

# Case Study: Georgian College ONEcard Office



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**ONEcard** is the official Georgian College identification card for students. Features extend far beyond a simple student ID; “it’s your student card, library card, print card, athletic centre pass, bus pass, and a convenient method of payment for select vendors and services both on and off-campus – all in one!” The ONEcard is also used for gaining access to services and events, such as city transit, the fitness centre, library and print. It is a secure method of payment at participating stores and restaurants, on and off campus, and can be used to track spending and manage budgets.

## Goals

- (1) Connect students/ONEcard holders with the best services possible, by (2) creating a new matrix to assess the value of a new vendor (including those that add a social value) and what they would bring to a ONEcard partnership; and
- (3) Implement social procurement practices into current department spending by creating a list of swag/merchandise suppliers, updating the vendor application form with new fields to indicate social enterprises and diverse vendors, and pursuing direct award when possible to suitable social procurement vendors.

## Requested Support

- (1) Overall direction from the College of what any institutional priorities are, i.e. the best value, the cheapest product or the one that has the most social impact;
- (2) Access to a directory of suppliers that includes info re: which identify as social enterprises, diverse indicators, and more; and
- (3) Ability to access social procurement resources to help inform future spending.

## Team & Responsibilities

### ONEcard Office

Attend Community of Practice meetings, complete takeaway tasks for set goals

### Project Consultants

Social Procurement expertise, knowledge and network

### Additional Support

**Jennifer McDonald (JM)**, ONEcard Officer

**Elly Green (EG)**, Lead

**Ashleigh Addison (AA)**, Support

**Jenna Stevenato (JS)**, Support

**Anne Collins (AC)**, Manager, Purchasing Services

**Alyshia Crawford (ACrawford)**, Purchasing Analyst

## Implementation Plan

<b>Date</b>	<b>Activity</b>	<b>Contributor(s)</b>
<i>28-Jan-21</i>	<b>Georgian College Social Procurement Community of Practice (COP) meeting</b>	COP Members
<i>24-Feb-21</i>	<b>Goal Setting in Mural</b> Exploration of spending portfolio for the purposes of setting social procurement goals and support required to achieve these goals	EG, JM
<i>14-Apr-21</i>	<b>Individual Manager meeting</b> Meeting with the manager to discuss in further detail the goals set in Mural	EG, JM
<i>29-Apr-21</i>	<b>Georgian College Social Procurement COP meeting</b>	COP Members
<i>By 17-May-21</i>	Explore potential new vendor, the Barrie Furniture Bank (FB), a social enterprise that could offer furniture and FB services to students through ONEcard	EG, JM, JS
<i>17-May-21</i>	New ONEcard vendor proposed to Barrie Furniture Bank leadership team	EG, JS
<i>1-Jun-21</i>	Stakeholder meeting with FB, GCSA and Kelly Duggan (Georgian faculty) to discuss ONEcard vendor onboarding for FB and a student referral process	EG, JS
<i>17-Jun-21</i>	Follow-up meeting with Barrie Furniture Bank leadership team	EG, JS
<i>28-Jun-21</i>	Second stakeholder meeting; decision to launch small pilot to offer 'furniture kits' to 5-10 students at Georgian College, with GCSA coordinating the intake and selection process	EG, JS
<i>20-Jul-21</i>	<b>Georgian College Social Procurement COP meeting</b>	COP Members
<i>21-Sept-21</i>	<b>Georgian College Social Procurement COP meeting</b>	COP Members
<i>9-Nov-21</i>	<b>Georgian College Social Procurement COP meeting;</b> Decision to launch a second pilot for a swag order of under \$10,000 (direct contract award)	COP Members
<i>By 14-Dec-21</i>	Conduct research to secure additional social enterprise and diverse suppliers to participate in the pilot as vendors	AA, ACrawford
<i>By 14-Dec-21</i>	Establish scoring matrix to evaluate vendor applicants considering Sustainable Development Goals (SDGs) Georgian College is exploring, including criteria based on physical proximity, diversity and price	EG, JM, AC
<i>19-Jan-22</i>	Evaluate vendor applicants based on new scoring matrix and select a vendor for direct award	JM
<i>15-Feb-22</i>	<b>Georgian College Social Procurement COP meeting</b>	COP Members

## Outcomes

Throughout the summer of 2021, while the ONEcard office supported the Georgian College Students' Association (GCSA) pilot, they used the knowledge built and resources provided to create a new onboarding process for ONEcard vendors.

ONEcard recreated their weighted criteria to onboard new vendors and update their processes, enabling more pathways to social procurement. This new vendor onboarding process included questions to identify new vendors' economic, environmental and social impact / priorities.

ONEcard met their initial goals to provide the best services both in value and quality for their students and achieve social impact in the community. In Winter 2021, ONEcard successfully conducted a pilot that incorporated social procurement practices and moved forward with direct award to several social purpose vendors. This project provided the ONEcard team with many opportunities to build new knowledge and re-evaluate the meaning of value regarding all purchases and products procured in the department.