



Press Release

FOR IMMEDIATE RELEASE

Texas A&M University Presented with NACCU's 2017 Best Marketing Campaign Award

Phoenix, AZ – April 24, 2017 – NACCU is proud to announce that Texas A&M University is the recipient of the 2017 NACCU Best Marketing Campaign Award. Russ Palay from award sponsor Apriva presented the award to Jacki Ashorn and Nancy Serna during the 24th Annual NACCU Conference in Orlando on April 5, 2017.



In April 2016, Texas A&M University learned that their financial aid disbursement partner would not be continuing under their agreement. At that point in time, Texas A&M University Aggie Card Office had a 97% direct deposit student enrollment rate for refunds.

In two months' time, Texas A&M University Aggie Card Office would have to find and implement a new company to service refunds for its 65,000 student population (this number includes the Galveston campus, the Law School and the Health Science Center, since the main campus also serves these students as well).

They contracted with Heartland ECSI and working cooperatively, developed a multi-faceted marketing campaign that included web, social media, emails, phone calls, digital advertising, printed materials, swag, and contests.

Marketing the new servicer, as well as getting the large, diverse student population to sign up for direct deposit of refunds proved quite challenging. However, the potential cost associated with students receiving paper checks gave the staff the incentive to develop a successful marketing campaign to achieve its goal.

They had a very measurable campaign that ended up exceeding their initial goal, and as of January 2017 had hit over 85% penetration.

NACCU congratulates Texas A&M University for being the recipient of the 2017 NACCU Best Marketing Campaign Award.



ABOUT THE NACCU BEST MARKETING CAMPAIGN AWARD

The NACCU Best Marketing Campaign Award, sponsored by Apriva, is presented to an institution to recognize implementation of an integrated marketing strategy that has achieved measurable results, to encourage participation in the Association and the industry, and to gather ideas and resources that can be shared by other NACCU Members

Nominees must demonstrate any or all of the following:

- 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: Web; Video; Social Media; Print; Promotional Items (SWAG); Contests.
- Demonstrated return on investment. Examples may include but are not limited to improved financials (e.g. a chart depicting growth from year to year), enhanced customer service (e.g. letters of commendation or program accolades), and the achievement of a defined department or college/university initiative.

The Marketing Awards Committee evaluates and scores each submission based on a common scoring method. The nomination receiving the top score will be the recipient.

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 web conferences on topics related to campus cards. Learn more at www.naccu.org.

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