

ClipperCard Merchant Program Benefits

Financial Benefits

- Daily Automated Payments
- Reduced Cash Handling Expenses
- Increased Speed of Service vs. "Cash" Tender Transactions
- Debit Account Payment Dependability and Security
- Card Carried by All Students, Faculty and Staff
- Access to Campus Debit Card Funds Pool
- Competitive Advantage over Non-Participating Merchants

Operational Benefits

- Historical Increase in Traffic and Sales
- Student and Employee Payment Convenience
- Online Access to Sales, Customer Count, and other Reports

Marketing Benefits

- New Marketing and Revenue Vehicle
- No Cost Advertising and Marketing Medium
- Program Support and Funding by Parents
- New University Student and Employee Merchant Visibility
- Inclusion in ClipperCard Reward Promotions
- University Web Site Business Listing and Visibility
- Card Program Link To Your Web Site
- Inclusion in Card Program E-Mail Blasts
- Inclusion in Card Program Student Mailings
- Listing on SSU ClipperCard Networking Page

ClipperCard Program Facts

ClipperCard Program started July 2005. Card used as:

- Identification card for students and staff
- On Campus Meal Plan card
- Debit Card feature to access "Flex Dollar" account
- Other University services (i.e. library, door access, printing, etc.)

Unique feature: all full time day students have funds added to account each semester (mandatory)

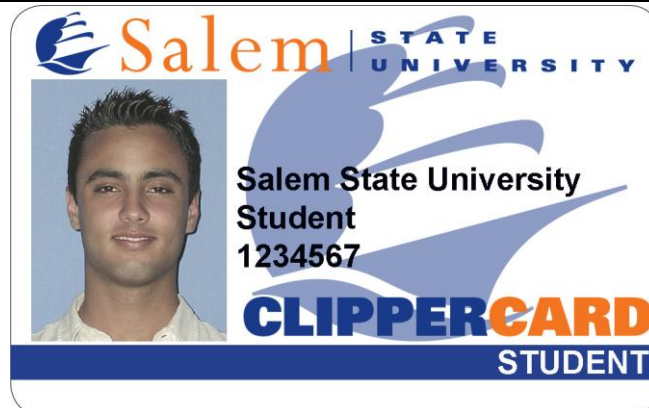
- They have funds to spend when they arrive.
- Voluntary additions to account have increased steadily

Currently over 10,000 carded patrons

Off Campus Merchant Program started fall 2006

- Over 100,000 transactions and over \$800,000 spent at local businesses.

NEW CARD DESIGN STARTING SUMMER 2011



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