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## MOVE-IN DAY DOINGS: AUGUST 28th

Saturday, August 28<sup>th</sup> is THE day for freshmen to hit campus, and we're ready for them! Our office will be open 8-4 (and 12-4 that Sunday), and we're joining the party on the DMZ, handing out promotional materials and encouraging new students to make their Bear Bucks deposits. We'll have a station in South Dining Hall for them to use to make their deposits, and we'll be there to answer questions.

We'll have enthusiastic students on the DMZ handing out our Bear Bucks magnets (which list all of our off-campus partners and their phone numbers), menus and other promotional material provided by our partners. We're also giving away t-shirts to students who deposit at least \$200 in their Bear Bucks accounts.

Returning students are allowed to move in a few days before the freshmen, so if you'd like us to have your promotional stuff at hand to distribute, please get it to us by 4pm on Wednesday, August 25<sup>th</sup>. We have lots of new students and faculty coming in that week for orientation, so help us make sure your business gets noticed!

## TONY RICE MOVES ON

After more than 2 years at the OCO, Tony Rice has chosen to leave the University to take a job at Lehigh Valley Hospital, where he worked before he came here. It's an opportunity to join an exciting new project, and we wish Tony all the best in his career. His last day is August 13<sup>th</sup>.

Leslie Dreyer Kalra will take on Tony's work until we're able to find a replacement.

## NEW CONTACT NUMBER

KU no longer owns any cell phones, so when Tony leaves us, his cell phone and its number leave with him.

Please call the following number if you have problems with your reader:

**484-695-0914**

This is Leslie's cell phone, so if we hire a new technician, this number could change again. We'll keep you posted.

## Survey Results

Last Spring, we sent our Marketing Intern out to speak with each of our off-campus partners to see how we're doing. Here's what you said, and what we're doing about it.

**What you said:** The readers are too slow and expensive and cause long lines to form.

**What we're doing:** We started a reader rental program to try to help with the expense of a new reader. Some of our merchants are able to use the same reader for credit cards, Kutztown Partnership cards and Bear Bucks, which has reduced overall expenses.

As for the speed, we have been testing using the Vx570 over the Internet for the last week or so, and it's going well. Thanks to Mr. Food for being our "guinea pig". We plan to make this available to everyone over the next few weeks. Tony's departure will slow that down a bit, so we ask for your patience.

**What you said:** OCO tech support has been pretty responsive.

**What we're doing:** Trying our best to keep it up!

**What you said:** We don't know what the OCO is doing for us.

**What we're doing:** This newsletter is one tangible result of this survey. We need to keep communication open, and we hope this will be one way to keep you informed about what we're doing in general and what we're doing for you. We plan to put out at least one newsletter per semester except in the summer.

We began the Merchant of the Week program last Spring to put a spotlight on each business in turn. We have a Facebook page that we hope to bring people to by advertising specials and promotions, and we're making further use of the building TVs. We're expanding our presence at Move-in Day this year.

We've thought about running a scavenger hunt or a merchant fair this year, but we didn't find much enthusiasm for it among our partners. We can't do it alone. Talk to us about promotions you'd like to try!

### ***Speedy Readers!***

*We've been testing the use of Vx570 readers over the Internet for a couple of weeks, and it's going pretty well. As soon as we're confident, we'll be in touch to see if you'd like to try it. Just be patient with us: we're down to one techie in the office.*

*Transaction time goes from 25 seconds to a couple seconds. Speedy!*



### Merchant of the Week

Each week we choose a merchant to spotlight on the Student Union TVs, our Facebook page, our web site, and on twitter. Each week runs Monday-Sunday.

As your week approaches, we'll contact you to see if you're offering any specials we can advertise.

- 8/30-9/5:** Mark's Sandwich Shop
- 9/6-12:** CC's Wooden Grill
- 9/13-19:** Great Wall Chinese Restaurant
- 9/20-26:** Uptown Espresso
- 9/27-10/3:** Camillo's Italian Restaurant
- 10/4-10:** Quality Shoppe
- 10/11-17:** Collene's Crafts & Flowers
- 10/18-24:** Spuds
- 10/25-31:** The Attic
- 11/1-7:** Silver Maple Veterinary Clinic
- 11/8-14:** Airport Diner
- 11/15-21:** Sheetz
- 12/6-12:** Betty's
- 12/13-19:** Main Street Café

If you don't see your business listed here, rest assured it will be featured in the Spring. That list will be in the next newsletter.