

Blackboard & Loyola College in Maryland



Loyola College Uses BbOne to Achieve Off Campus Success

Loyola College in Maryland is a small institution with a very close relationship with its student body. In fact, they have such a close relationship that when the 3,500 students at Loyola want something done, they definitely know how to use their voice – even if that might present a challenge to the institution.

Located near two other Baltimore-based institutions, Johns Hopkins University and Goucher College, Loyola students began seeing their counterparts at the area schools shopping and dining off-campus with their student ID cards, and immediately wanted the same opportunities on their own campus. They started asking college administrators to offer them off-campus dining and retail options. In fact, one of the candidates vying for Student Government President used the off-campus merchant program as the cornerstone of his platform for office.

Without an existing off-campus program in place, Loyola needed to find the right partner to help them achieve their students' needs without detracting from their on-campus dining and retail goals. Finding a partner that would allow them to build an off-campus merchant program while sustaining existing campus revenue was vital.

Loyola Turns to BbOne

Loyola offers two student debit account options: a restricted meal account for access to the five onsite outlets and dining areas, and the Evergreen account for their vending and laundry machines and other discretionary purchases. Loyola had relied heavily on its on-campus retail facilities, with almost 100% of their revenue coming through their dining areas and on-campus vending machines. Allowing the students to move some of their business off-campus was going to be a challenge. The College would need to strategically partner with local eateries that would not detract from their existing dining partnership.

In the Fall 2007, Loyola turned to Blackboard's off-campus payment solution, BbOne. Adding this strategically aligned partner into their transaction environment has enabled Loyola to see their current revenue base grow with the flexibility to become even more profitable each year moving forward.



LOYOLA
COLLEGE IN MARYLAND

Since implementing the off-campus program, Loyola has seen its meal deposits grow from \$4.1 million to almost \$4.3 million during the first full year. Additionally, the Evergreen account, which is used for off-campus purchases, has seen deposits significantly exceed goals, increasing 21% in less than a year from \$2.8 million to \$3.4 million.



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“BbOne is a win-win for everyone. From a student’s standpoint, it gives them more options to find what they need at all hours of the day. From an on-campus services standpoint, we see it as a positive opportunity because it challenges us to continue building a better, on-campus environment for the students. We’ve been able to give the students what they want and they love it.”

Mike Mansfield
*Director, Student
Administrative Services
Loyola Maryland*

Making an Impact:

The students have adopted the BbOne program extremely quickly and Loyola has already seen huge benefits. Within one-year of implementation, the BbOne program has a 48% penetration rate with students. Prior to using BbOne, Loyola students had deposited approximately \$7 million each year into the two debit accounts. Since implementing the off-campus program, Loyola has seen its meal deposits grow from \$4.1 million to \$4.3 million during the first full year. Additionally, the Evergreen account, which is used for off-campus purchases, has seen deposits significantly exceed goals, increasing 21% in less than a year from \$2.8 million to \$3.4 million.

Future Growth:

Currently, Loyola has just five off-campus vending partners including Chipotle, CVS Pharmacy and three local Baltimore eateries. As Loyola plans for the future, the college is negotiating with additional dining and retail venues for the students as well as food delivery options like pizza and Chinese food. Loyola’s success, with just five local businesses, is the result of a strategic selection process that resulted in the most highly-trafficked and relevant student businesses.

About Loyola College

Founded in 1852, Loyola College in Maryland is a Jesuit Catholic university whose mission is to inspire students to learn, lead and serve in a diverse and changing world. Loyola offers a liberal arts undergraduate program with majors and minors in 36 academic fields. Loyola enrolls 3,500 undergraduate and 2,600 graduate students from 34 states and 20 countries and has over 305 full-time faculty.

