



Creating Experiences That Inspire

**BARNES & NOBLE**  
COLLEGE



Cover Image: University of North Carolina at Greensboro



Barnes & Noble College operates more than 700 of the finest campus stores in the country, delivering 5 million students and faculty what's next in a campus retail and digital learning experience.



# Creating Experiences That Inspire

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Any company that sells course materials or school spirit apparel can conduct the most basic transactions of a campus store. We believe students, faculty, alumni, staff and campus communities deserve more. They deserve captivating experiences that elevate and celebrate their passions, ambitions and ideals.

Barnes & Noble College provides this and more. We bring a powerful combination of unmatched retail expertise and a local, decentralized operating approach to build deeper relationships on campus, ignite new ideas and innovation, and deliver an engaging experience that is aligned with the unique cultural, brand and academic mission of each school we serve. We transform campus stores into a social and academic hub, combining the intellectual stimulation of the library, the excitement of a bustling marketplace and the impassioned spirit of school pride.



## Our Commitments

Student & Faculty Insight

Innovation

Advanced Technologies

Superior Products & Services

HigherEd Focus

## OUR PROMISE & COMMITMENTS TO YOU

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### Our Promise

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*Deliver an unmatched retail and digital learning experience.*

### Our Commitments

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#### ● Student & Faculty Insight

We understand what your students and faculty want and need from their campus store. Through national trend research, local and national surveys and ongoing, authentic dialogue in-person and online, we gather insights that drive our next-generation textbook affordability solutions and retail strategies to deliver the optimal campus experience.

#### ● Innovation

We are committed to creating next-generation retail resources and digital solutions to help the future of learning. We will bring unrivaled access to affordable course materials and exceptional in-store and online shopping experiences to your campus.

#### ● Advanced Technologies

We invest heavily in next-generation technologies that seamlessly integrate with your school, delivering immediate access to affordable course materials, as well as the ultimate customer experience in-store and online, to drive students and faculty to the campus store for all of their academic and social needs.

#### ● Superior Products & Services

We bring to each campus revenue-building merchandise strategies that include sought-after products your students want and need.

#### ● HigherEd Focus

We collaborate with you, our campus partners, to deepen our understanding of your school's mission and embody that spirit to drive student and faculty success, and build loyalty to your school's brand.





# Affordability & Convenience

## Student Savings

2012-2014 Academic Years



By the end of the 2014 academic year, our flexible textbook rental program will have saved students nearly \$1B.

What's on your students' hearts and minds drives us. Right now, in the world of higher education, one thing stands out nationwide: course material access and affordability. It's our highest priority. We leverage the depth and breadth of our relationships with more than 7,000 publishers to seek collective ways to drive down costs. We actively engage in and support the open source and eTextbook movement, and have introduced newer solutions like our flexible pricing strategies to save your students more money. As the world's largest bookseller, we offer the largest selection of affordable course materials, textbooks and trade books available, including new, used and rental textbooks, and more than three million digital titles.

We also work to increase affordability for your students through our *Campus Connect Technologies*<sup>SM</sup> platform, which includes:

- Course Fee programs
- Multi-platform LMS integration strategies
- Real-time Student Financial Aid modules
- Simple Registration Integration ordering system

But, it's not enough to simply offer affordable options. We reach out to and guide your students on how to get the right course materials, at the most affordable price, at the right time for their success. Through programs such as *I Speak Textbook*, our new educational initiative, students know that the bookstore is there to support them through their academic journey. And because students today are going online to search for their course materials, we incorporate a robust search engine marketing strategy that optimizes nearly 100,000 keywords, including textbook titles and ISBNs, as well as school-branded merchandise, to capture more sales through search. As a result, we cement the campus store as your students' first choice for affordable course materials and drive revenue for your campus.

