



Press Release

**FOR IMMEDIATE RELEASE**

**Florida SouthWestern State College Presented with NACCU’s 2015 Marketing Excellence Award**

**Phoenix, AZ – April 1, 2015** – NACCU is proud to announce that Florida SouthWestern State College’s BUC Card was the recipient of the 2015 NACCU Marketing Excellence Award. John Wojcik, from sponsor Apriva, presented the award during the 22<sup>nd</sup> Annual NACCU Conference in New Orleans on March 11, 2015.

The Florida SouthWestern State College and BUC Card Office were rebranded in July of 2014. Their goal was to reissue cards to 50 percent of current cardholders within the first 6 months. They created rebranding hype by initiating their own social media blasts, creating relevant printed resources, and sponsoring exciting promotional events. After only four months, the office had issued 11,800 ID cards to active students, faculty, staff, and affiliates. This number reflects approximately 65 percent of the BUC Card constituents. At the end of six months, the total number of cards issued totaled 13,066, which reflects 72% percent of constituents.

For a more in-depth look at the Florida SouthWestern State College’s marketing strategy and results, [click here](#).

NACCU congratulates the BUC Card team for being the recipients of the 2015 NACCU Marketing Excellence Award.

**ABOUT THE NACCU MARKETING EXCELLENCE AWARD**

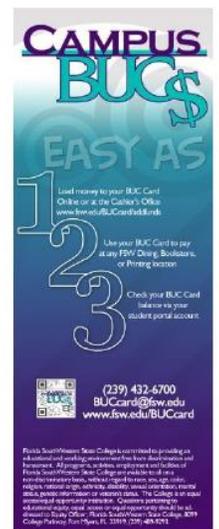
The NACCU Marketing Excellence Award, sponsored by Apriva, is presented each year to an institution that demonstrates excellence in executing an integrated marketing plan with measurable results in any of the following:



Flyer Front



Flyer Back



- Improved financial performance
- Enhanced service
- Achievement of a defined goal

Nominations must include demonstrated use and integration of three or more of the following marketing efforts to promote the visibility and value of an institution's campus card program: print; web; video; contests; promotional items; social media.

Nominations must include demonstrated return on investment. Examples should include but are not limited to improved financials, enhanced customer service and the achievement of a defined department or college/university initiative.

The Marketing Excellence Award Selection Committee scored each submission based on a common scoring method, with the nomination that received the top score being the winner.

The recipient was announced at NACCU's 21<sup>st</sup> Annual Conference in Chicago on April 16, 2014.

#### **About NACCU**

As the only association serving the national and international campus card transaction industry, the National Association of Campus Card Users (NACCU) is the one source dedicated to high-quality educational programs, resources, services and tools. NACCU offers members infinite advantages in networking, developing partnerships, leveraging technology, problem solving, insight sharing and professional development.

NACCU membership is open to all colleges, universities, secondary institutions and companies that are involved with the campus card market. The association offers a newsletter (CARDtalk), listserv, website, an annual conference and regional workshops on topics related to campus cards. Learn more at [www.naccu.org](http://www.naccu.org).

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