

# National Association of Campus Card Users (NACCU)

The evolution, acceptance  
and expansion of the  
MavCard



# University of Nebraska Omaha

## Omaha, Nebraska

- Omaha was founded in 1854 and is the largest city in the state of Nebraska. Omaha is the nation's 42nd largest city with a population of 427,872. The Omaha metropolitan area has a approximate population of 800,000.
- Omaha has a strong and vibrant business community and the city is home to five Fortune 500 companies.
  - Omaha has long taken pride in its “fab five,” the five Fortune 500 companies that call the humble plains city home: Berkshire Hathaway, ConAgra Foods, Union Pacific Railroad, Peter Kiewit Sons' and Mutual of Omaha.
- In 2008, *Kiplinger's Personal Finance* magazine named Omaha the nation's third best city to live, work and play.
- Where is Omaha?





Omaha is home to the 4<sup>th</sup> richest man  
in the world – several years ago he was  
the 2<sup>nd</sup> richest man in the world

Who is it?

# Warren Buffett Berkshire Hathaway

\$53.5 Billion in Assets

Age 82



Warren's house in Omaha is just a few blocks from  
the campus of UNO  
House valued at \$660,000 – Warren also has a  
house in New York City



APRIL 2011 DOUGLAS COUNTY ASSESSOR

# The evolution, acceptance and expansion of the MavCard

- The evolution of the Card office
  - The look of the Photo ID office prior to 2003
    - Laminated card with a picture
      - Stickers mailed out each semester to students
  - In 2003 when the current Photo ID technician left the department
  - A meeting in 2003 when I was given the opportunity to manage the Photo ID office
- Evaluation of the Photo ID office
  - I attended my first NACCU annual conference within a month of taking on this opportunity



- What I learned from the NACCU conference
  - No two schools ID offices are the same
  - It was clear to me that significant changes needed to happen
  - The card & the office needed an identity
  - A card office can be helpful to students, faculty and staff
    - Reduce the number of cards students carry
    - Provide a method for financial transactions on and off campus
  - The card office needed a full-time staff person
    - Originally the University thought I could hire student workers to run the office

- The university administration was very supportive of the changes I suggested
  - The university funded the creation of the new office and were excited for a new direction
  - The university approved my request for a full-time staff person and student workers to operate the office
- As a result the MavCard Services office was created
  - The MavCard was chosen as UNO's mascot was a maverick

- The Photo ID card in 2003



- The new card –the MavCard



- The acceptance of the MavCard
  - University wide acceptance of the MavCard
    - A central office providing all the functions on one card
      - Office moved from the Administration building to the Student Center – location, location, location
    - Re-carding of the entire campus from the Photo ID to the MavCard
      - Process undertaken at the end of the Spring semester
      - The new look was accepted by all
    - There was a shift on campus as people realized the MavCard was for real and the changes were helping students, faculty and staff.
    - Orientation loves the card – something for them to create excitement about UNO to prospective students
    - Students are charged a fee every semester that funds the office

- The expansion of the MavCard
  - Started with the biggest impact areas
    - Food Service (meal plan & declining balance)
    - Bookstore
    - Adding readers to the vending machines came next
      - Pepsi and Treat America (snack vendor) were good partners
        - » Sales on both vendors increased
        - » Less cash handling
  - As a result of the major success, the expansion continued

Self Service	Assisted Service	MavCard Uses
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5 Card Dispense & Add Value Stations



78 Laundry Interfaces

<http://MavCard.com>



3 Mobile Activity Tracking & Sales Devices



9 Stand Alone Sales Device



Off-Campus Advantage™  
The CBORD Group, Inc.

