

**Standards and Self-Assessment Guidelines**

Version 4.1 – revised June 2025

**Introduction**

The purpose of the NACCU Standards and Self-Assessment Guidelines (SAGs) is to provide a tool for a comprehensive review for Campus Card Programs. The results of this assessment can be used to guide strategic plans, identify strengths and areas in need of development, enhance project management processes, and increase administrative awareness of the importance and effectiveness of Campus Card Programs. This assessment tool allows for a consistent process which can be replicated to ensure that the assessment cycle continues.

**Sources**

The assessment tool is modeled after the Council for the Advancement of Standards in Higher Education (CAS) standards and guidelines for various sectors. Other information sources may include ACUHO-I, ACUI, NACE, and NACS, with special thanks to numerous NACCU members for their valuable input.

**Getting Started**

Identify members of a SAGs review team that will be working through these standards and self-assessment guidelines. A variety of people from both inside and outside of the credential office will provide a well-rounded assessment of the Campus Card Program. Some examples include Campus Card Program director, credential office staff, IT support staff, divisional support staff, and partners from across campus. Depending upon the evidence and documentation already available, along with the availability of committee members, the review process should be completed within ten to twelve months.

The SAGs review team will rate each criterion measure either individually or as a group. The Campus Card Program should gather and document evidence for each assessment guideline to provide the review team with a full picture so they complete an accurate assessment of the Campus Card Program. To prepare for the team, review the Evidence and Documentation list found in each section to ensure sufficient evidence can be provided as requested. The Campus Card Program staff may need several months to prepare sufficient documentation prior to convening the review team.

For institutions with multiple campuses, it is suggested each campus be treated as a separate SAGs assessment due to the depth of the program requirements to successfully complete.

**Instructions**

There are twelve areas that need to be assessed. Each one begins with a description of what the Campus Card Program “must” and what the Campus Card Program “should” do. These standards and guidelines are then listed below in a table with a rating scale along with a place for notes. At the beginning of the assessment, a list of evidence that corresponds to each standard and guideline measured should be attached.

The criterion measure rating scale is meant to give an overall picture of how well the standard or guideline is being met based on the evidence provided.

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| **0**  **Does Not Meet** | **1**  **Partially Meets** | **2**  **Meets** | **3**  **Exceeds** |

**1: Mission**

A Campus Card Program is used to facilitate identification, pre-approved access, and retail services through deployment of an electronic credential such as a card, wearable or mobile device, in conjunction with a transaction processing system(s) for students, staff, faculty, and affiliates of the campus community to utilize. The Campus Card Program should promote, enhance, and encourage utilization throughout the campus community in a manner that supports and benefits the campus, while providing a secure means for identifying members of the college or university community through a unified credential format.

The Campus Card Program addresses many of the out-of-classroom needs of students, staff, faculty, and affiliates of the college or university campus by providing the campus community with an efficient way to manage access, privileges, and financial transactions in a convenient and secure manner, through a unified credential format and platform.

The Campus Card Program must incorporate student learning, engagement, retention, and development in their mission. Campus Card Programs must enhance the overall educational experience.

The Campus Card Program must develop, record, disseminate, implement, and regularly review its mission and goals with Office Personnel and the campus community. Mission statements must be consistent with the mission and goals of the institution and division and with the standards in this document. The Campus Card Program must operate as an integral part of the institution’s overall mission.

**Recommended Evidence and Documentation**

* Campus Card Program mission and vision statement
* Campus Card Program strategic plan
* Division mission and vision statements
* Institution mission and vision statements
* Institution, division and/or Campus Card Program goals

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| **Part 1. Mission** | | **Rating**  0 Does Not Meet 1 Partially Meets 2 Meets 3 Exceeds | | | | **Evidence and Documentation**  Provide link to document or website  Provide statement of evidence  Provide name of document if stored in evidence folder |
| 1.1 | The mission statement is developed, recorded and disseminated.  - Provide link to mission statement. | 0 | 1 | 2 | 3 |  |
| 1.2 | The mission is regularly reviewed. | 0 | 1 | 2 | 3 |  |
| 1.3 | The mission statement is consistent with that of the institution.  - Provide link to institution’s mission statement and define how they are consistent. | 0 | 1 | 2 | 3 |  |
| 1.4 | The mission is consistent with that of the division.  - Provide link to division’s mission statement and define how they are consistent. | 0 | 1 | 2 | 3 |  |
| 1.5 | Student learning, engagement, retention and development are incorporated in the mission statement. Explain. | 0 | 1 | 2 | 3 |  |
| 1.6 | The program functions as an integral part of the institution’s and division’s overall missions. Explain. | 0 | 1 | 2 | 3 |  |

**Part 1. Mission Overview Questions**

1. Has the Campus Card Program mission statement been added to the NACCU Campus Profile?

**2: Program**

By definition, a Campus Transaction and Identification system is an all-in-one solution utilizing a unified credential format(s) as the platform to transact security, financial, and privilege-based functions for a unique cardholder identity in a controlled environment.

By definition, a credential represents the various types of campus card formats including plastic card, mobile card, and wearables used for verifying a person’s identity.

By definition, a unified credential enables access to multiple systems, hardware, services, and applications that span the entire community using a single identity.

The credential should serve as the official university identification, enabling uses that may include, but are not limited to applications listed in the chart below.

The Campus Card staff must strive to educate users about services, responsibilities, and options available via the Campus Card Program and ensure user privileges are properly assigned or selected according to campus policies and procedures.

The Campus Card Program must strive to support services for students, staff, faculty, and affiliates of the campus community. Campus Card Programs should be strategically developed to align with the school's vision and to serve the administrative requirements of the school using appropriate technology in a cost-effective manner. It should be expected the Campus Card Program will expand and grow to become an enterprise, mission-critical solution.

Campus Card leadership should continue to assess, expand and develop the Campus Card Program based on the size of the program and subsequent demand for use across the university.

Relevant and desirable outcomes from deployment of a Campus Card Program should result in the facilitation of services, the management of data, improved operational efficiencies, increased conveniences for students, staff, faculty, and affiliates, and improved audit controls accessed through relevant and secure technology.

