Becoming A Mobile Campus

THE UNIVERSITY OF
ALABAMA®

Jeanine Brooks
Director Action Card

Background Information

THE UNIVERSITY OF ALABAMA®

Founded 1831
- Alabama's oldest public university
- Senior comprehensive doctoral-level institution

Student enrollment 37,842
- 39.7% Alabama, 56.5% elsewhere in the US, 3.8% international

7,000+ Faculty/Staff

Located in Tuscaloosa, AL
- City Population 100,000
- County Population 208,000

Action Card Office
- Campus enterprise level system
- $22 million annual debit card sales
- 8.4 million annual transactions

Project Drivers

Meet student technology and security expectations

- Student Government Resolution (2017)
- 83% iOS, 15% Android

Meet industry standards for secure transactions

- Prepare campus infrastructure for evolution in credential formats

Retain a campus-wide credential standard

- Seamless compatibility with 3rd party systems

Protect the campus-wide ID #

Environmental

RESOLUTION R-34-16
The University of Alabama
21st Student Senate 2016-2017

Authored by: Sophia Veje
Sponsored by: Senators Josh Fuller, Madison Bush, Gonzalo E. Rodriguez, Pablo Ramos, Ronnie Hill, Casey Nelson, Madi Sutherland, Matthew Childress, Rutland Patterson, Megan Wingbermuehle, Rachel Brown, Lauren Forrest, and President Lillian Roth
Endorsed by: University of Alabama Division of Financial Affairs: Action Card Services, Jeanine Brooks.

A RESOLUTION ESTABLISHING SGA SUPPORT FOR DIGITIZING STUDENT ACTION CARDS

WHEREAS, technological advancements have made smartphones an integral part of a student's everyday life and interactions; and,

WHEREAS, such developments have made it important now, more than ever, for top-tier universities nationwide to be ahead of technological trends that enhance a student's experience and alleviate a student's day-to-day burdens; and,

WHEREAS students are constantly plagued with the burden of locating or keeping on their person his or her action card; and,

WHEREAS, a student is put in potentially dangerous situations if he or she loses his or her action card since the University of Alabama's action card provides access to necessities such as housing and dining on campus; and,

WHEREAS, the production of action cards leaves a carbon footprint that is dangerous to the environment; and,

WHEREAS, studies conducted by the University of Alabama's Department of Action Card Services show that the majority of students use smartphones (specifically iphones) on campus; and,

WHEREAS, universities are racing to develop a digitized action card system, and Auburn University has already developed a digitized action card system; and,

WHEREAS, The University of Alabama's Department of Action Card Services is currently trying to develop a digitized action card service for its students on campus.

THEREFORE BE IT RESOLVED THAT, in the interest of the student body, the 21st Senate of the University of Alabama Student Government Association supports the University's efforts in moving towards a digitized action card service and any pursuits that promote access to student services via smartphone.
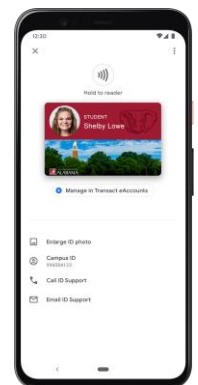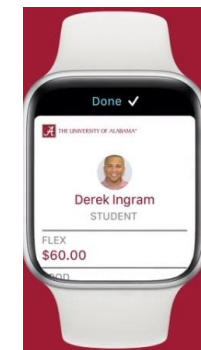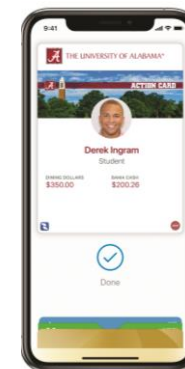
Project – What NFC infrastructure did we implement in 2017?

American National Standards Institute (ANSI)

- Issues Identification Number Application (IIN)
- 8-digit fixed length IIN assigned
  - Subset the ISO range to identify device type used for a transaction *(mobile-phone/watch, physical, wearable)*

