



Press Release

FOR IMMEDIATE RELEASE

Melissa Hannah from the University of New Brunswick Presented with NACCU's 2016 New Professional Award

Phoenix, AZ – April 28, 2016– Melissa Hannah received the 2016 NACCU New Professional Award during the 23rd Annual NACCU Conference in San Francisco on April 19, 2016. Vince Roos from award sponsor U.S. Bank presented the award.

In 2010, when UNB's Information Technology Services department first took over management of card services at the University of New Brunswick (UNB), IDs were used for meal plans, library services, and visual identity. Melissa's role at that time was to manage and implement all marketing and communication activities to inform and educate the community about new card services soon to be introduced. This also included the development of the UCard logo and current card design and promoting the move of print credits to be paid through the card system.



Melissa presented at her first Canadian Campus Card Conference (CCCC) in 2012 and at every NACCU and CCCC conference since. This has opened her eyes to the almost limitless possibilities for a card program.

In January 2014, Melissa was appointed Director of the UNB Card Office. Since then, she has:

- organized and implemented a very successful campus-wide re-card to introduce new contactless technology with the help of her team. Together we pre-printed 6,962 ID cards in-house and were able to distribute over 1,100 cards on the first day of the re-card.
- collaborated with and brought three departments together (ITS, Facilities Management and Security) to develop a long-term door access solution currently being implemented in a phased approach across

campus (ITS/UCard manages the back end, FM manages the hardware installs, and Security monitors access points 24/7).

- worked with two separate institutions across three campuses to bring the same level of card technology to each.
- worked with ITS to develop and implement an Online Photo Submission in-house to meet multi-campus needs allowing all faculty, staff and students to use this system all year long with the ability to identify those requesting a replacement card.
- collaborated with campus media services department to develop two UCard videos showing how easy it is to purchase items or gain building access with a UCard.
- brought on four new merchants and various advertisers with the help of the team.
- developed a team that readily supports each other to ensure great service to customers.
- continuously increased transaction amounts and usage.
- successfully worked with vendor to review and implement new services as technologies and budgets become available.
- developed a new POS system and financial process.
- lead the UCard steering committee consisting of various department heads across campus.

NACCU congratulates Melissa Hannah as the recipient of the 2016 NACCU New Professional Award.

ABOUT THE NEW PROFESSIONAL AWARD

The NACCU New Professional Award, established in 2012 and sponsored for several years recently by U.S. Bank, is presented to an individual who has been working in the card industry for no longer than three years, and who has contributed to the industry through a combination of any or all of the following:

- NACCU Conference attendance
- New Professionals Institute attendance
- A letter of support from a colleague at their institution (faculty, staff, senior administrator, customer of the program, etc.) that illustrates the nominee's contribution to the success or enhancement of the program
- Contributions to NACCU: CARDtalk contribution; committee membership; education session moderator; education session presenter; listserv participation; mentorship program participation; regional workshop attendance; web conference attendance; web content library contribution

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.

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