**Recommended Evidence and Documentation**

* Business Plans
* Campus Card Program expansion history
* Card designs and templates
* Cardholder Terms and Conditions Statement
* Focus group feedback
* Import templates or documentation
* Institution vision
* Legal / Name in Use policy
* New employee orientation slideshow/video
* New student orientation slideshow/videos
* Photo Acceptance Criteria
* Privilege/Access assignment policies and procedures
* Procurement procedures
* Project Scopes of Work
* Website pages with policy

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| **Part 2. Program** | | **Rating**  0 Does Not Meet 1 Partially Meets 2 Meets 3 Exceeds | | | | **Evidence and Documentation**  Provide link to document or website  Provide statement of evidence  Provide name of document if stored in evidence folder |
| 2.1 | Campus Card system utilizes a unified credential (ID card, virtual ID, ID number, etc.) for access, financial and privilege-based functions. | 0 | 1 | 2 | 3 |  |
| 2.2 | Campus Card Program staff educates users about services, responsibilities and options available. | 0 | 1 | 2 | 3 |  |
| 2.3 | Campus Card Program staff ensures user privileges are properly assigned or selected. | 0 | 1 | 2 | 3 |  |
| 2.4 | Campus Card Program provides support services for students, staff, faculty and affiliates. | 0 | 1 | 2 | 3 |  |
| 2.5 | Campus Card Program addresses characteristics and needs of the various campus populations when establishing and implementing policies and procedures. | 0 | 1 | 2 | 3 |  |
| 2.6 | Campus Card Program utilizes appropriate technology in a cost-effective manner. | 0 | 1 | 2 | 3 |  |
| 2.7 | Campus Card Program is positioned to serve as an enterprise mission critical solution. | 0 | 1 | 2 | 3 |  |
| 2.8 | Campus Card Program increases conveniences and operation efficiencies for students, staff, faculty and affiliates. | 0 | 1 | 2 | 3 |  |
| 2.9 | Campus Card Program enhances the internal controls of the institution. | 0 | 1 | 2 | 3 |  |
| 2.10 | Campus Card Program establishes clear criteria for photos used on IDs. | 0 | 1 | 2 | 3 |  |

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| 2.11 | **Indicate the status of each application for each campus utilizing the Campus Card system:**  Use a separate sheet for each campus if the Campus Card Program supports more than one campus. Include an explanation if necessary. | | | | |
| **Application** | **Does Not Apply** | **Implemented** | **Plan to implement within the next 3 years** | **Plan to implement in more than 3 years** | **Unable to implement at this time**  Include explanation |
| Athletic Entrance |  |  |  |  |  |
| Attendance |  |  |  |  |  |
| Authoritative Data Feeds (enterprise-wide systems) |  |  |  |  |  |
| Banking |  |  |  |  |  |
| Campus Bookstore |  |  |  |  |  |
| Campus Dining |  |  |  |  |  |
| Campus Laundry |  |  |  |  |  |
| Campus System(s) Integration  (non-enterprise-wide systems) |  |  |  |  |  |
| Concessions |  |  |  |  |  |
| Copiers & Printers |  |  |  |  |  |
| Data Sharing and Analytics |  |  |  |  |  |
| Debit/Flex Account |  |  |  |  |  |
| Delivery Services (robots etc.) |  |  |  |  |  |
| Deposits - Manual |  |  |  |  |  |
| Deposits – Online |  |  |  |  |  |
| Deposits – Student Information System |  |  |  |  |  |
| Event Admission |  |  |  |  |  |
| Facility Door Access – External |  |  |  |  |  |
| Facility Door Access – Internal |  |  |  |  |  |
| Facility Door Access - Residence Halls |  |  |  |  |  |
| Health and Counseling Services |  |  |  |  |  |
| Library Services |  |  |  |  |  |
| Lockers (electronic) |  |  |  |  |  |
| Loyalty Programs |  |  |  |  |  |
| Mass Transit – Off Campus |  |  |  |  |  |
| Mass Transit – On Campus |  |  |  |  |  |
| Meal Plans |  |  |  |  |  |
| Mobile Credentials |  |  |  |  |  |
| Off Campus Merchants |  |  |  |  |  |
| Online Photo Submission |  |  |  |  |  |
| Parking Lots/Decks |  |  |  |  |  |
| Point of Sale System(s) |  |  |  |  |  |
| Recreational Services |  |  |  |  |  |
| Retail Services |  |  |  |  |  |
| Validation Services (ex: active cardholder or registered student) Please elaborate. |  |  |  |  |  |
| Vending – Beverage |  |  |  |  |  |
| Vending – Snack |  |  |  |  |  |
| Vending – Sundries |  |  |  |  |  |
| Other (Please explain) |  |  |  |  |  |

**Part 2. Program Overview Questions**

1. Is there a policy addressing that new products and services should incorporate credential access?

**3: Leadership**

It is essential that the respective college or university maintain a campus-wide commitment to the development and management of the Campus Card Program. While it is clearly necessary to allow each campus, division, or department to evaluate their own card-related needs, it is recommended that some base level of commitment be fostered to ensure that the efforts to create and grow the program are appropriately utilized.

The return on the investment of a program of this magnitude is realized through the economies of scale achieved through a campus wide deployment for a variety of uses. A college or university has a unique opportunity to create these economies of scale, but only if the appropriate level of commitment is fostered among the various departments and divisions.

To help assist with this process and to foster collaboration among the responsible university departments, it is recommended that Program Champions for the Campus Card Program be identified. The Campus Card Program leadership should periodically check-in with these Program Champions to share new program aspects, new service offerings, or upcoming changes to the program. The purpose of these periodic check-ins is to ensure that collaboration is being fostered.

Program Champions may include:

* Division Administrator that includes Campus Card Program
* Director of Campus Card Program
* Campus Safety (door access coordination)
* Enrollment Services (Financial Aid, Orientation, New Student recruitment)
* Facilities Services (wiring and reader installation)
* Faculty & Staff representatives
* Finance (account reconciliation)
* Information Technology (network infrastructure)
* Students – [student government association, member(s) of active student groups (Advocates, Ambassadors), system users including residence hall assistants, dining services, rec center, and retail operations]
* Someone with high levels of student interaction i.e., Dean of Students, Academic Advising
* Key Stakeholders from departments that will use the campus credential, either in the initial rollout or future expansions. This may include:
* Academic Affairs
* Athletics
* Auxiliary Services
* Campus Recreation
* Dining Services
* Division Representatives
* Financial Affairs
* Library
* Parking / Transportation
* Real Estate (manages contracted spaces on campus for non-campus run entities)
* Residence Life
* Student Affairs
* Strategic Communications
* External Constituent(s)
  + - * Chamber of Commerce
      * Downtown Association
      * Off Campus Merchant(s)

**Recommended Evidence and Documentation**

* ADA Recruitment guidelines
* Analysis of employee turnover
* Campus Card Program Advisory Committee listing
* Confidentiality agreement
* Customer Service expectations
* Employee training manual (see NACCU Primer Guide)
* Equal Opportunity – Non-Discrimination Policy
* Equipment inventory
* FY operating budget
* ID credential eligibility process
* Interview questions
* Job descriptions for all positions
* Onboarding new employee checklist
* Organizational chart
* Performance evaluation process for all employees
* Recruitment process
* Reg E
* Staff training memos
* Student application
* Student Privacy Notifications/FERPA