Near Field Communications (NFC) Chip Technology

- MiFARE® DESFIRE® EV1
  - Native State
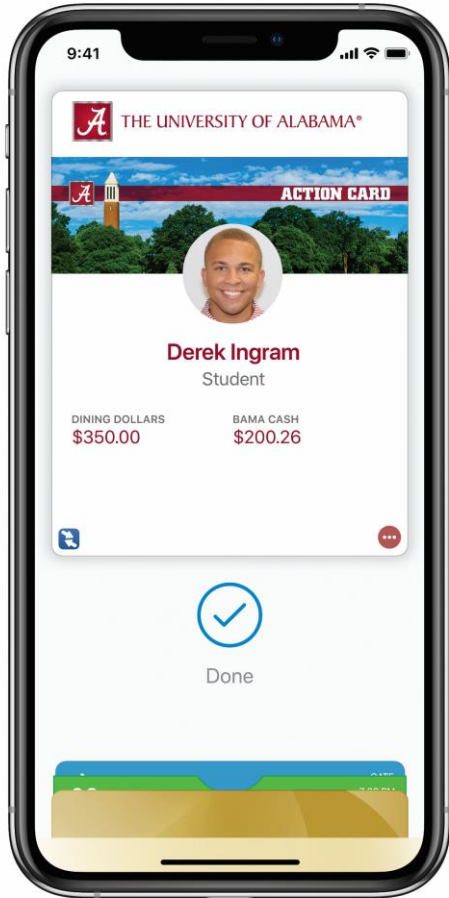

Encryption Standard

- Transact encryption key
- Single encryption credential

Results

UA Launch Reaction

- Way to go Bama! ROLL TIDE Another reason why Bama is a great school
- The act card in your Apple Wallet is game changer and so much more convenient
- I'm excited to get into locked doors with my Apple Watch when my hands are full!
- I'm excited about not worrying because I left my ACT card in my dorm!
- Not having to keep track of another card and it is always with me now 🤩
- The freedom to not have to worry about losing my card or not being able to find it in time to go to @UARecreation or an event in campus. This makes life so much easier! 🎉
- When I'm carrying groceries back to the dorm and don't have to try to pull out my action card with the one finger not holding anything else
- I will no longer be struggling to find my card in my bag when I'm trying to get in the door with full hands! Now I can just use my Apple Watch!! 😊
- Having my ACT Card a tap away for after hours building access and easily seeing how much in funds I have left!
- Student ID cards on the iPhone and Apple Watch and @UofAlabama being one of the first to implement it, means I definitely made the right choice in university. #RollTide #WWDC18

🅰 UA Quick Stats

- Student Provisions – Spring 2021
  - 79% - First Year
  - 80% - Second Year
  - 68% - Third Year
  - 57% - Fourth Year
  - 32% - Graduate Level

- On-Campus Residents – Spring 2021
  - 95% provisioned
  - 97% - First Year
  - 97% - Second Year
  - 89% - Third Year
  - 82% - Fourth Year

Mobile Card Benefits

Cardholder

- Use personal phone and/or watch
- People tend not to lose or share phones
- Credential is in the Wallet
- Easy tap feature
- Reduced student fees with no lost card fee
- Real time transaction status
- Eliminates the need to pass a card to a cashier

Institution

- Business continuity planning
- Multi-Factor authentication used for provisioning
- Secure transactions
- Reduced lock-out concerns for residence halls
- Reduced physical card materials, labor costs
- Self-service, contactless transaction options
- Reduced lost/stolen card activity
- Meets student technology expectations
- Environmental

Business Continuity: Mobile First

Mobile First: May 2020 ACT Card Goals

- "Mobile First" credential issuance
  - Self-service process for cardholder
  - Contactless transaction experience
  - Limits contact for customers and employees

- Mobile credential downloads prior to Summer/Fall terms
  - Promotes community
  - Ensures access to critical card services on Day 1 of move-in
    - Access Control
    - Dining

- Physical card option for cardholders without eligible smart devices
  - By appointment
    - Social distancing practices

Mobile-First: ACT CARD
Available ACT Card Tools

- ACT Card in Apple Wallet *(October 2018)*
- ACT Card Website/Videos *(October 2018)*
- Use Cases/equipment upgrades *(October 2018)*
  - Transact Campus reader software/equipment upgrades for mobile card
  - 3rd party systems integrated and tested
- Online Photo Submit and ID Validation
  - ID Validation feature added February 2020
- ACT Card in Google Pay *(May 2020)*
  - Transact Campus readers upgraded for encryption key

![A] Moving Forward

Be pro-active:

- Action Card included in UA Procurement's Software/IT Information Form used with technology contract reviews
  - *"Will either the hardware, software or database with this system interface with the Action Card credentials (physical and mobile cards), software application, database or readers for cardholder verification and/or transactions?*
    - If *"Yes"*, explain and work-flow directs the information to Action Card for review
    - Action Card responds to Procurement
- Onsite testing for 3rd party readers prior to new vendor software releases
  - Joined Apple and Google Play public beta programs
- Outreach to new upper administrators

Implementation Strategy

- Project Proposal

- Identify known and seek unknown campus card usage

- Proof of Concept

- Funding

- Project Approval

- Identify key campus partners

- Identify card/transaction vendor solutions

- Identify 3rd party vendor solutions with your campus partners

- Identify off-campus merchant program solution

- Identify online services solutions

Lessons Learned

Project

- Upper administration support up-front
  - Support from professors

- This is a campus-wide project and important to acknowledge the work other departments undertake to support the project
  - Determine critical campus partners
    - IT, Access Control, Dining, Student Services

