

SkylightOne Card Solution “All The Buzz” for Georgia Tech During 2006 Gator Bowl

The Coin Toss: Cash or Plastic?

As the Georgia Tech Yellow Jacket football team made their final preparations to meet West Virginia in the 2006 Gator Bowl game, the Athletic Office Staff were making similar plans of a much different type. They were working feverishly behind-the-scenes to ensure that each of the student-athletes would have access to the travel funds necessary to make the trip to Jacksonville.

Over the course of only a week, Skylight and Georgia Tech were able to execute a contract and completely implement a card solution that allowed Georgia Tech to issue SkylightOne cards to all student-athletes and subsequently fund the cards. The student-athletes were then able to use the cards to obtain cash at ATMs or make PIN purchases at merchant locations during their bowl travels.

Down, Set, Hike!

During past bowl appearances, each student-athlete was handed an envelope filled with a predetermined amount of cash to cover all meals, entertainment and any other incidental costs. Though effective, this method was both inefficient and potentially dangerous. The student athlete’s safety while carrying a large amount of cash was of concern as was how to account for and replace lost or stolen funds.

Mollie Simmons Mayfield, Georgia Tech’s Senior Associate Director of Athletics, was initially unsure of how the student-athletes would react to receiving their funds on a card. “The students loved the Skylight card! We thought they might just go and withdraw all of the funds at once to have the cash in hand, but they truly used the card the way we’d intended. Upon our review of card transactions, we saw both PIN purchases at merchants as well as ATM withdrawals.”

A Win for Plastic

The entire Georgia Tech organization, staff and student-athletes, was delighted with the outcome of the SkylightOne card program and the overall service level Skylight provided during the busy holiday bowl season. “The service level from Skylight was incredible. The response time ranged from just minutes to 24 hours...and the 24 hours was the total time to get a replacement into the hands of a student-athlete who had misplaced his card.”

As far as future plans for the program, Georgia Tech says they absolutely plan to expand the SkylightOne card program to all of their athletic programs and very likely to other areas of the university for other purposes. “We couldn’t be happier with our decision to partner with Skylight Financial. Their card programs are feature-rich and their service level is unparalleled. We’ll be very excited to work with Skylight again in the future to build on the success of this program.”