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| **Part 3. Leadership** | | **Rating**  0 Does Not Meet 1 Partially Meets 2 Meets 3 Exceeds | | | | **Evidence and Documentation**  Provide link to document or website  Provide statement of evidence  Provide name of document if stored in evidence folder |
| 3.1 | The Campus Card Program has a positioned and empowered program leader in place. | 0 | 1 | 2 | 3 |  |
| 3.2 | There is a commitment to the development and management of the Campus Card Program from the institution. | 0 | 1 | 2 | 3 |  |
| 3.3 | The Campus Card Program has Program Champions. | 0 | 1 | 2 | 3 |  |
| 3.4 | The performance of the Campus Card Program leader is fairly assessed on a regular basis. | 0 | 1 | 2 | 3 |  |
| 3.5 | The Campus Card Program leader exercises authority over program resources and uses them effectively. | 0 | 1 | 2 | 3 |  |
| 3.6 | Clearly defined accountability expectations are in place for the Campus Card Program leader. | 0 | 1 | 2 | 3 |  |
| 3.7 | The Campus Card Program leader prescribes and practices appropriate ethical behavior. | 0 | 1 | 2 | 3 |  |
| 3.8 | The Campus Card Program leader recruits, selects, supervises, instructs, and coordinates staff members. | 0 | 1 | 2 | 3 |  |
| 3.9 | The Campus Card Program leader manages fiscal, physical, and human resources effectively. | 0 | 1 | 2 | 3 |  |
| 3.10 | The Campus Card Program leader communicates effectively and initiates collaborations with individuals and departments to enhance program functions. | 0 | 1 | 2 | 3 |  |
| 3.11 | The Campus Card Program leader continuously improves the Campus Card Program in response to changing needs of students and other constituents, and evolving institutional priorities, vision, mission, and goals. | 0 | 1 | 2 | 3 |  |

**Part 3. Leadership Overview Questions**

1. In what ways is the Campus Card Program leader qualified for their role?
2. What leadership practices best describe the Campus Card Program leader?

**4: Campus and External Relations**

The Campus Card Program and designated personnel should strive to establish, maintain, and promote effective relationships with key student services, academic personnel, and community agencies to strengthen the Campus Card Program and provide a more unified campus program.

When the Campus Card Program contracts third party vendors, policies, and procedures must be established to ensure that overall administration and oversight of the services remains the responsibility of the institution.

The Campus Card Program should strongly consider membership into the National Association of Campus Card Users (NACCU) To continue to seek new information and network with other Campus Credential program leaders about the benefits and technological changes occurring frequently in the Campus Card industry.

**Recommended Evidence and Documentation**

* Examples of building relationships on campus and in the community
* Networking through NACCU examples

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| **Part 4. Campus and External Relations** | | **Rating**  0 Does Not Meet 1 Partially Meets 2 Meets 3 Exceeds | | | | **Evidence and Documentation**  Provide link to document or website  Provide statement of evidence  Provide name of document if stored in evidence folder |
| 4.1 | The Campus Card Program establishes, maintains, and promotes effective relationships with relevant student services, academic personnel, and community agencies. | 0 | 1 | 2 | 3 |  |
| 4.2 | The Campus Card Program establishes policies and procedures to ensure that the overall administration and oversight of contracts with third party vendors remains the responsibility of the institution. | 0 | 1 | 2 | 3 |  |
| 4.3 | The Campus Card Program personnel can seek out new information and network with other Campus Card leaders through its membership in NACCU. | 0 | 1 | 2 | 3 |  |

**Part 4: Campus and External Relations Overview Questions**

1. Describe the extent of interaction Campus Card Program staff have with the transaction system vendor.
2. Describe the extent of interaction Campus Card Program staff have with the NACCU (National Association of Campus Card Users).
3. Describe the extent of interaction Campus Card Program staff have with student services, academic personnel, and community agencies.

**5: Organization and Management**

The Campus Card Program must develop a strategic plan or operational goals that will ensure a successful credential program. To accomplish this, the Campus Card Program must be implemented and expanded within a management infrastructure that can support and manage the Campus Card Program’s healthy growth.

The Campus Card Program must follow standard campus business practices, adhering to all campus, state, provincial, and federal regulations regarding credential issuance, student privacy, depository regulations, and security and access privileges, where applicable.

The Campus Card Program should also provide excellent customer service and make unified credential issuance and activation, if applicable, a seamless process to end users of the campus community. The Campus Card Program, as a whole, should seek to enhance the key Student, Academic, Administrative, Auxiliary/Ancillary, Financial, Public Safety and Information Technology services of the university.

**Recommended Evidence and Documentation**

* Annual campus/regional/national event and committee representation
* Annual goals
* Campus privacy notifications / FERPA
* Cardholder Terms and Conditions Statements
* Customer satisfaction survey results
* Employee Manual
* Evidence of training opportunities
* Fiscal year operating budget
* ID credential Eligibility Process
* Organizational chart
* PCI Compliance Certificate (Annual)
* Project Scopes of Work and Business Plans
* Sample Communications Plans
* Sample reports provided to user departments

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| **Part 5. Organization and Management** | | **Rating**  0 Does Not Meet 1 Partially Meets 2 Meets 3 Exceeds | | | | **Evidence and Documentation**  Provide link to document or website  Provide statement of evidence  Provide name of document if stored in evidence folder |
| 5.1 | The Campus Card Program has a strategic plan or operations goals in place. | 0 | 1 | 2 | 3 |  |
| 5.2 | The Campus Card Program’s strategic plan or operational goals plan is reviewed on a regular basis and updated as necessary. | 0 | 1 | 2 | 3 |  |
| 5.3 | The Campus Card Program is structured in a way that supports and manages the program’s growth on division and institution levels. | 0 | 1 | 2 | 3 |  |
| 5.4 | The Campus Card Program is structured in a way that supports and manages the program’s growth on a departmental level. | 0 | 1 | 2 | 3 |  |
| 5.5 | Campus business practices are followed. | 0 | 1 | 2 | 3 |  |
| 5.6 | Standards regarding all campus, state/provincial, and federal regulations regarding credential issuance, student privacy, depository regulations, and security and access privileges are met. | 0 | 1 | 2 | 3 |  |
| 5.7 | The Campus Card Program strives to streamline the credential issuance and activation process. | 0 | 1 | 2 | 3 |  |
| 5.8 | The Campus Card Program strives to provide excellent customer service. | 0 | 1 | 2 | 3 |  |
| 5.9 | The Campus Card Program seeks to enhance key Student Affairs, Academic Affairs, Athletic, and Ancillary/Auxiliary Service and Business functions whenever possible. | 0 | 1 | 2 | 3 |  |

**6: Marketing and Communications**

The Campus Card Program must educate the campus community about their campus credential, the Campus Card Program, and other available services. The Campus Card Program leadership should strive to use multiple marketing and media platforms that may include print, videos, relevant social media sites, websites, training podcasts, webinars, and in-person events such as Orientation. These marketing and media platforms must be used to clearly articulate and explain the Campus Card policies and procedures for credential usage, lost or stolen cards, damaged cards, online deposits, photo and directory information, relevant access privileges and expectations associated with events, ticketing, meal plans, facility access, refunds, declining balance accounts, and other ancillary/auxiliary and campus services linked to the Campus Card as applicable. With social media, platforms also should be used to promote relevant campus events and activities through sharing division and institution communications.