## Igniting the New Student Connection Results

2013-2014 Academic Year



Almost  
400 Schools



555,000  
Customers



**167%**

Increase in  
Email Revenue

**75%**

Find Rewarding  
& Helpful

• Average Open Rates Above 50%

• More than 2/3 students redeemed loyalty offers

## Building Deeper Connections

Student insight guides everything we do. We will be a trusted advocate that truly listens to your students, soliciting feedback and taking action to meet their needs. And we will do so by leveraging our ongoing national trend research; continuous dialogue with more than 700,000 students on social media; our exclusive Student Voice panel – powered by YPulse - that includes thousands of college students nationwide; and, most importantly, YOUR students' suggestions. It all helps us shape the optimal campus store experience and develop the meaningful connections that result in increased school loyalty and revenue that stays on campus.

## Igniting the New Student Connection<sup>SM</sup>

Our ongoing research on how students are socializing the college acceptance experience inspired us to develop our highly successful *Igniting the New Student Connection* initiative. This customized loyalty program built around email, social media and on-campus orientation programs aims to connect new students and their parents with your school at key stages of their onboarding and first semester experience. More than just a place to buy textbooks and merchandise, the campus store helps them navigate their course material options, as well as celebrate their pride through school apparel promotions – ultimately driving deeper connections and sales on your campus.





# STUDENTS

## Delivering Engaging Experiences

To foster personal, authentic and impactful relationships, we engage students where they want to be – on campus and online.

### Dynamic Email Marketing

Based on our national research, college students prefer email over any other channel for the campus store to connect with them. Our fully customized and mobile-friendly email campaigns have the most successful open rates in the industry, keeping the campus community updated on the many products, initiatives and promotions you offer in store and online.

### Deep Social Media Connections

We engage in ongoing conversations with your students through the social media platforms they use most, including Twitter, Instagram and Pinterest, as well as a customized campus store Facebook page. They learn about textbook and merchandise promotions, money-saving tips, fun contests, Flash sales and more. In addition, we solicit feedback and give them a significant role in determining the campus store's services and offerings.

### Unique Campus Events

Students want to socialize with their friends, enjoy festive activities on campus and participate in fun promotions. We create exciting experiences that connect, involve and enlighten your students, as well as faculty and alumni, from exclusive author signings and in-store concerts to interactive game day fan events. We even will deliver an innovative way for them to crowdsource the authors and speakers they want to come to their campus.



### Supporting Student Values

We promote the charitable programs that students value most, including both national initiatives and local causes that are important to each campus. From improving fair labor standards in the Dominican Republic through our popular Alta Gracia apparel brand, to forming partnerships with local and national Habitat for Humanity chapters, to our *BNspired* cause marketing program, we empower your students to make a difference in the issues that matter most to them. In turn, their experiences strengthen their sense of campus connection and brand loyalty.

The *BNspired* icon is featured on merchandise that gives back to causes supporting living wages, veterans and others in need.



Louisiana State University





# FACULTY

## Faculty Support System

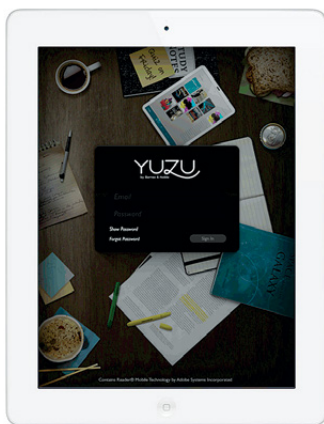
While areas of expertise vary, the scholars, researchers and practitioners who make up your faculty have one thing in common: a dedication to teaching. We are equally dedicated to ensuring that they succeed.

### Voice of the Faculty

In order to serve as a partner and year-round support system for your faculty, Barnes & Noble College conducts extensive research, gaining deep insights into what faculty need and want from their campus store. What we learn lays the foundation for our efforts, such as *Igniting the Faculty Connection*, our comprehensive engagement initiative. This program provides faculty with access to valuable tools and resources, including education and training materials, relevant and up-to-date information on industry trends and more.

Research also inspired *FacultyEnlight*<sup>SM</sup>, our innovative online platform that enhances the textbook adoption experience and ensures textbook revenue remains on your campus. *FacultyEnlight* lets faculty research and adopt textbooks, as well as increasingly popular adaptive learning materials, in one online platform – saving time and making the process easier than ever. Product reviews let faculty learn from colleagues around the country and share their own experiences. And, by showing the available formats and prices for each textbook, *FacultyEnlight* ensures that faculty can find and select the most affordable options for their students.

