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Florida A&M University to Launch New Rattler Card with CardSmith

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Florida A&M University (FAMU) and campus card service provider CardSmith today announced plans to upgrade the university's multi-functional Rattler Card program for the campus in Tallahassee, Fla. The new Rattler Card will feature "Rattler Bucks," a prepaid spending account offering FAMU's more than 13,000 students convenient, cashless access to an expanded range of campus facilities and services including the bookstore, dining venues, mobile payments, campus offices and off campus merchants. The card is also used for facility and library privileges and can be used as a bank debit card. The university is upgrading its card production system to issue cards to all incoming students this fall.

The new Rattler Card is powered by CardSmith's managed cloud transaction system, enabling FAMU to provide campus-wide transaction services without local systems, software or dedicated administrative staff. A legacy, campus-hosted card system previously utilized is being retired. The university's new service features web and mobile cardholder account access, funds transfer service, on-line reporting, on-line administrative access and 24/7/365 monitoring. The upgrade will include new branding and graphics for the Rattler Card program, a dedicated card program web site and upgraded communication initiatives. The University and CardSmith plan to introduce the program to local businesses immediately and look forward to building a robust off-campus acceptance network for Rattler Bucks.

"We are very excited to bring this upgraded service to our campus community," said Byron Williams, Director of Business and Auxiliary Services. "Our new card program will provide significantly expanded service and convenience for our students, campus service providers, and other stakeholders and make our campus operations more efficient. We chose CardSmith because of their managed approach to technology and service and their expertise in building and transitioning card programs from legacy systems. We have already kicked-off planning for the project and look forward to a full-scale roll out over the next few months."



“CardSmith is very pleased to be doing business with Florida A&M University,” said company President Jay Summerall. “We are already working with the FAMU team to roll out wider acceptance and enhanced services for the Rattler Card, and are looking forward to creating a showcase program with FAMU in the months and years to come. FAMU is our fourth public higher education client in Florida and seventh in the state, and there are more in the works. We’re excited about the growth of our business in the Sunshine State and the southeast.”

About CardSmith:

CardSmith is a campus card solutions company serving educational institutions, healthcare facilities, corporate campuses and other private label card issuers nationwide. We provide the market’s only managed cloud-based transaction solution and turn-key card program management service, delivering superior service and performance for less than 50% of the cost of proprietary campus card systems. For more information, please visit: www.card-smith.com

About Florida A&M University

Florida A&M University (FAMU) was founded on October 3, 1887, as the State Normal College for Colored Students. Today, FAMU offers 52 bachelor’s degrees and 27 master’s degrees and one specialist degree program. The university has 13 schools and colleges, and one institute. FAMU has 11 doctoral degree programs including 10 Ph.D. degrees.

With an enrollment of more than 13,000 students, Florida A&M University is part of the State University System of Florida and is fully accredited by the Southern Association of Colleges and Schools.

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