In addition to students and their parents, Campus Card Program leadership should strive to establish marketing and communication to educate other campus faculty and staff members on the benefits and services provided by the Campus Card Program. Establishing positive communication partners and open relationships with campus administrators and faculty will serve to build stronger relationships and potential additional service avenues with other campus service units, expanding the number of active cardholders, and usage of the card. Additionally, the Campus Card Program must develop a strategic marketing plan to assess and address the needs of various target markets.

**Recommended Evidence and Documentation**

* Campus Card Program marketing plan
* Damaged card policy and procedures
* Debit/Flex account policies and procedures
* Facility access policy and procedures
* ID Credential contract
* Informational/educational videos
* Lost/Stolen card policy and procedures
* Off Campus programs
* Photo requirements
* Print Advertisements
* Print Media
* Social Media platforms
* SWAG promotional items
* Terms and Conditions
* Website

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| **Part 6. Marketing and Communications** | | **Rating**  0 Does Not Meet 1 Partially Meets 2 Meets 3 Exceeds | | | | **Evidence and Documentation**  Provide link to document or website  Provide statement of evidence  Provide name of document if stored in evidence folder |
| 6.1 | Campus Card office uses multiple marketing and media platforms to educate and communicate to the campus community. | 0 | 1 | 2 | 3 |  |
| 6.2 | Communication materials and media platforms follow accessibility guidelines and use alternative formats where needed. | 0 | 1 | 2 | 3 |  |
| 6.3 | Communication materials and media platforms clearly articulate and explain, or link to, policies and procedures for credential application and issuance. | 0 | 1 | 2 | 3 |  |
| 6.4 | Communication materials and media platforms clearly articulate and explain, or link to, policies and procedures for credential usage. | 0 | 1 | 2 | 3 |  |
| 6.5 | Communication materials and media platforms clearly articulate and explain, or link to, policies and procedures for lost or stolen card(s) or damaged cards. | 0 | 1 | 2 | 3 |  |
| 6.6 | Communication materials and media platforms clearly articulate and explain, or link to, policies and procedures for online deposits. | 0 | 1 | 2 | 3 |  |
| 6.7 | Communication materials and media platforms clearly articulate and explain, or link to, policies and procedures for photo and directory information. | 0 | 1 | 2 | 3 |  |
| 6.8 | Communication materials and media platforms clearly articulate and explain, or link to, policies and procedures associated with the misuse of campus credential(s) (i.e. loaning ID cards or wearables). | 0 | 1 | 2 | 3 |  |
| 6.9 | Communication materials and media platforms clearly articulate and explain, or link to, policies and procedures for event access. | 0 | 1 | 2 | 3 |  |
| 6.10 | Communication materials and media platforms clearly articulate and explain, or link to, policies and procedures for data usage, including an opt out policy. | 0 | 1 | 2 | 3 |  |
| 6.11 | Communication materials and media platforms clearly articulate and explain, or link to, policies and procedures for meal plans. | 0 | 1 | 2 | 3 |  |
| 6.12 | Communication materials and media platforms clearly articulate and explain, or link to, policies and procedures for facility access. | 0 | 1 | 2 | 3 |  |
| 6.13 | Communication materials and media platforms clearly articulate and explain, or link to, policies and procedures for refunds. | 0 | 1 | 2 | 3 |  |
| 6.14 | Communication materials and media platforms clearly articulate and explain, or link to, policies and procedures for declining balance accounts and financial accounts linked to the campus credential(s). | 0 | 1 | 2 | 3 |  |
| 6.15 | Communication materials and media platforms clearly articulate and explain, or link to, policies and procedures for other auxiliary and campus services tied to the Campus Credential. | 0 | 1 | 2 | 3 |  |
| 6.16 | Marketing materials and social media platforms cross-promote key or relevant division and host institution events, activities and announcements as members of the campus community. | 0 | 1 | 2 | 3 |  |
| 6.17 | Campus Card Program has an established marketing and communications plan aimed at staff and faculty regarding the benefits and services linked to the Campus Credential. | 0 | 1 | 2 | 3 |  |
| 6.18 | Campus Card Program has an established marketing and communications plan aimed at students and their parents regarding the benefits and services linked to the Campus Credential. | 0 | 1 | 2 | 3 |  |
| 6.19 | Campus Card Program has an established marketing and communications plan aimed at campus visitors (conference attendees) regarding the benefits and services linked to the Campus Credential. | 0 | 1 | 2 | 3 |  |
| 6.20 | Campus Card Program continually looks to form partnerships with the campus community to foster strong relationships and potential additional service avenues to expand the number of active account holders and the usage of the Campus Card. | 0 | 1 | 2 | 3 |  |
| 6.21 | Campus Card Program has a strategic marketing plan that assesses and addresses the needs of various target markets. | 0 | 1 | 2 | 3 |  |
| 6.22 | Campus Card Program marketing materials and social media platforms reflect the values of the campus community and environment. | 0 | 1 | 2 | 3 |  |

# 7: Ethics

The Campus Card Program staff must adhere to the highest principles of ethical behavior. The Campus Card Program must adhere to the institution and/or state/provincial ethics statements and policies.

Campus Card Program staff members must ensure that privacy and confidentiality are maintained with respect to all communications and records to the extent that such records are protected under law and appropriate statement of ethical practice. Information contained in students’ education records must not be disclosed without written consent, except as allowed by relevant laws and institutional policies. Staff members must disclose to appropriate authorities information judged to be of an emergency nature, especially when the safety of the individual or others is involved, or when otherwise required by university policy or relevant law.

Campus Card Program staff members must be aware of and comply with the provisions contained in the institution’s human subjects research policy and in other relevant institutional policies addressing ethical practices and confidentiality of research data concerning individuals.

Campus Card Program staff members must recognize and avoid personal conflicts of interest or appearance thereof in their transactions with students and others. Campus Card Program staff members must strive to ensure the fair, objective, and impartial treatment of all people with whom they interact. Staff members must not participate in nor condone any form of harassment that demeans people or creates an intimidating, hostile, or offensive campus environment.

When handling Campus Card Program funds, all staff members must ensure that such funds are managed in accordance with established and responsible accounting procedures and the fiscal policies or processes of the institution.

Campus Card Program staff members must perform their duties within the limits of their training, expertise, and competence. When these limits are exceeded, individuals in need of further assistance must be referred to a person possessing appropriate qualifications.

Campus Card Program staff members must use suitable means to confront and otherwise hold accountable other staff members who exhibit unethical behavior.

Campus Card Program staff members must be knowledgeable about and practice ethical behavior in the use of technology.

Marketing and advertising must be informative, accurate, respectful, non-deceptive, and useful to students, faculty, staff and visitors to the institution.

