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## **Mount Ida College to Launch New Campus Card Program with CardSmith**

May 14, 2008

Newton, MA:

Mount Ida College and CardSmith today announced the launch of a comprehensive new campus card program to bring new service, security and convenience to Mount Ida students, parents, faculty, staff and other stakeholders. The College's new Mount Ida One Card features a prepaid spending account – Mustang Cash – for cashless payments at the College's dining facilities, bookstore, copy machines, select campus offices, and local businesses around the campus as well as those in the Back Bay and Fenway neighborhoods of Boston. The card will also utilize the college's new electronic access control system regulating entrance to campus buildings.

“Mount Ida College is very pleased to be bringing this new service to our campus” said John Budron, director of auxiliary services. “The card program is launching at the same time we're opening our new residence hall, so this is indeed an exciting time for the College. The Mount Ida One Card will make life here more secure and convenient for our students and families. Our students and authorized guests will have on-line account management features for Mustang Cash including multiple value transfer options and a host of other conveniences. We're establishing a new website – **[www.mountidaonecard.com](http://www.mountidaonecard.com)** – and a dedicated toll free Mount Ida One Card help desk for our students, parents and other stakeholders. In addition, we are installing a new touch screen POS system for our dining facilities and upgrading support for our campus service providers. Our students are excited about the prospect of using Mustang Cash at local businesses around campus and in Boston. We will start issuing the first new Mount Ida One Cards later this month to our campus community.”

“We are very pleased to be working with Mount Ida College on this ambitious project” said CardSmith President Jay Summerall. “This is a major upgrade to Mount Ida's card program, as we are launching a comprehensive service with multiple on-line card applications this summer. It's very satisfying for our team to be able to deliver this high-value service very quickly and efficiently for the college. The Mount Ida One Card project also makes CardSmith stronger in the Boston area, where we already have a significant presence. We look forward to delivering additional service and value to all our customers and stakeholders in the region in the upcoming academic year.”



From Potential to **Achievement**



“Mount Ida has wanted to expand and upgrade the campus card for quite awhile” continued Mr. Budron. “CardSmith’s managed service model met our needs because it didn’t require us to acquire card system software or hardware or hire new staff to manage the card system or program operations. It’s also much faster and easier to get up and running with CardSmith than with a proprietary card system. Our students, parents, campus service providers and others will enjoy a very high level of service, and our overall cost is significantly lower than it otherwise would be. We are using CardSmith’s business partner Ingersoll-Rand for our comprehensive access control solution. They have a very capable set of products and service solutions for higher education and a long history of service to our marketplace.”

#### **About Mount Ida College:**

Founded in 1899, Mount Ida College is a private, coeducational institution, located 8 miles from downtown Boston in Newton, Massachusetts. As a fully accredited four-year baccalaureate college, Mount Ida currently enrolls 1,430 students in more than 25 degree programs that combine the liberal arts with professional preparation. For more information, visit us on the Web at [www.mountida.edu](http://www.mountida.edu).

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#### **About CardSmith:**

CardSmith is a campus card solutions company serving educational institutions, students, parents and campus service providers nationwide. The company provides the market’s only turn-key card program management solution, delivering superior capability, service and performance for less than half the cost of legacy campus card systems and management models. For more information, please visit [www.card-smith.com](http://www.card-smith.com).

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