The Action Card is the official University photo identification card and serves multiple purposes at The University of Alabama. It is used for access to:

- NCAA athletic events (for football games, a ticket is needed)
- University Libraries (to check out books)
- University recreation facilities (Student Recreation Center and pool, Student Activity Center at Presidential Village, aquatic center)
- computer labs, Student Health Center, campus entertainment events and My Football Ticket program
- campus facilities

The Action Card accounts are similar to a checking account. With a prepaid deposit of funds, cardholders may use the card to make purchases at participating locations. There are three types of Action Card accounts: Bama Cash, Dining Dollars and Meal Plans. Bama Cash is an optional account, which once established with a deposit of funds allows students to pay for purchases at a wide variety of on- and off-campus locations. For details, visit the website at actcard.ua.edu.

Through My Action Card online, (actcard.ua.edu) users can access information for both Bama Cash and Dining Dollars, check balances and review transaction history. Through My Action Card online, cardholders may also deposit funds directly to Bama Cash via Visa, MasterCard or Discover cards. Users also may review Meal Plan activity from this site.

The Action Card Office is located in 104 Student Services Center. Office hours are Monday–Friday, 8 a.m. – 5 p.m. Students can reach the office by phone at (205) 348-2288. Follow the office on Facebook at The University of Alabama Action Card Office.