

Guiding Students with ID Reward Cards

How one school uses ID badges to help motivate students



ID badges aren't just for identification; they can be so much more! A Kentucky Middle School has proven that with an ID card program that motivates students.

Royal Spring Middle School in Georgetown, Kentucky created a unique tool to reward good grades and behavior: an ID badge that doubles as a coupon card to area businesses. The Middle School Principal created the reward program in 2006. With the help of the PTA and participating local businesses, it has been thriving ever since.

BACKGROUND: How the Program Works

The program concept is simple, yet effective. Every nine weeks, after grades are posted, students who meet set standards are issued one of three reward cards. In addition to good grades, students must also have no unexcused absences or behavior issues. The front of the card contains the student's information and is also color coded as follows:

Gold Card = All A grades, no unexcused absences, tardiness, or discipline referrals.

Silver Card = A and B grades, no unexcused absences, tardiness, or discipline referrals.

Blue Card = All passing grades, no unexcused absences, tardiness, or discipline referrals.

The back of the card has a list of coupons and offerings from local businesses. The coupon may vary depending on the color of the card. For example, a gold card may include a \$1.00 off coupon, while the silver card may have a \$0.50 coupon. A local bank is also taking part in the program by depositing \$1 for every A into the student's savings account.



"The students work hard to receive the cards," says Carmen Wallin at Royal Spring Middle School. "Many students don't even use the coupons. It's more about the recognition for a job well done."

Wallin reports that at least half of the kids receive a reward card. And because the program restarts every quarter, students are given a fresh start toward earning the card every nine weeks.

CHALLENGE: A Unique Way to Motivate Students

Early on, running the reward card program was somewhat cumbersome. The first cards were created in Microsoft Excel, printed on cardstock, and individually laminated. To save time and make the program easier to manage, in 2008 the PTA looked into purchasing an ID card system.

"I made an immediate connection with my Account Manager. After explaining the reward card program to her, she made a printer recommendation and explained how easy it would be to use," says Wallin.



SOLUTION: Automate with Technology

With ID Wholesaler's help, the school chose an ID card system that fits the school's needs. ID software makes it easy to design, print and manage their ID card templates. A dual-sided printer allows them to print on both sides of the cards in one fast, convenient process. They load their printer with YMCKOK ribbon to print full color on the front of the cards and black text on the back of the cards.

"We save so much time with our printer," says Wallin. "And the quality of the cards is far better than the laminated cardstock cards we had been using."

Royal Spring prints on standard-size PVC cards, the same size as a credit card, which easily fit in their student's wallets or back pockets.



Wallin says they continue to trust ID Wholesaler: "We haven't even looked anywhere else for supplies. ID Wholesaler has a wonderful team so why go anywhere else?"

RESULTS: Motivating Students

Their investment has paid off. The school has owned their system for about three years now and the program is running strong. Royal Spring Middle School's reward card program is a concept that can easily be implemented in other schools across the country. In fact schools that already own an ID card system for their student IDs can start right away! The program is an example of how a simple investment in an ID card printer system can be a huge investment in students' academic success.

Motivated students, an involved community, and creative PTA and teachers: this reward card program deserves an A+... or, that is, a Gold Card!

As always, we're here for you if you have any questions.

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