

Blackboard & DePaul University



THE BEST STUDENT TICKETS

Since the early 1980s, DePaul University had provided its students, alumni and administration with paper tickets to on-campus events, including athletics events such as basketball. The university utilized a third party to sell tickets on-campus, which was becoming expensive and more cumbersome. In addition, DePaul was not branding their own event tickets, which limited the school's name exposure. DePaul wanted an easy-to-use system that allowed them to take charge of all the on-campus events while providing a great student experience. DePaul also wanted to collect event data to show which campus events were most important to the students.



About DePaul University

DePaul University is the nation's largest Catholic institution of higher education and is the ninth largest private, not-for-profit university in the nation. Founded in 1898, by the Congregation of the Mission religious community, which follows the teachings of 17th century French priest St. Vincent de Paul, the university's mission is to emphasize academic excellence, service to the community, access to education and respect for the individual. There are 23,401 students, including undergraduate and graduate students, as well as 1,790 full and part-time professors and 8,000 full and part-time staff.

The Paper Ticket Process

DePaul has hundreds of on-campus events each year. However, the most popular ticket on campus is for the men's basketball games. DePaul was selling approximately 10,000 tickets per game, using a difficult paper ticket process. In addition to the typical manual processing issues, such as long lines and additional costs of paying a third party to issue tickets, DePaul also was not able to track payments from attendees to find out who was coming to the games.

Blackboard's Online Solution

In September 2004, DePaul University made the switch to using Blackboard with Sequoia wireless handheld readers to issue and process student tickets. By expediting the process and using the online system, students can now sign-up for tickets through an online portal and then swipe their ID card to gain access to the event.



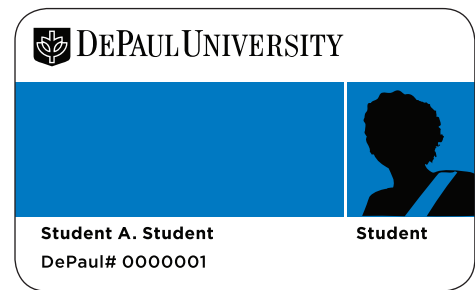
Blackboard

“The Blackboard online portal and the Sequoia wireless readers have made ticket reservation an easy process and a huge help. Students rave to us about how great the system has been for them. That’s what we want on our campus – a better student experience.”

Rich Crothers
Systems Administrator
DePaul University

Additionally, the card system allows them to track student attendance and gauge areas of interest across campus, which enables them to know how to promote these events in the future. Since implementing the Blackboard card system, DePaul has seen higher attendance

at more events and students continue to provide positive feedback on the ease-of-use. By moving to Blackboard, DePaul saved close to seven figures on processing fees and transaction costs. The university was able to significantly expedite student traffic into the arenas by utilizing their internal resources.



Taking the Next Step

One of the goals for DePaul's moving to the Blackboard ticketless system is to generate more student-awareness of the event-ticket process and how their use of the system will improve the student experience.

About Blackboard

Blackboard commerce management is part of Blackboard Transact™, a family of integrated systems for implementing a comprehensive transaction environment on campus, off campus and online. Blackboard Transact is comprised of Blackboard commerce management and Blackboard security management.

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