17 Off Campus Merchants



MavCard Office



Newspaper Machines



UNO Athletics



Door Access



61 Vending Machine Interfaces



>20 Printing Devices



24 Point of Sales Terminals



Supplies /Printers

**MavCard is used for accessing:**

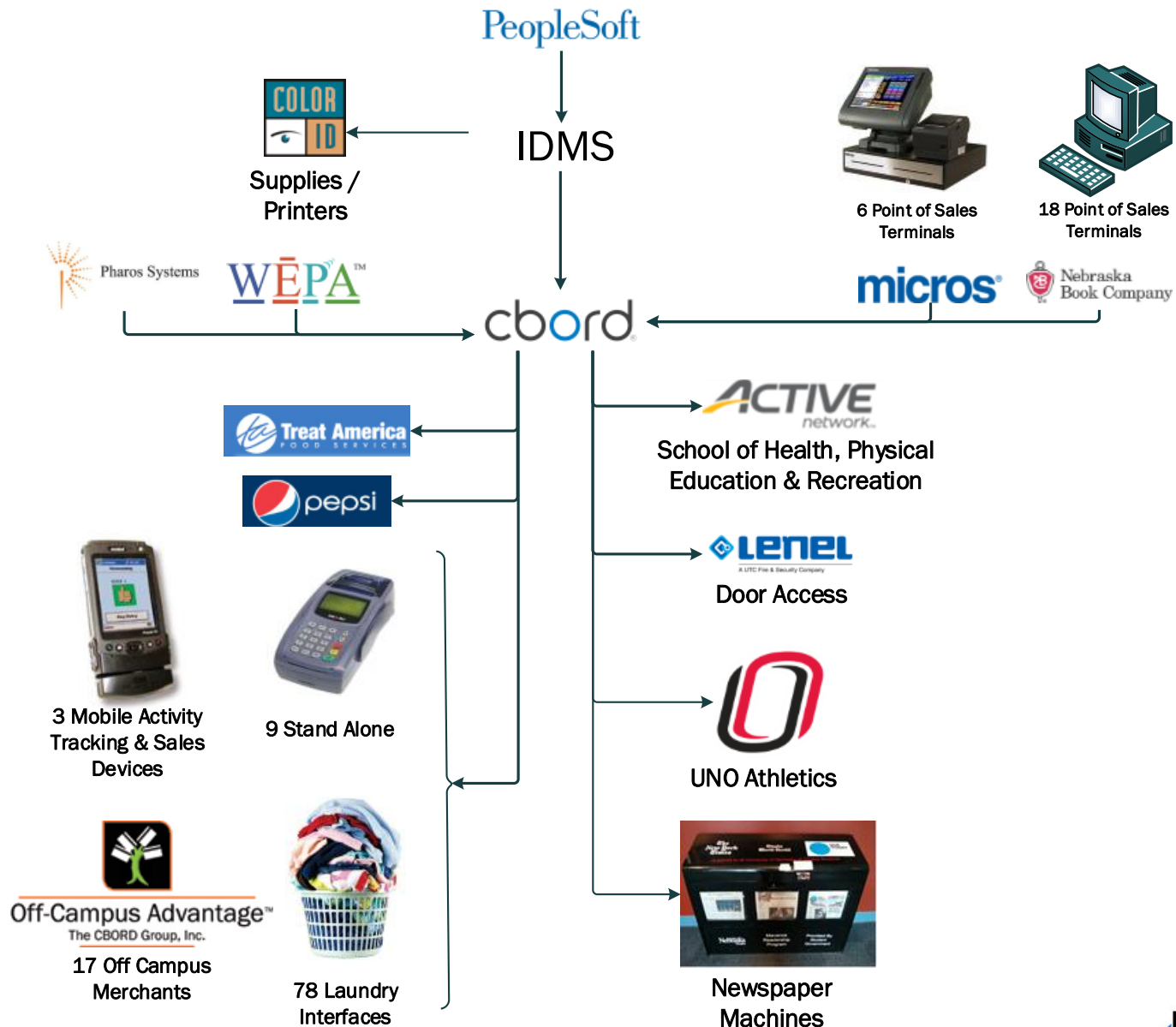
- Buildings / Dorms / Meeting Rooms
- Club / Org / Sporting events
- Campus Recreation Center

**MavCard can be used to:**

- Buy / Rent / Checkout Books
- Track Attendance

**MavCard Interfaces with:**





- In 2012, nearly \$2 billion in transactions
- Almost 75% of students use the card for financial transactions
- UNO has 15,000 students of which 2,000 live on campus
- Parents are excited about the MavCard
  - Money is being spent on-campus or at approved off-campus locations





Questions??