Blackboard transact™

Santa Barbara City College & Blackboard Transact

INTEGRATED ONE CARD CONVENIENCE

Throughout the 100-year history of Santa Barbara City College (SBCC) the college has evolved to the bustling educational epicenter of the community that it is today. With that growth, the community college has had to continually respond to demands of increasing enrollment. In response to the growth demands, the school committed to transitioning to an integrated student information system (SIS). In 2007, the transition was made to SunGuard's Banner®.

Simultaneously, the campus bookstore was looking for a debit card system that was less labor and time intensive, and the Campus Food Service Group was also on the hunt for a new point of sale (POS) system. Meanwhile, there was a growing frustration with managing secure building access. These multiple needs throughout campus motivated SBCC to find an integrated solution that would meet the requirements of each department while integrating seamlessly with the newly adopted Banner SIS. That's when SBCC's IT team recommended Blackboard Transact.

The Benefits of Cashless: From Beverages to Transportation

After reviewing multiple vendors, Transact emerged as the solution that could create the integrated environment school officials were looking for. Once integrated, Transact gave students and faculty/staff immediate cashless conveniences throughout campus. Campus ID cards are now accepted as payment at dining facilities, the bookstore, the Van Share program, vending machines, and at the copy and print machines on campus. While some accounts are restricted to just bookstore or dining, depending on what parents and/or students designate, some choose to put their funds in a Flex Account, giving students the ability to use their cards for commerce anywhere on campus.

The web deposit functionality of the Transact system at SBCC allows parents to make web deposits to their student's campus account. Parents simply use the guest deposit feature to add a stored value onto their student's campus ID card. Real-time deposits mean that students have immediate access.

From the start, the college's IT team set a goal to increase campus card usage to ensure they were making progress with the new system; a benchmark was set to increase campus card usage by 20% in three years. To their delight and surprise, usage **increased by 120% in just one year** once Transact was implemented.

Impact

- Campus card usage **increased by 120% in one year**, surpassing the goal of a 20% increase in three years
- Flex Account funds enable cashless commerce for purchases on and off campus
- Campus card building access eliminated the need to manage hundreds of keys, **saving $42,000** on **23 doors**
- Wireless readers make it easy for students to go cashless when participating in the College's Van Share program
- Labor and time savings at the campus bookstore have translated into increased productivity

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