**Recommended Evidence and Documentation**

* Child Protection Policy
* Computer use agreement
* Conflict of interest disclosure form
* Drug and Alcohol testing policy
* Ethics statement
* Fraud prevention training
* Harassment Report Form
* Harassment training
* Human subjects research policy
* Information Release Form
* Sexual Harassment policy
* Student Staff Grade Release Form
* Title IX

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| **Part 7. Ethics** | | **Rating**  0 Does Not Meet 1 Partially Meets 2 Meets 3 Exceeds | | | | **Evidence and Documentation**  Provide link to document or website  Provide statement of evidence  Provide name of document if stored in evidence folder |
| 7.1 | The Campus Card Program staff periodically reviews the institution's statement of ethical practice. | 0 | 1 | 2 | 3 |  |
| 7.2 | The Campus Card Program staff members adhere to the principles of ethical behavior. | 0 | 1 | 2 | 3 |  |
| 7.3 | Privacy and confidentiality are maintained with respect to all communications and records to the extent that such records are protected under law and appropriate statement of ethical practice. | 0 | 1 | 2 | 3 |  |
| 7.4 | Information contained in students’ education records is never disclosed without written consent, except as allowed by relevant laws and institutional policies. | 0 | 1 | 2 | 3 |  |
| 7.5 | Information judged to be of an emergency nature is disclosed to appropriate authorities when the safety of the individual or others is involved and that policy is documented and approved by the institution. | 0 | 1 | 2 | 3 |  |
| 7.6 | Campus Card Program staff members comply with the university/institution’s human subjects research and other policies addressing confidentiality of research data concerning individuals. | 0 | 1 | 2 | 3 |  |
| 7.7 | Campus Card Program staff members avoid personal conflicts of interest or appearance thereof in their transactions with students and others. | 0 | 1 | 2 | 3 |  |

# Part 7: Ethics Overview Questions

1. What is the procedure for obtaining a release of information form for all data related to the Campus Card?
2. How often are Campus Card office staff members required to review and sign confidentiality statements?

**8: Legal Responsibilities**

Campus Card Program policies and procedures must be developed, approved, implemented, and regularly reviewed by the appropriate personnel and governing bodies to ensure the integrity of the Campus Card system.

Campus Card Program leadership must be cognizant of campus, local, state, provincial and/or federal regulations that may impact the Campus Card Program.

These may include, but are not limited to:

1099-K Reporting Requirement

Accessibility for Ontarians with Disabilities Act (AODA - regulated by each province)

American Disabilities Act

FERPA (Family Educational Rights and Privacy Act)

Freedom of Information and Protection of Privacy Act (FIPPA - Canadian)

GDPR (General Data Protection Regulation)

Law of Escheat

PCI-DSS, EMV Compliance documentation

Federal or Provincial Information Privacy Law(s) compliance

Payments Canada regulations

Personal Information Protection and Electronic Documents Act ([PIPEDA](https://www.priv.gc.ca/en/privacy-topics/privacy-laws-in-canada/the-personal-information-protection-and-electronic-documents-act-pipeda/) - Canadian)

Red Flag Rules documentation

Regulation E (Federal Reserve)

Campus Card Program leadership must consult with their appropriate legal and/or governing boards.

Campus Card Program leadership should consult with appropriate campus departments (e.g. Internal Audit, Cash Handling department, etc.) to ensure compliance.

**Recommended Evidence and Documentation**

* 1099 K Reporting guidelines
* Accessibility for Ontarians with Disabilities Act (AODA - regulated by each province)
* American Disabilities Act
* Applicable campus regulations
* Applicable federal/territorial regulations
* Applicable local regulations
* Applicable state/province regulations
* Federal or Provincial Information Privacy Law(s) compliance
* FERPA (Family Educational Rights and Privacy Act)
* Freedom of Information and Protection of Privacy Act
* GDPR (General Data Protection Regulation)
* Internal Audits
* Internal Control assessment
* Payments Canada regulations
* Personal Information Protection and Electronic Documents Act ([PIPEDA](https://www.priv.gc.ca/en/privacy-topics/privacy-laws-in-canada/the-personal-information-protection-and-electronic-documents-act-pipeda/) - Canadian)
* PCI-DSS and EMV Compliance documentation
* Red Flag Rules documentation
* Regulation E (Federal Reserve)
* Review schedule for policies and procedures
* Summary of recent legal consultations

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Part 8. Legal Responsibilities**  \*add or substitute Canadian documents if applicable | | | **Rating**  0 Does Not Meet 1 Partially Meets 2 Meets 3 Exceeds | | | | **Evidence and Documentation**  Provide link to document or website  Provide statement of evidence  Provide name of document if stored in evidence folder |
| 8.1 | The Campus Card Program policies and procedures are developed, approved, implemented, and regularly reviewed by appropriate personnel to ensure the integrity of the Campus Card Program. | | 0 | 1 | 2 | 3 |  |
| 8.2 | The Campus Card Program leadership is cognizant of campus regulations that may impact the Campus Card Program. | | 0 | 1 | 2 | 3 |  |
| 8.3 | The Campus Card Program leadership is cognizant of local, state/provincial, and federal/territorial regulations that may impact the Campus Card Program. | | 0 | 1 | 2 | 3 |  |
| 8.4 | Campus Card Program leadership consults with the appropriate legal and/or governing boards, internal auditors or appropriate campus departments to ensure compliance. | | 0 | 1 | 2 | 3 |  |
| 8.5 | Documentation and/or training is available for the following regulations: | | 0 | 1 | 2 | 3 |  |
|  | 8.5.1 | 1099-K Reporting Requirement | 0 | 1 | 2 | 3 |  |
|  | 8.5.2 | American Disabilities Act | 0 | 1 | 2 | 3 |  |
|  | 8.5.3 | Federal or Provincial Information Privacy Law(s) | 0 | 1 | 2 | 3 |  |
|  | 8.5.4 | FERPA | 0 | 1 | 2 | 3 |  |
|  | 8.5.5 | GDPR | 0 | 1 | 2 | 3 |  |
|  | 8.5.6 | Law of Escheat | 0 | 1 | 2 | 3 |  |
|  | 8.5.7 | PCI-DSS, EMV Compliance | 0 | 1 | 2 | 3 |  |
|  | 8.5.8 | Red Flag Rules | 0 | 1 | 2 | 3 |  |
|  | 8.5.9 | Regulation E (Federal Reserve) | 0 | 1 | 2 | 3 |  |

**Part 8. Legal Responsibilities Overview Questions**

1. What are the critical legal issues faced by the Campus Card Program?
2. How are Campus Card Program staff members instructed, advised, or assisted with legal concerns?
3. What is the policy for releasing the transaction information of Students, Staff/Faculty, and Other Cardholders?
4. What is the policy for releasing photos of Students, Staff/Faculty, and Other Cardholders?
5. What is the policy for refunding account balances?
6. How often are the following regulations reviewed with Campus Card Program staff?

| **Regulation** \*add or substitute Canadian documents if applicable | **Upon Hire** | **Annual** | **Semester** | **Other** |
| --- | --- | --- | --- | --- |
| 1099-K Reporting Requirement |  |  |  |  |
| American Disabilities Act |  |  |  |  |
| FERPA |  |  |  |  |
| Federal or Provincial Information Privacy Law(s) |  |  |  |  |
| GDPR |  |  |  |  |
| Law of Escheat |  |  |  |  |
| PCI-DSS EMV Compliance |  |  |  |  |
| Provincial Privacy Information Law(s) |  |  |  |  |
| Red Flag Rules |  |  |  |  |
| Regulation E (Federal Reserve) |  |  |  |  |

**9: Financial Resources**

The Campus Card Program should develop a financial model that will allow the campus to centralize service and support a program that is financially stable and able to support its technology, functional programs and services, personnel training and staffing, and program expansion opportunities. The Campus Card Program leadership should work diligently to ensure that the costs associated with implementing and managing the Campus Card Program stay within its established budget.

