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Florida State College at Jacksonville and CardSmith Launch New “Essential Card” Program

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Jacksonville, FL. – Florida State College at Jacksonville (College) and campus card service provider CardSmith are pleased to announce the launch of the new “*Essential Card*” ID card program for the College campus community. The program is powered by CardSmith’s SaaS transaction processing system and card program management solution, enabling the College to deliver state of the art card services without additional IT infrastructure or campus staff. The Essential Card features a discretionary spending account – *Essential Bucks* - that enrolled students, faculty and staff can use at accepting locations on each of the Florida State College’s 12 campus /center locations in Jacksonville. The College is in the process of distributing new digital ID cards (Essential Cards) to all current students, faculty and staff.

Essential Card’s initial objectives are photo identification, support Library Circulation Services, implement student pay for printing, and eliminate cash and coins for printing and copying transactions on all College campuses. The College is utilizing the PCounter Pro application for print and copy management. PCounter Pro is integrated with CardSmith’s transaction processing system to enable real-time balance display and payment for Essential Card transactions. Through CardSmith, Essential Bucks accountholders can add value on-line 24/7. CardSmith helped the College implement a new digital card printing and production solution for Essential Card.

“A College wide committee evaluated and recommended CardSmith because of their hosted system model, cost effectiveness, and their success working with other institutions of higher education to build and manage card programs” said Larry Snell, Associate Vice President for Purchasing and Business Services. “We needed a business partner who could efficiently support our 12 separate campuses/centers and help us as our systems integrator to both help plan and manage our program for the long term, and we think we found that in CardSmith.”

“We’re very pleased to be working with Florida State College at Jacksonville on the Essential Card program,” said CardSmith President Jay Summerall. “This is already a large scale card program, with room for significant expansion in the years to come. The College is an important addition to our customer base in Florida and the southeast. We are adding staff and resources in-region to support the growth of our business here.”

About CardSmith:

CardSmith is a campus card solutions company serving educational institutions, campus service providers, cardholders, card-accepting merchants, private label card issuers, and closed loop communities nationwide. The company provides the market's only SaaS transaction management solution and turn-key card program management service, delivering superior capability, service and performance for less than 50% of the cost of proprietary card systems. For more information, visit www.card-smith.com.

About Florida State College at Jacksonville:

Florida State College at Jacksonville is a comprehensive institution composed of five diverse campuses and seven educational centers that serve over 80,000 students throughout Duval and Nassau Counties in Northeast Florida. The College began serving the community in 1966 as Florida Junior College and later evolved into Florida Community College at Jacksonville. In December 2006, the Southern Association of Colleges and Schools (SACS), the regional accreditation board, approved the College to grant baccalaureate degrees, completing the transition to Florida State College at Jacksonville and reflecting its status as a baccalaureate degree-granting institution. Although the name changed and additional degree offerings positioned the institution as a state college, the College still provides affordability and accessibility to students seeking to enhance their skills prior to entering the workforce. In an article published in *Community College Week* (June, 2010), the College was ranked the 9th fastest growing community college in America. Student enrollment in Fall 2009 increased 36 percent as compared with Fall 2008 enrollment.

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