

New FDU card good for off campus use

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Madison, New Jersey-based Fairleigh Dickinson University's new 1Card with its stored value feature, can now be used at off-campus merchants while still meeting the more traditional needs for a university ID card, such as campus meal plans, building entrance (including dorms, library, and the recreation center), and admission to campus events. The new system was provided by CardSmith, a new player in the campus card market.

New Fairleigh 1Card Carries A Wealth of Services for Students, Faculty and Staff

Madison, NJ--The new Fairleigh 1Card, available to students, faculty and staff at Fairleigh Dickinson University's College at Florham Campus, Madison, NJ, is much more than an id card.

Because it includes a prepaid spending account - 1Card Cash - it allows members of the university community to make cashless purchases at accepting locations in the area. Now, off-campus shopping and dining at participating merchants can be handled by the new campus photo identification card.

Neal Sturm, associate vice president and chief information officer of the University noted, "This new program provides tremendous convenience for the University community and a way to cultivate greater ties with the merchants in the surrounding area. Users will have greater opportunities for easy purchases on and off campus and a simple way to monitor their transactions 24 hours a day."

"In addition," said Robert Valenti, assistant vice president for administration, "the card is used for the campus meal plan, for entrance to buildings and rooms, access to the libraries, recreation centers and on-campus events. It is also a convenient payment method at the University bookstores and vending machines."

CardSmith of Basking Ridge, NJ, was chosen to run and administer the program. FDU designates the rules for each account plan and determines which off-campus locations will accept the card. "Beyond making the program very cost-effective, CardSmith brought us the expertise we needed to launch the program," Sturm added. "CardSmith supports us with on-line and live agent customer service and support. The Web site has features that help parents and students add value to the card."

Later this year, the Fairleigh 1Card will expand to FDU's Metropolitan Campus, Teaneck, NJ, and card holders will be able to use the card at both campus locations. In future, Fairleigh Dickinson could collaborate with other area campuses. "The way CardSmith's system works," said Sturm, "any number of schools would be able to access the off-campus merchant programs we have built."

About CardSmith

CardSmith is dedicated to making it easy and affordable for any campus to implement and leverage a campus card program. The company's service includes all the technology, support services and expertise to make a card program work, eliminating the need for a proprietary card system and dedicated staff. To learn more, please visit


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