

Gold Card Registration System

Executive Summary

The following is a proposal for a Senior Analysis and Design Project consisting of the upgrade of the current Commuter Gold Card registration system for data extraction and easy registration. The Off-Campus Student Services currently has no way to look at commuter student demographic data or commuter involvement on campus other than at their own events. Our goal is to allow Off Campus Student Services to view the commuter populations demographic data, have information available at will for better OCSS event planning and allow students to register online for an easier seamless Gold Card Registration process.

The project involves both hardware and software development. In hardware development we will build a new scannable gold card and have on site scanning at each participating business. The software will enable the ability to record gold card usage each time a discount is redeemed. This allows the OCSS to view how often students eat on campus versus going off campus or going home. In addition, there will be a new and improved registration system of the gold card that allows commuters to sign up at the Registrar's office upon registering for UMBC. This will allow data from the Registrar's office to go into user data storage. Upon UMBC registration, students enter all their demographic data, having the gold card linked with that process provides OCSS more accurate information about who exactly the commuters are at UMBC. By knowing who your commuters are and common trends about them we can better program events around that for increased attendance and involvement.

Thorough planning and brainstorming with my team and the Off-Campus Student Services director Dr. Antonio Silas was put into this proposal. Using their expertise and our current knowledge of life as commuters we were able to identify realistic approaches to this problem. Our team consisting of four commuters decided that there needs to be something seamless and enticing offered to increase data availability and student involvement, food discounts and easy access registration. In conclusion, this solution could lead future projects involving more extensive planning, as well an increased budget. This gold card platform will be an excellent testing platform utilizing relevant data to see what the commuter student population mainly consists of then going even further by seeing who the most active commuters are by viewing the gold card usage data.