



Press Release

FOR IMMEDIATE RELEASE

Ryerson University Presented with NACCU's 2014 Marketing Excellence Award

Phoenix, AZ – April 30, 2014 – NACCU is proud to announce that Ryerson University's OneCard was the recipient of the 2014 NACCU Marketing Excellence Award. Apriva's John Wojcik presented the award during the 21st Annual NACCU Conference in Chicago on April 16, 2014.

The Ryerson OneCard and its' technologies are so interwoven into the fabric of everyday life on the Ryerson campus that it is truly the 'ONE' card needed by everyone. It is not just a traditional Photo ID but serves as; a library card, residence meal plan card, commuter meal plan card, access to buildings and labs, access to classroom technology, access to recreation facilities and varsity events, purchases on campus at the bookstore, academic stores, food service outlets, print and copy stations, student pub, monthly transit passes, and more.



In 2011, a Marketing & Promotion Strategy was created to guide the OneCard forward in promoting awareness in the VALUE of the OneCard on campus and to support the Academic Mission/Plan of the University. The strategy focused on 4 key factors and how they cross relate to each other along with other areas of OneCard operations: Branding; Avenues for Engagement; Opportunities/Locations; and Promotions.

For a more in-depth look at the Ryerson OneCard marketing strategy and results, [click here](#).

NACCU congratulates the Ryerson University OneCard team for being the recipients of the 2014 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:

- 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 21st 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.

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