card created the Faculty and Staff Meal Plan so that funds do not expire and can be easily added online.

For the launch of the program, the York University intranet and the YU-card website were used to house and promote the new program along with an incentive for purchasing the Faculty and Staff Meal Plan. In addition to the 20% bonus dollar savings, YU-card offered a gift card drawing for the first 100 Faculty and Staff to purchase a meal plan. Along with the internal intranet, partnerships with Human Resources for new employee

on-boarding services were created, along with a presentation for Faculty and Staff to highlight the benefits of the new Meal Plan.

In 2015, a total number of 178 Faculty and Staff Meal Plans were purchased resulting in \$23,500 worth of YU-card sales. Because this program is specific to Faculty and Staff, traditional means of communications encompassing the York University community such as social media promotions could not be utilized.

### **Coupon Booklet**

YU-card introduced an exclusive coupon booklet that included deals and specials for both on-and off-campus retailers. These coupons were only valid when payment was made with YU-card as a way to drive YU-card sales. With the purchase of a Meal Plan, a coupon booklet was included in the student welcome package. Because Meal Plan students are only one of the demographics YU-card was targeting, the program was offered campus wide: anyone who put a minimum of \$20 on their YU-card also received the coupon booklet for free.

Social media played a large role in promoting the coupon booklet as targeting the York University official Facebook groups was a key way to communicate with incoming students who were already asking questions about YU-card and Meal Plans. In September 2015, 5,000 coupon booklets were printed and by January 2016, all were distributed in numerous ways. The coupon booklet became a valued promotional material that was also used for sponsorship for many events including winter orientation and through York University's Student Community and Leadership Development department.

### **Program Fee**

The program fee was created to provide a number of benefits to Meal Plan holders in order to enhance the quality of the residence life experience and to build student engagement with the YU-card program. New to York University, this fee was introduced in September 2015 to fund exclusive value-added services, discounts and events exclusive to Meal Plan holders. Membership value includes participation in the Eco-Container take-out program, the campus vendor coupon booklet, on-campus food specials, food trucks deals, and exclusive events such as cooking classes and exam busters. The YU-card program has been able to provide Meal Plan holders with a free BBQ, a gourmet breakfast, York University designed donuts, access to an ice cream sundae bar during exams and much more, as part of the program.

In the 2015 academic year, 2000 Meal Plans were purchased by students. For the 2016 academic year, there are plans to expand the program fee initiatives to include swag items such as water bottles and YU-card lanyards, in addition to continuing with the activities from 2015.

In part, YU-card owes its marketing success to creative ideas and integrated planning with multiple partners within the York University community. YU-card is always striving to enhance the community experience at York University. With the implementation of these marketing initiatives and other programs, YU-card has been very successful in achieving it's 2015/16 objectives with a 26% increase in card deposits for 2015/16 as of February 1, 2016. YU-card will continue to evolve its marketing programs to increase card utilization and engagement throughout campus.

NACCU congratulates York University for being the recipient of the 2016 NACCU Marketing Excellence Award.

## **ABOUT THE NACCU MARKETING EXCELLENCE AWARD**

The NACCU Marketing Excellence Award, sponsored by Apriva, is presented each year to an institution that demonstrates excellence in executing an integrated marketing plan with measurable results in any of the following:

- Improved financial performance
- Enhanced service
- Achievement of a defined goal

Nominations must include demonstrated use and integration of three or more of the following marketing efforts to promote the visibility and value of an institution's campus card program: print; web; video; contests; promotional items; social media.

Nominations must include demonstrated return on investment. Examples should include but are not limited to improved financials, enhanced customer service and the achievement of a defined department or college/university initiative.

The Marketing Excellence Award Selection Committee scored each submission based on a common scoring method, with the nomination that received the top score being the winner.

### **About NACCU**

As the only association serving the national and international campus card transaction industry, the National Association of Campus Card Users (NACCU) is the one source dedicated to high-quality educational programs, resources, services and tools. NACCU offers members infinite advantages in networking, developing partnerships, leveraging technology, problem solving, insight sharing and professional development.

NACCU membership is open to all colleges, universities, secondary institutions and companies that are involved with the campus card market. The association offers a newsletter (CARDtalk), listserv, website, an annual conference and regional workshops on topics related to campus cards. Learn more at [www.naccu.org](http://www.naccu.org).

### **Media Contact:**

**Crystal Bazarnic**

**Art & Communications Manager**

**NACCU**

[crystal@naccu.org](mailto:crystal@naccu.org)

**602.395.8989**