

Assessing the Use of the One Card at UConn



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Purpose of Research

Purpose

To explore potential services and programs that the One Card Office can offer to increase the use of the card.

Research Questions

What is the scope of use of the One Card and Husky Bucks?

Are there services, vendors, and incentives that could be added to the One Card?

Hypothesis

The One Card is not used to its full potential due to limited services and marketing.

Literature Review

Themes:

- History of One Cards
 - 1960s: campus card systems are born
 - 1970s: pioneers of campus systems
 - 1980s: electronic campus cards gain momentum
 - 1990s: new applications and technologies
- One Card Services
 - Access
 - Identification
 - Purchasing
- Financing systems options
- Potential challenges
 - Bank profit
 - Cost and maintenance
- Marketing
 - Strategic and continuous marketing
- Husky One Card History
 - 1973 Dining Services ID cards
 - 1991 Magnetic stripe ID cards at Storrs
 - 1995 Husky Gold
 - 1998 One Card model
 - 2002 One Card Office created under Division of Student Affairs - Husky Bucks program
- Current services
 - Access
 - Husky Bucks on and off campus purchasing
 - Online account management

Research Design

Participants

- Emailed 20,774 undergraduate and graduate students on Storrs campus
- 2,745 completed surveys
- 14.4% response rate
- Confidence interval of 95% +/- 2
- 23 participants in 4 focus groups

Demographics

- 87% traditional 4 year
- 72% lived on campus
- 13% graduate or professional
- 85% age 18-22 years old
- 28% lived off campus

Data Collection

- Mixed Methods
- Quantitative
 - 32 quantitative questions
- Qualitative
 - 4 open ended in survey
 - 4 focus group questions

- Created original instrument
- Construct Validity

Data Analysis

- Survey: descriptive statistics
- Survey open ended questions: constant comparative coding
- Focus group questions: transcription and open coding
- Addressed trustworthiness: independent coding and triangulation

Results & Findings

Themes:

1) Accessibility

- Office hours/location & system for lost cards
- Technology
 - 74.2% likely to use vending machines
 - 60.2% likely to use athletic/event tickets
- Bank Card
 - 48.3% likely to use a bank card on the ID
- Contactless/proximity capability
- Phone application

2) Physical Card

- As a form of identification
- Durability & new picture options

3) Marketing

- 69.7% currently hear of services by word of mouth
- Types of advertising wanted
 - 44% social media
 - 42.1% daily digest
 - 41.6% student home page

4) Husky Bucks

- **Use**
 - 40% use Husky Bucks
 - 503 use it for printing
 - 329 use it for convenience
- **Incentives/discounts**
 - Likely to use discounts if offered anywhere
 - 516 want discounts
 - 144 want incentive programs
- **Vendors**
 - 1523 students wanted more restaurants
 - 96.2% students want vendors on campus
 - 68.9% want vendors in the surrounding town
 - Top requested vendor Starbucks

Conclusions

1) Potential Lack of Awareness

- Some students not aware of current services and vendors
 - 7 of the 10 top requested vendors already accept Husky Bucks
- Website services not known
- Word of mouth advertising often not accurate

2) New/Innovative Services

- Students want new technology and innovative services
 - Examples: vending machines, athletic/event tickets, voter ID, and bank cards

3) Husky Bucks

- Potential lack of awareness about capabilities and uses
 - Depositing money options and locations
 - Vendors offered
 - Incentives offered
- Conclusion supported by themes on past One Card survey on Husky Bucks (2011)

Implications for One Card

Increase Education

- Train tour guides and dining services staff on services and policies
- Engage students during Orientation
- Strategic ad placement and utilize social media

Expand Services

- Look into myUConn app
- Seek options for more durable card and photo options
- Reach out to vendors to accept Husky Bucks
- Incorporate incentives into Husky Bucks

Access

- Extend office hours or make online options known
- Increase presence in the Student Union
- Secure "lost card" drop box outside of office