Blackboard Consulting Launching a Card Program

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Launching a new card program on campus can pose unique challenges. Everything from card office location, staff size, training, office space and design needs to be carefully planned in order to maximize return on investment.

Whether on-campus, off-campus or online, Blackboard Consulting helps mine additional opportunities that build the overall value of the campus card program. Institutions looking to launch an on-campus card program will benefit from improved campus operations, decreased overhead costs and expanded revenue opportunities.

An effective deployment of Blackboard's campus commerce technology can help maximize the full value of this card-based enterprise solution. Blackboard's Card Office Launch consultation helps evaluate the details associated with developing an effective, efficient and convenient campus card office.

By reviewing each campus' unique needs, Blackboard consultants are able to recommend customized actions related to card usage, program marketing and resource allocation. The end result is improved business efficiency, decreased overhead costs and a better student experience.

Blackboard consultants will meet with each campus for multiple days to assess the current state of their implementation. Blackboard will also work with card program leadership on campus to schedule key stakeholder and executive-level meetings in order to best determine the needs, problems, opportunities and vision for the program.

In addition, Blackboard will define and document short- and long-term tactical objectives and suggest a plan to achieve the defined goals. A customized implementation timeline and financial impact illustration will be provided. Further, Blackboard will suggest an assessment process that tracks progress towards achievement of the goals.

Specific objectives may include:

- Review and suggest campus location for a central card office.
- Suggest ideas and methods to design office to maximize space usage.
- Review leading practices that could impact design and location.
- Provide staff training program ideas.
- Suggest methods and content necessary to develop comprehensive policies and procedures.
- Offer suggestions to secure equipment, card stock and documentation.
- Meet with stakeholders to determine needs and roadblocks.
- Provide equipment suggestions based on campus demographics.
- Outline and prioritize milestones.

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Blackboard Card Office Launch Service Helps Clients:

- Evaluate the details associated with developing an effective, efficient and convenient campus card office.
- Maximize the long-term revenue from existing campus services.
- Find new revenue generation opportunities.
- Automate services that lead to more efficient operations.

Specific Blackboard Deliverables:

- On-Site Interviews
- Task Gantt Chart
- Card Office Location Determination and Design Input
- Training Topic Ideas
- Staffing Suggestions and Best Practices
- Operational Guidance

The final Card Launch Program Consultation includes a brief Executive Summary, plus detailed recommendations, strategies and steps to help clients maximize the value of their Blackboard commerce and security management platform. This comprehensive report will cover all key issues associated with the visit. It will serve as the guide to both short term solutions and long term strategies.

Getting Results:

Blackboard has provided many institutions with the guidance to achieve their strategic, operational and long-term revenue generating goals.

For more information about Blackboard Consulting Services, please contact us at transact@blackboard.com or call 800-528-0465 ext. 2.

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