It is important to maintain a campus wide commitment to the development and management of the Campus Card Program. The Campus Card Program leadership must consider expectations for the funding of the capital costs of the Campus Card Program and determine a model for funding future expansion as well as ongoing operations. Therefore, financial planning and budgeting for the Campus Card Program should include budgetary figures for current and long-term expenditures including software, hardware, personnel, licensing, maintenance costs, and capital outlay projections.

**Recommended Evidence and Documentation**

* Capital Project Projections
* Employee expense model
* Funding assumptions package
* Funding Model
* Operating Budget
* Operating Plan
* Software agreements

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| **Part 9. Financial Resources** | | **Rating**  0 Does Not Meet 1 Partially Meets 2 Meets 3 Exceeds | | | | **Evidence and Documentation**  Provide link to document or website  Provide statement of evidence  Provide name of document if stored in evidence folder |
| 9.1 | The Campus Card Program has adequate funding to accomplish its mission and goals. | 0 | 1 | 2 | 3 |  |
| 9.2 | Funding priorities are determined within the context of program mission, customer needs, and available fiscal resources. | 0 | 1 | 2 | 3 |  |
| 9.3 | The Campus Card Program demonstrates fiscal responsibility and cost effectiveness consistent with university/institution protocols. | 0 | 1 | 2 | 3 |  |
| 9.4 | An appropriate funding model is in place allowing for the Campus Card Program to fund future expansion as well as ongoing operations. | 0 | 1 | 2 | 3 |  |
| 9.5 | Financial planning and budgeting for the Campus Card Program includes budgetary figures for current and long-term expenditures including software, hardware, personnel, licensing, maintenance costs, and capital outlay projections. | 0 | 1 | 2 | 3 |  |

**Part 9. Financial Resources Overview Questions**

1. What is the funding strategy for the Campus Card Program?

**10: Facilities**

The creation of a dedicated Campus Card office and staff is critical to a successful Campus Card Program. The Campus Card office should be placed in a highly visible, high-traffic area such as a student services building, student center/union, visitor center, or dedicated one-stop center located on the campus. Without a dedicated office and staff, the success of a Campus Card Program is limited.

A Campus Card office should maintain convenient office hours accessible to the campus community during peak usage periods and allow for campus community members to conduct business transactions in an efficient and timely manner.

To meet this objective, the Campus Card office may consider hours of operation that are beyond a normal work day, including evening and designated weekend hours. Online services should be considered especially for usage with non-traditional students, distance education students, and special cohorts (i.e., nursing, counseling, graduate level programs).

Larger campuses and multiple campus sites should consider establishing satellite locations to make credential issuance and depository access more accessible to the entire campus community.

Permanent Campus Card offices should have sufficient and effective space to meet their day-to-day needs. During high volume carding times including orientations, move-in days, and registration, Campus Card offices may want to use designated satellite or temporary facilities to efficiently handle a larger volume of clientele in a short period of time.

A Campus Card office should maintain a secure environment for staff and customers through the usage of available campus access control, monitoring, and alarm systems.

**Recommended Evidence and Documentation**

* Campus Card Program office visibility on campus assessment
* Office space layout and specs
* Operating hours
* Policy addressing that new construction and remodels incorporate credential access
* Satellite office specifications
* Summary of Campus Card Program accessibility to the campus community

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| **Part 10. Facilities** | | **Rating**  0 Does Not Meet 1 Partially Meets 2 Meets 3 Exceeds | | | | **Evidence and Documentation**  Provide link to document or website  Provide statement of evidence  Provide name of document if stored in evidence folder |
| 10.1 | The Campus Card office is located in an ADA compliant, accessible area with high visibility and traffic. | 0 | 1 | 2 | 3 |  |
| 10.2 | The Campus Card Program has a dedicated office. | 0 | 1 | 2 | 3 |  |
| 10.3 | Marketing materials, media platforms and signage clearly indicate the location(s) of the Campus Card office, with special consideration given to those new to campus. | 0 | 1 | 2 | 3 |  |
| 10.4 | The Campus Card office maintains office hours convenient to the campus community. | 0 | 1 | 2 | 3 |  |
| 10.5 | The Campus Card Program offers online, self-service, and after-hours services. | 0 | 1 | 2 | 3 |  |
| 10.6 | There is sufficient office space for customers to conduct business safely and effectively while maintaining confidentiality. | 0 | 1 | 2 | 3 |  |
| 10.7 | There is sufficient and effective space for the Campus Card office staff to operate safely and effectively while maintaining confidentiality. | 0 | 1 | 2 | 3 |  |
| 10.8 | There is sufficient storage for spare equipment. | 0 | 1 | 2 | 3 |  |
| 10.9 | There is a work space / test bench / technician’s lab with sufficient power, plug-ins, network, systems access, and reader connectivity. | 0 | 1 | 2 | 3 |  |
| 10.10 | There is secure storage for physical credentials. | 0 | 1 | 2 | 3 |  |
| 10.11 | There is secure storage to meet PCI storage requirements. | 0 | 1 | 2 | 3 |  |
| 10.12 | The Campus Card office uses secure campus access, monitoring, and alarm systems to secure their production and office facilities and protect employees. | 0 | 1 | 2 | 3 |  |
| 10.13 | There is an institutional policy addressing standards for new construction and remodels that incorporates delivery of card services (door access, vending, etc.) | 0 | 1 | 2 | 3 |  |

**Part 10. Facilities Overview Questions**

1. Provide a floor plan of Campus Card office layout (reminder to upload it to the NACCU Vault).
2. Provide a campus map with the location of the Campus Card office and any self-service locations (kiosks).

**11: Technology and Equipment**

Technology is essential to the ability of Campus Card Programs to support their mission. The technology and its use must comply with institutional policies and procedures and be evaluated for compliance with relevant campus, state, provincial, and/or federal regulations.

Campus Card technology, as well as any workstations maintained by the Campus Card office for its programs and services, must be accessible and must meet established technology standards for delivery to people with disabilities.

The Campus Card Program must have sufficient technical and support staff members to ensure that the card system is reliable, and that system integrity is maintained under current and supported applications and hardware, thus reducing downtime, and increasing user satisfaction and trust in the system by the campus community.

