

INCLUSIVE ACCESS CASE STUDY

Boosting Student Preparation and Savings
at Campbell University

Campbell University wanted to make course materials more affordable for students and ensure they were set up for success from the first day of class. The university partnered with Barnes & Noble College to bring the First Day™ Complete inclusive access solution to campus, bundling course materials costs with tuition and fees. In the first semester, students saved an average of 65% – and 90% of students were prepared on the first day of class.

CHALLENGE

Affordability continues to be a challenge for students at colleges and universities across the nation. Campbell University (Campbell) sought to find a solution for course materials that not only would offer savings to students, but also would help ensure that they had what they needed to be successful in class.

In a national survey, 70% of students told Barnes & Noble College they learn better in a class when they've read the assigned material in advance. And, 85% of teachers agreed that students who obtain the required course materials typically achieve higher grades.

However, more than half (55%) of students at Campbell reported they were unprepared on the first day of class. Many shared that they struggled

to locate the right course materials or wanted to double check with the professor before making any purchases.

“Cost has a lot to do with why students aren't prepared on the first day of classes,” said Cindie Salmon, store manager, Campbell University Bookstore. “Some are waiting for their financial aid to clear, and they don't have the funds to buy their course materials until then. No matter why they're waiting, not having their materials can impact performance in class.”

Campbell partnered with Barnes & Noble College on an inclusive access solution to help alleviate costs for students and ensure they were better prepared from Day 1.

SOLUTION

Barnes & Noble College's First Day™ Complete solution provides every student with all their course materials, digital and print, in time for the first day of class. Leveraging economies of scale with top publishers, Barnes & Noble College secures significant savings for students, and a flat-rate, per-credit-hour cost is included in their tuition and fees as a course charge.

In fall 2019, Campbell and Barnes & Noble College launched the solution on campus as the Camel Direct Textbook Program. Through Camel Direct, all main campus undergraduate students received their required textbooks, lab manuals and digital access codes for an affordable flat rate. They had seamless access to all digital content within Blackboard, and print materials were boxed up and ready for pick-up in the bookstore.

“Camel Direct allowed me to pick up my textbooks and materials easily and efficiently,” said Kaitlyn Stocks, a student at Campbell. “When I arrived at the bookstore, my items were already packaged and ready to go. As a freshman, this program made my transitioning process run much smoother.”

The program also took the pressure off Campbell faculty as they worked to find the right course materials, keeping affordability as a priority. In addition to the savings offered, with all costs included upfront, students no longer needed to wait for financial aid disbursements to get their materials.

“We found that professors were doing a lot of research on how much course materials would cost their students before submitting adoptions,” said Salmon. “Now, they don't have to spend the extra time. They know that everything is included, alleviating the worry and strain on them – and their students.”

RESULTS

After careful planning and collaboration with constituents across campus, Camel Direct enjoyed a smooth and successful rollout. It is helping Campbell deliver on a core commitment: empowering students to achieve academic success by providing timely access to essential learning materials.

In the first semester alone, students enrolled in the program saved an average of 65% on their course materials. They also were better set up for success, with 90% being prepared on the first day of classes.

“Obtaining all your textbooks – the right ones – in time for the very first class is such a huge step toward eliminating the anxiety of starting a new year and preparing for success!” said Michelle Perez, Associate Vice President for Student Success, Campbell University.

INTRODUCING CAMEL DIRECT/FIRST DAY COMPLETE

BEFORE: 45% prepared on first day

**AFTER: 90% prepared on first day
65% savings on average**

Our forward-thinking solutions are designed to help colleges and universities navigate the fast-paced changes occurring in higher education, solve pressing challenges on campus and drive much-needed revenue. Let Barnes & Noble College help your institution achieve success today!

For more information visit www.bncollegesolutions.com.