The Card That Rocks

Your All-Access Pass to a Better Campus ID Program
Agenda

• The Campus Banking Program
• Why Fifth Third?
• Why This Program Rocks
• A Collaborative Partnership
The Campus Banking Program

1 part student ID card.

1 part Fifth Third Debit and ATM card.

Total convenience for your students, faculty and staff.
About Fifth Third

Strength and Stability

- **Fifth Third Bank is more than 153 years old.**
- **Location, Location, Location.** With more than 1,400 locations and more than 2,300 ATMs in 12 states, Fifth Third has the coverage your students need.

- **Strong Growth.** In the Top Three in terms of deposit base in approximately 65% of metro markets covered.

- **Fifth Third Bancorp was named the seventh strongest bank in the world by Bloomberg Markets magazine.** Fifth Third was the highest ranking of only three U.S. banks to make the top 20. The ranking includes banks with at least $100 billion in assets. It weighs and combines five criteria, including Tier 1 capital compared with risk-weighted assets; nonperforming assets compared with total assets; and efficiency, a comparison of costs against revenues.
The Campus Card Program offers PIN Debit Card functionality to student, faculty and staff ID cards. The program provides benefits for its partner schools:

- Helps reduce card operating expenses and enhance card functionality for universities
- Offers flexible systems solutions to ease transition and to deliver value.
- Allows for end-to-end set-up and delivery of a campus card program from a bank you know and trust.
- Provides ongoing marketing support to promote your campus card program.
The Campus Banking Program: How it Works

**Card Enrollment**
Callie picks up her new ID card. With it, she has access to her dorm and university services. Plus, a debit card number is assigned – but not yet linked to a checking account.

**Information**
Along with her ID card, Callie receives information about how her ID can also function as a Fifth Third debit card. She finds out how she can activate her card.

**Debit Card Activation**
Callie visits a Fifth Third Bank to open a free Student Checking account. While she’s there, she links her debit card number to her checking account.

**Shopping Made Simple**
Now she can use her student ID card anywhere PIN/debit transactions are accepted. No need to carry multiple cards!
Student Visits Campus during Orientation

Card with Pre-Established Debit Number is selected at the Bursar/Registrar’s Office

Card is issued from Campus ID system

Student leaves Campus Office with Campus ID Card & Debit Card #

Card gets attached to DDA

Student visits Fifth Third Booth or Branch to Open DDA

Card is Live and Ready to Work
Why Fifth Third Campus Card?

Fifth Third Offers a Unique Solution

- One “instant-issue” card that does it all. There is no need for students and faculty to carry cash or multiple cards.

- A more efficient, cost-effective campus ID issuing system integrating with existing campus card systems.

- Implementation that requires less effort from campus personnel, with a system that is completely customizable. Fifth Third partners with your existing vendors to bring the desired functionality to the Campus Card.

- A Campus Card that is instant-issued on campus. Few banks can provide that level of support.
Card Functionality

- The debit card number is pre-printed.
- Prox Chip added to allow tap access to dorms.
- Bar code can be added to your campus card for library and attendance tracking.
- Top, Black mag stripe is for Bank purposes. Programmed like any other Debit/ATM card.
- Yellow, Bottom stripe is for campus use. Dorms, cafeteria, depreciating balance account, etc.
- Our cards work within the Jeanie, PULSE and Cirrus networks.
We provide full marketing support to promote the campus card program to students, faculty and staff:

- Brochures
- Flyers
- Email Templates
- Posters/Table Tents
- Direct Mail
- On-Campus Events
- Ongoing Financial Education
- Customized Landing Page on 53.com

Our Campus Card Marketing Manager has more than 15 years of experience. She brings a wealth of Student Banking and Campus Banking experience to the Campus Card team, offering schools comprehensive, individualized Campus Card marketing plans.
Student Advantages

Students save time and money with products and services designed just for them:

- **Free Student Checking** – Five free non-Fifth Third ATM transactions, one free wire transfer/month, free email and mobile phone alerts. Plus, on-campus ATMs make it easy to get cash.

- **Goal Setter Savings** – Helps students reach goals with automatic transfers.

- **Responsible MasterCard®** – No annual fee plus free cell phone protection when the student’s cell phone bill is paid with his/her credit card.
Financial Education

We believe that financial education pays dividends toward students’ financial futures.

- **Don’t Be That Guy Campaign** – This award-winning campaign teaches students about money, but with humor. It features Kyle, a likable slacker who lacks financial know-how. You can find Kyle at 53.com/students or on our YouTube channel.

- **Financial Education Presentations** – Our staff is available to present these financial education modules to students. From the basics to building good credit, we’ve got you covered.
Our Partnership

✓ Card Design, Marketing Material Development, etc. We’ll want your ongoing feedback to ensure that you’re thrilled with the finished products.

✓ Testing. For this process, we’ll work together to make sure the cards are encoded to card network specifications, on-campus card readers or other usage points.

✓ Carding Events. We’ll plan these events together to deliver the smoothest, most efficient process possible.
Questions ???