Dedicated hardware is necessary to support the types of credentials the Campus Card Program accepts. Hardware should include but is not limited to card production workstations, encoding equipment and online provisioning tools. A production workstation should include (a) a fully compatible and campus compliant desktop/laptop computer; (b) a camera with light and zoom capability; (c) a pre-designated backdrop or flat wall surface on which to capture images; and (d) a card printer, with laminator, magnetic stripe encoder, and chip(s) encoders as applicable. It is recommended to have an additional station(s) for peak times and in the event of breakdowns.

Mobile provisioning processes should include, but not be limited to, secure cardholder authentication, streamlined device selection and confirmation of successful self-provisioning.

The Campus Card Program must maintain policies and procedures that address the security and integrity of data as well as cardholder identity. One of the important values of a fully integrated Campus Card Program is real-time capability. Data should be immediately available to the user community and accessible via the card readers.

It is critical that the campus Information Technology office and the Campus Card office work together to ensure that integrated processes are designed so updated credential transactions and demographic information is securely transferred between campus solutions as often as possible.

The Information Technology office, in conjunction with the Campus Card office, should collaborate with campus departments to undertake any tasks where the process of card system data management and all files going to and from the current campus Enterprise Resource Planning (ERP) system (i.e., Banner, PeopleSoft) are automated. Once such integration is implemented, the campus Information Technology office, the Campus Card office, and/or the Campus Card Advisory Committee should continue to develop the processes necessary to ensure secure data integrity and management.

It is recommended that all cardholder data, including photographs, be stored on a secure server and maintained in an appropriately controlled environment, rather than on a local computer. This practice will allow data to be retrieved at various workstations around campus if necessary, to validate a cardholder while protecting system security and integrity, and cardholder identity.

**Recommended Evidence and Documentation**

* Card station equipment inventory
* Data sharing policies
* Disaster Recovery / Business Continuity of Operations Plan
* IT Audit
* IT policies
* IT Support MOUs (Memo of Understanding)
* Mapping of automated processes
* Records management policies
* Schedule of automated tasks
* Scope of Work agreements (external vendors and internal departments)
* System architecture diagram
* System(s) backup schedule
* System(s) backup storage agreement
* Website accessibility assessment

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| **Part 11. Technology and Equipment** | | | **Rating**  0 Does Not Meet 1 Partially Meets 2 Meets 3 Exceeds | | | | **Evidence and Documentation**  Provide link to document or website  Provide statement of evidence  Provide name of document if stored in evidence folder |
| 11.1 | Campus Card system technology complies with institutional policies and procedures that address the security, relevance, and integrity of data and systems. It is regularly evaluated for compliance with relevant campus, state, provincial, and/or federal regulations. | | 0 | 1 | 2 | 3 |  |
| 11.2 | Campus Card technology is accessible and meets established physical and digital technology standards for delivery to people with disabilities, including websites and mobile apps. | | 0 | 1 | 2 | 3 |  |
| 11.3 | Sufficient technical and support staff are present to ensure that the card system is reliable. | | 0 | 1 | 2 | 3 |  |
| 11.4 | Sufficient card production systems are available to meet campus needs, including at peak traffic times. | | 0 | 1 | 2 | 3 |  |
| 11.5 | Cardholder credentials are immediately active upon production. | | 0 | 1 | 2 | 3 |  |
| 11.6 | Processes are designed and implemented so updated cardholder information is transferred between campus solutions as often as possible in a secure manner. | | 0 | 1 | 2 | 3 |  |
| 11.7 | Transferring of data between the campus enterprise resource planning system and the Campus Card system is automated and secured. | | 0 | 1 | 2 | 3 |  |
| 11.8 | Data is stored in a secure server environment allowing for remote access and not confined to a desktop computer. | | 0 | 1 | 2 | 3 |  |
| 11.9 | Credential production area is secure. (Note: this may include unused cardstock, ribbons, printed cards, fobs, and other wearables) | | 0 | 1 | 2 | 3 |  |
|  | 11.9.1 | Access to the production area is restricted. | 0 | 1 | 2 | 3 |  |
|  | 11.9.2 | Access control door is installed and monitored. | 0 | 1 | 2 | 3 |  |
|  | 11.9.3 | Access control door reports are reviewed periodically. | 0 | 1 | 2 | 3 |  |
|  | 11.9.4 | CCTV surveillance and/or audio of the customer service area is in place. | 0 | 1 | 2 | 3 |  |
|  | 11.9.5 | Card printers and cameras are secured. | 0 | 1 | 2 | 3 |  |
| 11.10 | Time and date stamps are created for each card printed. | | 0 | 1 | 2 | 3 |  |
| 11.11 | Audit process is in place to reconcile the number of cards printed and/or misprinted. | | 0 | 1 | 2 | 3 |  |
| 11.12 | Inventory of all card stock (including pre-numbered and specialty stock) and ribbons is completed periodically, logged and reported to Campus Card Program leadership. | | 0 | 1 | 2 | 3 |  |
| 11.13 | Used ribbons are disposed of/recycled in a secure process that protects the printed data. | | 0 | 1 | 2 | 3 |  |
| 11.14 | System backups are performed regularly and stored off site according to IT practices. | | 0 | 1 | 2 | 3 |  |
| 11.15 | A data recovery test from a system backup is performed regularly. | | 0 | 1 | 2 | 3 |  |
| 11.16 | A power interruption test is performed regularly to verify that a UPS (uninterruptible power supply) switches over gracefully to a generator. | | 0 | 1 | 2 | 3 |  |
| 11.17 | A Disaster Recovery / Business Continuity of Operations Plan is in place and has been tested. | | 0 | 1 | 2 | 3 |  |

**Part 11: Technology and Equipment Overview Questions**

1. What is the system backup schedule?
2. What format is used for backups and where / how are backups stored?
3. Is there a list of contacts for each integration point (identity management, ERP system, Rec Center, etc.) and system architecture component?

**12: Assessment and Evaluation**

The Campus Card Program must conduct regularly scheduled assessments and program evaluations of the department itself, as well as the ancillary/auxiliary services and enterprises operated by the Campus Card Program or its third-party affiliates.

The Campus Card Program should utilize appropriate qualitative, quantitative, and mixed method methodologies as deemed appropriate for the particular function or unit that is being evaluated.

Assessment should be conducted to determine if the overall mission of the division and department are being met, and that the program is meeting the participation, satisfaction, and effectiveness levels and outcomes that the administration has determined are appropriate for the program. Assessment programs should seek to collect data from all constituents of the Campus Card Program including students and their parents, staff, faculty, affiliates of the campus community, user departments and third-party vendors, as applicable.

Data and outcomes from the stated assessment should be utilized to determine strengths and weaknesses in the Campus Card Program and should seek to utilize said data to improve the effectiveness of the program and services for the upcoming year. Additionally, the Campus Card Program should strive to collect data on each of the services it provides for both campus, regional, and national benchmarking purposes.

