

Case Study:

Membership

UNC Alumni Association Launches New Membership Badge Program with an AlphaCard ID System

Serving a member base of over 67,000, the University of North Carolina (UNC) General Alumni Association (GAA) is a prominent force on the 729-acre campus. The association has established itself as a valuable resource for students and alumni alike, providing a rich array of services & activities, vendor discounts, career support, and its widely read, award-winning *Carolina Alumni Review* publication.

The Challenge

Without an ID card system in place, the ability to track and identify members attending alumni events was virtually nonexistent. Members were also left without a proper means to identify themselves for vendor discounts. Once UNC General Alumni Association recognized the need for an ID card system, efforts were taken to identify a company that possessed a strong knowledge of ID card technology and delivered prompt customer service.

The Solution

After careful consideration, UNC General Alumni Association partnered with AlphaCard to acquire a high-performance ID card system that would fulfill its needs. What stood out about AlphaCard was its immediate response time and willingness to dive in and provide detailed answers to UNC's questions and make qualified recommendations. UNC had contacted other ID card companies but found that many of them were slow in responding, and were not as engaged or attentive to its ID card needs. As soon as an AlphaCard ID expert connected with UNC, the ID card system design was set in motion.

Leveraging years of industry experience, AlphaCard provided an expert evaluation of UNC GAA's needs and requirements, recommending a high-capacity Magicard Rio Pro dual-sided printer system. The Rio Pro system is ideal for printing thousands of double-sided membership ID cards, as well as printing cards on demand.

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Summary

- University of North Carolina General Alumni Association serves member base of 67,000 students & alumni.
- With help from AlphaCard, UNC GAA creates Membership ID cards for receiving member discounts and attending events.
- Membership ID cards include standard and key-tag sized cards with member ID number and barcode.
- To date, over 3,000 membership cards have been printed and issued to students, alumni, and friends and family.



Case Study: Membership

The alumni association was able to integrate the association's existing software and database with the ID card system thanks to the help of AlphaCard's dedicated technical support team.

The software integrates seamlessly with the printer system to design card templates, create, manage and track card holder records. The AlphaCard technical support team delivered ongoing installation and integration support, ensuring that May and his team were equipped with the know-how and confidence to deploy the new ID card system.

UNC Membership Card Design

The new system prints two types of PVC membership identification cards for the alumni association. The Life Member cards display the member's name, class year, a Life Member ID number, and a personal ID number. Student Membership Cards display the student's full name and ID number on the front of the card. Students' ID numbers are also embedded into the barcode on the backside. Both cards come with a key tag ring that holds the same information as the normal-sized cards do for added convenience.



For card design, UNC opted to employ the talents of its own Tom May, who serves as the association's Printing & Mailing Coordinator. The printed card is emblazoned with the school's recognizable colors—sky blue and white. The backside of the card has the university's logo incorporated into the design—an iconic graphic of the university's famous Old Well.

UNC General Alumni Association can print membership cards on the spot thanks to the ease and speed of printing cards. The fast turnaround ensures members always have access to a card, even if it's a replacement. May describes the simplicity of the printing process: "We print on demand with all personalized info as well as background graphics in one pass. In most cases, it takes just a few seconds to print a card."

In addition to providing a discount, the ID cards are used to visibly identify members at membership events.

Looking to the Future

UNC General Alumni Association intends to keep track of how many students attend membership events by scanning the barcode on the back of their card. The membership cards are also scanned upon entering the event. While the Life Member cards also contain barcodes, May says that they're not currently being used, but that "we expect to at some point in the future."

In just a few months' time, UNC General Alumni Association has printed over 3,000 membership cards, issuing both wallet-sized PVC cards and ID key tags to students, alumni, and friends and family.

About AlphaCard

AlphaCard has been a trusted provider of secure ID solutions since 1998. We take great pride in our ability to deliver the best service and value on ID card systems for virtually any application. Our diverse customer base stretches from schools and small businesses, to membership clubs, police departments, government agencies, large corporate clients, and more. AlphaCard works closely with the industry's most respected manufacturers to offer an unbeatable selection of ID card printers and supplies.

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