



Off-Campus Options

For Colleges and Universities

Introduction

Off campus programs are proven means of increasing student satisfaction, bolstering town/gown relations, driving university revenue, and much more. For all of their benefits, however, it seems there are equal numbers of program structures to choose from. Should you outsource the program to a third-party provider? Should you run it yourself? Or should you depend upon external vendors for certain tasks while keeping others under your control?

There are no right or wrong answers to these questions, of course – only well-informed decisions based on thorough examinations of each university's business processes, community makeup, and expectations for the program.



The following are three management options commonly considered by CBORD® customers:

Option 1: Self Operated

Some universities choose to manage their own off-campus programs. Benefits include tight control over merchant relationships and full receipt of any revenue generated. However, many universities do not have the personnel, technology, or accounting resources necessary to run the programs effectively, making it difficult for the programs to generate significant revenue or gain widespread usage. And, importantly, the question of compliance needs to be addressed if a university takes on the responsibility of installing modem banks and processing transactions in house.

Option 2: Outsourced

For other schools, the answer is to outsource off-campus programs entirely. This option relieves the university from the need to handle marketing, merchant support, student support, transaction processing, and more. Revenue generated is usually shared between the university and the provider.

Option 3: A Hybrid Approach

Finally, it often makes sense for universities to outsource some activities related to the off-campus program (e.g., transaction processing and merchant recruitment/support) while maintaining internal control of others (e.g., marketing and student support). This approach offers the pros and cons of both of the previous options, but offers the flexibility to decide which tasks are best suited for each party to handle.

CBORD Off-Campus Programs: The Flexibility to Choose

CBORD off-campus programs, powered by UGryd® central server technology, can be scaled and adapted to meet the unique needs of each university. UGryd offers universities the flexibility to operate their programs independently, using the solution only for transaction processing; outsource all management to CBORD; or take advantage of any iteration in between. Whatever your needs, CBORD has an off-campus solution to help.

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UGryd Highlights

- **PCI-compliant transaction processing**
- **Daily ACH settlement**
- **24/7 merchant support**
- **Flexible program management to meet the needs of each university**