Your campus is an integral part of the local community. Lines where campus ends and the community begins are becoming increasingly indistinguishable as students move between them countless times each day. Fortunately, the blurring of the lines has created opportunities to enhance services offered to students and integrate merchants with your campus.

Provide a secure, cashless, and convenient way for your students to make purchases off campus with university-approved merchants.

**Benefits for Institutions**

› Heighten value of single card/mobile credential program and increase incremental deposits and revenue
› Extend and enhance service offerings to students
› Strengthen “town and gown” relationships

**Benefits for Students and Parents**

› Provide a single card for purchases both on- and off-campus
› Eliminate overdraft and traditional banking fees
› Help students manage their budgets and limit spending to university-sanctioned locations

**Benefits for Merchants**

› Increase student traffic and customer retention
› Receive daily electronic reimbursement for sales
› Get 24/7 technical support
› Leverage promotional opportunities to drive awareness and sales
› Expand access to prepaid student dollars

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**Extend student ID card cashless payments to off-campus merchants.**

› Allow students to make cashless purchases off campus within an institution-approved merchant network.
› Add value to your card program with additional discretionary deposits, increased card usage, and transaction revenue.
› Use turn-key merchant services to extend off-campus programs without committing additional resources.
› Strengthen “town and gown” relationships by increasing spend and frequency of visits for off-campus merchants.
› Grow your off-campus spend with customized marketing services including website, direct mail/email, featured deals, and couponing.

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"The biggest factor in why we decided to implement a Blackboard off-campus solution was the fact that [it] could provide us with a ‘packaged solution.’ They handled all aspects of merchant services, from recruitment to customer service to settlement.

In addition, they designed and implemented a comprehensive marketing and communication plan—all within a short time period."

John Meriano
Director of Administrative Services
Quinnipiac University

Merchant Settlement

The key to efficient operation of any off-campus merchant program is a secure and effective settlement process. Automated secure funds settlement is completed by Blackboard on a daily basis, eliminating the need for your institution to manually calculate merchant payments and issue reimbursements. You’ll get complete ACH-based settlement—all without manual intervention.

Automated royalty and fee payments from merchants are automatically calculated and your campus receives these royalties through a deposit on a monthly basis.

Merchant Recruitment

To fuel the growth of discretionary deposits, as well as off-campus spending, leverage our extensive experience recruiting high-quality merchants based on student and institutional input. Our turn-key, wholly-managed service takes the burden off of your institution and recruits merchants on your behalf for participation in your off-campus program.

Merchants typically include local restaurants, pharmacies, retailers, and convenience stores. Blackboard completes the entire recruitment and acquisition process, from approaching the merchants to executing the appropriate paperwork.

Merchant Support

The day-to-day support of merchant partners is also a crucial component of your merchant program. Outsourcing your merchant program to us enables you to focus on your core operations.

Program management includes the terminal deployment and replacement process, as well as ongoing merchant support. Merchants requiring support can call the Blackboard help line for assistance with technical difficulties, billing inquiries, or terminal repair questions.

Merchant Promotional Services

Proactive offers like Digital Coupons, Featured Merchants, and Daily Deals programs spur interest in your merchants’ businesses and drive additional spend.