



Seminole State introduces Blue & Gold Card, an upgraded Campus ID Card, with CardSmith

SANFORD, Fla. (11/14/11) -- Seminole State College of Florida and CardSmith, LLC announced today the launch of a new comprehensive campus ID card program — The Blue & Gold Card — designed to bring enhanced services and security to Seminole State students, parents, faculty and staff.

“CardSmith is extremely pleased and proud to be serving the Seminole State College community,” said Jay Summerall, CardSmith president. “Our team and the College’s administrative staff did our homework on the front end of this process, and we are all ready to begin the transition immediately. CardSmith now serves five major colleges and universities in Florida, and we look forward to continuing to build our business in the education community in the state.”

The Blue & Gold Card will offer students convenient access, with no need to carry cash, to a wide range of campus facilities and services.

The Blue & Gold Card will be used for:

- Campus library services
- Copying and network printing
- Bookstore purchases and buy-back refunds
- Parking permits.
- Campus café purchases
- Vending machine purchases
- College-sponsored events.
- Discounts from local merchants.

Future enhancements for the ID card will include purchases from off-campus merchants.

New card printing systems integrated with CardSmith’s transaction system will be available on each of Seminole State’s four campuses in Central Florida. The College will begin issuing the new digital image cards to students later this fall.

The Blue & Gold Card is powered by CardSmith’s managed SaaS transaction system, enabling the College to provide campus-wide card transaction services without local card systems or software.

The College’s service features on and off-campus acceptance, online cardholder account access, online reporting, online administrative access and monitoring. A multiyear service agreement gives Seminole State a comprehensive, managed service for its campus community at a fixed long-term price.



“The new Blue & Gold Card program will transform Seminole State’s campuses into a virtually cashless environment with significantly enhanced services,” said Kendra Kokoska, associate director of Auxiliary Services at Seminole State. “Students, faculty and staff will be able to use their cards to make purchases at points of sale and services across the campus and have 24-7 online access to sophisticated account management tools and services.”

The Blue & Gold Card will become fully operational Jan. 3.

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.

About Seminole State College of Florida:

Chartered in 1965, Seminole State operates six sites in Central Florida, including campuses in Altamonte Springs, Heathrow, Oviedo and Sanford/Lake Mary. Seminole State, one of the fastest growing two-year colleges in the nation, has more than 32,000 students.

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