

# Blackboard & Duke University - Duke Bikes!



Duke University is a private school located in Durham, North Carolina, with an undergraduate student body of just over 6,000 students. In June 2007, Duke University, as a way to enhance the student experience, wanted to establish an active, green campus program that would inspire a more conducive campus for walking and biking, as well as provide an easy commuting resource for off-campus students.

One of their goals to achieve this active, green campus was to launch a successful bike rental program that would be easy to operate and would not be cumbersome to the current infrastructure of the University. Additionally, the University wanted to pilot the bike program by August 2007 before students returned to campus.

With only two months to launch this pilot bike rental program, the DukeCard Office and Student Life departments needed to work together quickly to find a creative yet sustainable way to meet this deadline.

## Creative Ways to Use Blackboard

After interviewing a few universities about their campus bike rental models and researching other successful biking programs organized in various cities worldwide, including Austin, Portland, D.C., Paris and Copenhagen, Duke realized that the campus would need increased parking availability for the bikes. The University further concluded that the installation and management of multiple bike racks around campus would be very difficult to accomplish in the short timeframe and would require additional resources.

However, by centralizing the physical operation and using the credit and debit functionality of its Blackboard system, the DukeCard could be used to effectively manage the day-to-day bike rentals.

Bikes were registered into Blackboard as products and assigned point values. Students could then use their DukeCard to easily rent bikes for the day, while the University would be able to collect student data on campus to gauge the success of the program.



Blackboard



“The Blackboard system has been great. The flexibility it provides us is one of the reasons the Duke Bikes! program has been so successful. It has helped our Student Life and DukeCard offices to collaborate together in such unique and creative ways so we can provide a better experience for our students.”

Matthew Drummond  
*Director of the DukeCard  
Office and Christopher Roby  
Director of Student Life,  
Duke University.*

Blackboard's easy-to-use data management and reporting capabilities gave Duke the flexibility to meet their quick timeline and provide them an infrastructure to grow the program into the future.

### **Launching DUKE BIKES!**

A free student bike-loan program, Duke Bikes! is a partnership between Duke students and the University administration to provide undergraduate, graduate and professional students with no-cost options for exercise, adventure and campus commuting. This collaborative effort also provides a tangible example of several of Duke's efforts to promote sustainability, alternative transportation and health.

Duke Bikes! works much like checking out a library book. All you need is your DukeCard and pedal power. Duke's on-campus retail operation, the Outpost, which carries camping and outdoor equipment, became the home for the Duke Bikes! program. The fleet now includes 130 rental bikes equipped with adjustable seats, lights and flashers. Student can even rent helmets and baskets.

### **Measuring Student Activity with Duke Bikes!:**

The Duke Bikes! Program has been very successful, with an average of almost 90 bike rentals per day. The successful adoption of this program by the students is just one of the key benefits the University has witnessed since its implementation.

Using Blackboard has enabled the DukeCard and Student Life Offices to obtain a demographic analysis of each rider - including their class, age, gender, number of rentals, how often they rented, and which months have the most and least amount of riders.

With data from the Blackboard system, Duke now has the ability to design promotional campaigns targeted to each student's specific needs based on the data they have acquired.

### **Duke Bikes Now Online:**

Using the Duke Bikes! website, students can go online to check the inventory of bikes available, reserve a bike or renew their rental. After implementing the online registration option in April 2008, there were over 64 bike renewals made in the first two weeks.

**For more information about Blackboard, please visit  
[www.blackboard.com/transact](http://www.blackboard.com/transact)**