**Recommended Evidence and Documentation**

* Assessment Plan
* Campus Card Program Indicators
* Campus User Survey
* Departmental User Survey
* NACCU Campus Profile
* NACCU Standards and Guidelines (SAGs)
* Off-Campus merchant survey
* Program Evaluations Suggestions
* Student Focus Groups

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| **Part 12. Assessment and Evaluation** | | **Rating**  0 Does Not Meet 1 Partially Meets 2 Meets 3 Exceeds | | | | **Evidence and Documentation**  Provide link to document or website  Provide statement of evidence  Provide name of document if stored in evidence folder |
| 12.1 | The Campus Card Program conducts regular assessments and evaluations of the department itself, as well as the auxiliary services and enterprises operated by the Campus Card Program to determine how effectively the mission is being met. | 0 | 1 | 2 | 3 |  |
| 12.2 | The Campus Card Program is regularly evaluated using qualitative, quantitative, and mixed method methodologies when appropriate, to determine how the program meets participation, satisfaction, and effectiveness levels, along with how outcomes are being met. | 0 | 1 | 2 | 3 |  |
| 12.3 | The Campus Card Program uses data from all constituents including students, parents, staff, faculty, user departments, and third-party vendors, as applicable, when assessing the Campus Card Program. | 0 | 1 | 2 | 3 |  |
| 12.4 | Results of these program evaluations are used to revise and improve the Campus Card Program, including improving the effectiveness of the program and services it offers. | 0 | 1 | 2 | 3 |  |
| 12.5 | The Campus Card Program collects data on each of the services provided for campus, regional, and national benchmarking purposes. | 0 | 1 | 2 | 3 |  |

**Part 12: Assessment and Evaluation Overview Questions**

1. List the Assessment Plan or cycle of assessments.
2. Aware of additional assessment tools such as CAS, ACUHO-I, ACUI, NACE, and NACS.

**Evidence and Documentation List**

**Part 1. Mission**

* Campus Card Program mission and vision statement
* Campus Card Program strategic plan
* Division mission and vision statements
* Institution mission and vision statements
* Institution, division and/or Campus Card Program goals

**Part 2. Program**

* Business Plans
* Campus Card Program expansion history
* Card designs and templates
* Cardholder Terms and Conditions Statement
* Focus group feedback
* Import templates or documentation
* Institution vision
* Legal / Name in Use policy
* New employee orientation slideshow/video
* New student orientation slideshow/videos
* Photo Acceptance Criteria
* Privilege/Access assignment policies and procedures
* Procurement procedures
* Project Scopes of Work
* Website pages with policy

**Part 3. Leadership**

* ADA Recruitment guidelines
* Analysis of employee turnover
* Campus Card Program Advisory Committee listing
* Confidentiality agreement
* Customer Service expectations
* Employee training manual (see NACCU Primer Guide)
* Equal Opportunity – Non-Discrimination Policy
* Equipment inventory
* FY operating budget
* ID credential eligibility process
* Interview questions
* Job descriptions for all positions
* Onboarding new employee checklist
* Organizational chart
* Performance evaluation process for all employees
* Recruitment process
* Reg E
* Staff training memos
* Student application
* Student Privacy Notifications/FERPA

**Part 4. Campus and External Relations**

* Examples of building relationships on campus and in the community
* Networking through NACCU examples

**Part 5. Organization and Management**

* Annual campus/regional/national event and committee representation
* Annual goals
* Campus privacy notifications / FERPA
* Cardholder Terms and Conditions Statements
* Customer satisfaction survey results
* Employee Manual
* Evidence of training opportunities
* Fiscal year operating budget
* ID credential Eligibility Process
* Organizational chart
* PCI Compliance Certificate (Annual)
* Project Scopes of Work and Business Plans
* Sample Communications Plans
* Sample reports provided to user departments

**Part 6. Marketing and Communications**

* Campus Card Program marketing plan
* Damaged card policy and procedures
* Debit/Flex account policies and procedures
* Facility access policy and procedures
* ID Credential contract
* Informational/educational videos
* Lost/Stolen card policy and procedures
* Off Campus programs
* Photo requirements
* Print Advertisements
* Print Media
* Social Media platforms
* SWAG promotional items
* Terms and Conditions
* Website

**Part 7. Ethics**

* Child Protection Policy
* Computer use agreement
* Conflict of interest disclosure form
* Drug and Alcohol testing policy
* Ethics statement
* Fraud prevention training
* Harassment Report Form
* Harassment training
* Human subjects research policy
* Information Release Form
* Sexual Harassment policy
* Student Staff Grade Release Form
* Title IX

**Part 8. Legal Responsibilities**

* 1099 K Reporting guidelines
* Accessibility for Ontarians with Disabilities Act (AODA - regulated by each province)
* American Disabilities Act
* Applicable campus regulations
* Applicable federal/territorial regulations
* Applicable local regulations
* Applicable state/province regulations
* Federal or Provincial Information Privacy Law(s) compliance
* FERPA (Family Educational Rights and Privacy Act)
* Freedom of Information and Protection of Privacy Act
* GDPR (General Data Protection Regulation)
* Internal Audits
* Internal Control assessment
* Payments Canada regulations
* PCI-DSS and EMV Compliance documentation
* Red Flag Rules documentation
* Regulation E (Federal Reserve)
* Review schedule for policies and procedures
* Summary of recent legal consultations

**Part 9. Financial Resources**

* Capital Project Projections
* Employee expense model
* Funding assumptions package
* Funding Model
* Operating Budget
* Operating Plan
* Software agreements

**Part 10. Facilities**

* Campus Card Program office visibility on campus assessment
* Office space layout and specs
* Operating hours
* Policy addressing that new construction and remodels incorporate credential access
* Satellite office specifications
* Summary of Campus Card Program accessibility to the campus community

**Part 11. Technology and Equipment**

* Card station equipment inventory
* Data sharing policies
* Disaster Recovery / Business Continuity of Operations Plan
* IT Audit
* IT policies
* IT Support MOUs (Memo of Understanding)
* Mapping of automated processes
* Records management policies
* Schedule of automated tasks
* Scope of Work agreements (external vendors and internal departments)
* System architecture diagram
* System(s) backup schedule
* System(s) backup storage agreement
* Website accessibility assessment

**Part 12. Assessment and Evaluation**

* Assessment Plan
* Campus Card Program Indicators
* Campus User Survey
* Departmental User Survey
* NACCU Campus Profile
* NACCU Standards and Guidelines (SAGs)
* Off-Campus merchant survey
* Program Evaluations Suggestions
* Student Focus Groups

The NACCU Standards and Self-Assessment Guidelines are for use by NACCU member institutions. Short videos discussing each section are available at [NACCU SAGs Overview Videos](https://www.naccu.org/sags-section-overview-videos) (member login required).

The NACCU SAGs Online Course is offered annually. For more information contact Jörrun Liston, NACCU Research and Education Director at [jorrun@naccu.org](mailto:jorrun@naccu.org).