- Implement as close to 100% of your use cases as possible
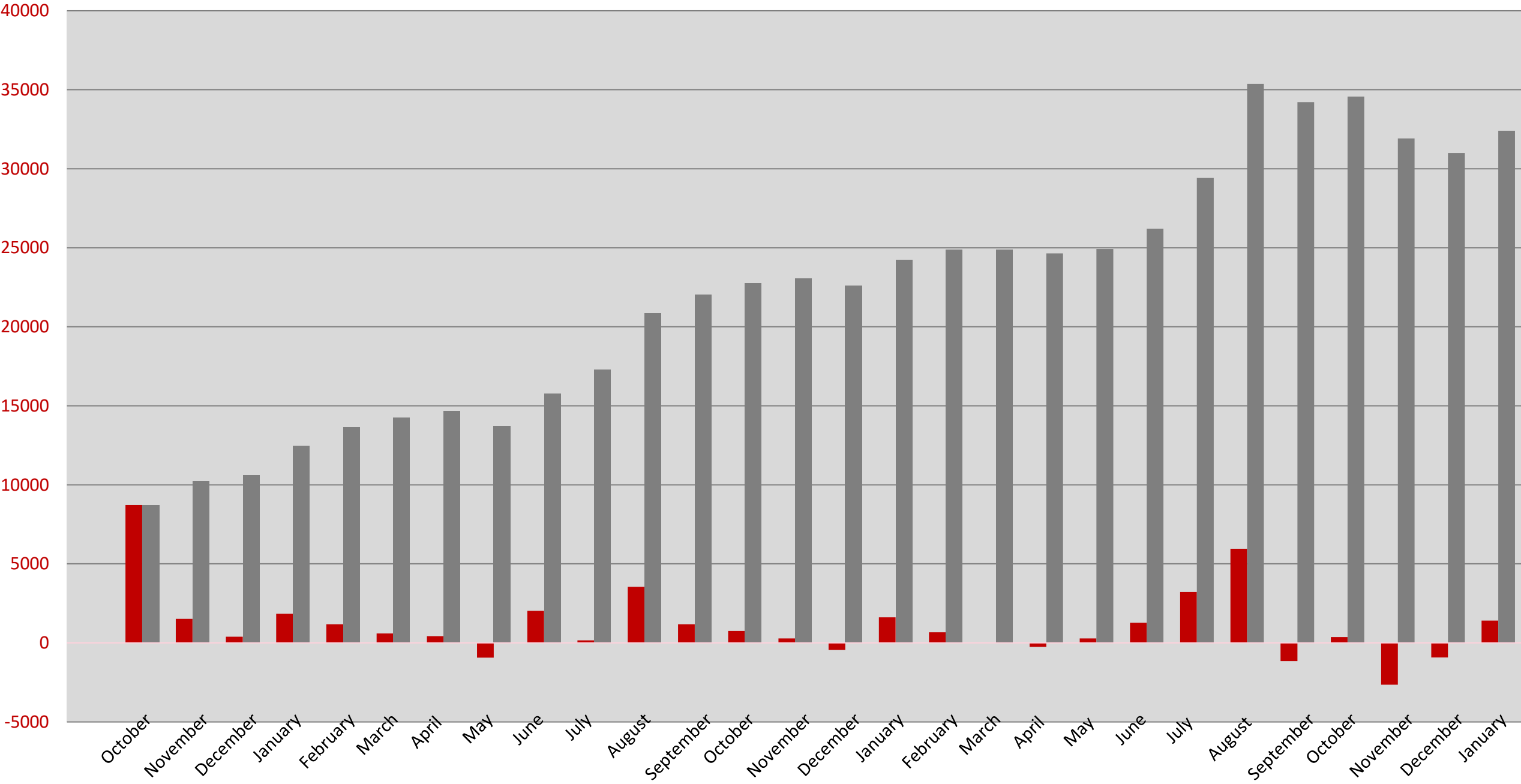
- Mobile First strategy
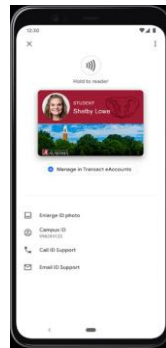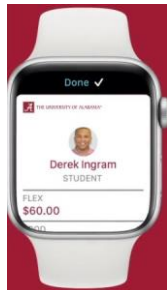
Cardholders

- Promote provisioning for new students prior to arrival on campus and/or in-person Orientation
  - Immediate access to critical campus services such as access and dining
  - Positive transaction experience to build trust

- Students teach and train each other
  - Work with campus influencer groups
  - Work with key student-facing campus partners such as Orientation and Dining Services

- Monitor (but not interact) student and parent social media groups to identify questions/concerns
  - Update FAQs/website with common troubleshooting tips + step-by-step videos
  - Address up-front these questions/concerns within your office social media content
  - Work with your school's primary social media groups due to their outreach #'s

ACT Card Mobile Credential Provisions: October 2, 2018 – January 31, 2021

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https://actcard.ua.edu/
https://actcard.ua.edu/photosubmit/
https://actcard.ua.edu/mobileactioncard/