

AFFINITY PROGRAMS

Yes, there are ways to support SUU... that **don't** cost a lot of **money**



During the past several years with shrinking budgets and decreasing financial support coupled with the expectation and demands of an ever expanding Alumni effort the University has been involved in seeking and finding new ways to enhance financial partners that will help increase revenues to the alumni and its programs in order to survive. The Alumni Association has worked to identify additional sources of funds for expanding programs and enlarging the circle of friends. They are the SUU Credit Card, Liberty Mutual Insurance, Utah Higher Education Assistance Authority (UHEAA), SUU License Plate Program and Consumer First.

Six years ago the Alumni Association joined with MBNA

America to produce a Master Card and a Visa Card for our Alumni and students. "We recognized that most if not all of our student and Alumni have a credit card," said **Marlo Jensen**, Executive Director of Alumni Relations. "Having an SUU card provides benefits to the card holder and the University creating a revenue stream to develop programs and raise scholarship

dollars. A portion of each purchase and a portion of the outstanding balance is returned to SUU. This program has been a mainstay of our support for six years now."

Another program that all alums of SUU can participate in is the SUU license plate program. You may have seen a few of these plates around. You may have



seen more U of U, USU and even BYU plates around. But thanks to a cooperative effort of the Alumni Association throughout the State of Utah these license plates are now available at all motor vehicle registration locations in Utah. The cost is \$25 annually and all the revenue generated goes to scholarships at SUU. All those who are proud of SUU should have an SUU license plate as a symbol of the great experience they had here in Cedar City. Be sure to ask about your SUU license plate the next time you register your cars!

This past spring the Utah Higher Education Assistance Authority (UHEAA) formed a partnership with SUU to promote a wonderful program that will benefit former students of SUU.

Through this program SUU alumni who have government student loans can



consolidate their loans at dramatically lower interest rates. Our desire is that all of our alumni will participate in this program and by so doing will save significant dollars in lower interest rates.

Liberty Mutual insurance has been a partner with SUU for the past two years. They are a provider of Auto and home insurance at a group rate that saves on average \$189.00 per year in premiums. This group also



Liberty Mutual

contributes a portion of those savings back to SUU for the development of programs and scholarships.

Most recently the Alumni Office is in the process of finalizing an association with Consumer First, a credit card registration program. By simply registering your Visa and MasterCard with Consumer First, a portion of the purchases used with these cards at partner merchants is automatically returned to the University for the development of programs and scholarships. Additionally the Utah Shakespearean Festival and the T-Bird Athletic Club have also come on board with this program.

The essence of these programs

is that many normal activities can lead to substantial support. When registering your card, when licensing your vehicle, when consolidating your student loans, when buying auto insurance, you can be helping. Multiplying your support in some cases may even save money in the process. More information is available on the Websites of the respective



partners. Marlo Jensen said, "We have made an effort to find 'Affinity Programs' for our alums that don't require changing habits. Instead, they capitalize on behavior in the regular course of daily life. These programs will assist in providing more scholarships, more activity, and a feeling of pride in knowing that you are contributing in some way to enhancing SUU and its programs."