From providing innovative tools and resources to meeting one-on-one to discuss course material needs, we keep a finger on the pulse of faculty to support them and address their needs, year-round.



Yuzu is our brand new digital education platform. Enriched by our strategic partnership with Pearson, Yuzu is the digital equivalent of our stores – aesthetically beautiful, easy-to-use and exactly what faculty and students want. Yuzu combines the passion of the mentor and the curiosity of the student to create something never before seen in our industry. It's intuitive, user-friendly, device-agnostic and works with iOS and Web browsers.

#### A NEXT-GENERATION READER

- Easily organize textbooks by term and course.
- Highlight, bookmark and add notes to your text with an interface that's simple and easy to use.
- Search your notes and highlights or see them together on one screen.

#### RICH, INTERACTIVE CONTENT

- Access a wide range of rich, engaging content for your classes.
- Sync all your information so you can pick up where you left off without missing a beat.



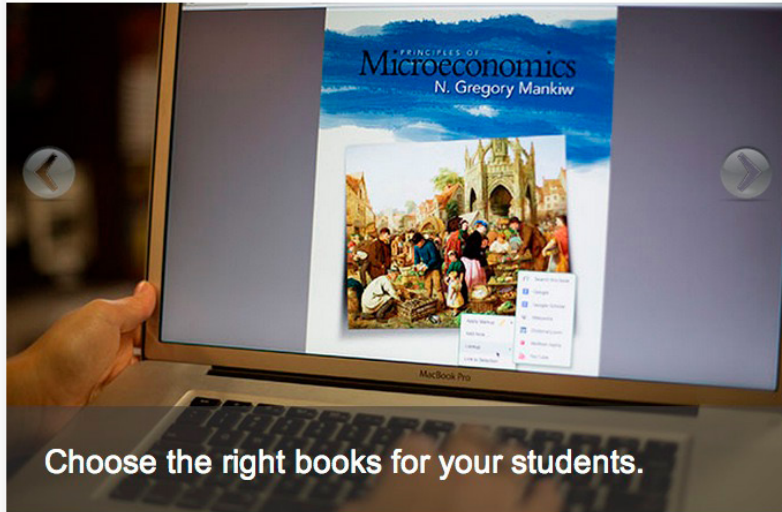


Search

Adopt

Discover

Learn



Choose the right books for your students.

### Welcome to FacultyEnlight™

Thanks for joining us. We're excited to introduce you to *FacultyEnlight™*, your source for researching, adopting and sharing insights about textbooks and course materials.

In response to conversations with faculty from multiple disciplines at campuses across the country, we created *FacultyEnlight™* to make it... [continue »](#)

### Your Colleagues Want to Hear From You

You have told us that peer reviews are an invaluable source of information in the textbook evaluation process. For that reason, we are including these reviews as a core part of this site.

We encourage you to submit your candid evaluations of current and past texts and course materials that you've used, as well as tips for using them.... [continue »](#)

## News



### MOBILE DEVICES ON THE RISE

Mobile device use continues to be on the rise, growing exponentially since its introduction. The... [continue»](#)



### 6 TECH TRENDS TO DRIVE CHANGE IN HIGHER ED

As the use of technology in higher education continues to grow and transform, there are certain... [continue»](#)



### GOOD HABITS OF TECH-SAVVY FACULTY

In order to effectively use and implement technology in the classroom, instructors should... [continue»](#)



### AS RENTALS SURGE, PUBLISHERS TURN TO DIGITAL

A recent segment of the *Marketplace Morning Report* focused on the topic of affordability and the future of textbook formats in higher education. As textbook prices continue to soar,... [continue»](#)

[More](#)



Virginia Commonwealth University

## Powering Your LMS

Faculty want the time and effort they spend integrating their course materials in learning management systems (LMS) to facilitate better experiences for students. Extensive research shows that textbook integration and the ability to save students money are two factors that make using a LMS more attractive to students and faculty.

## Digital Innovation

Barnes & Noble College continues to optimize the eReading experience by investing heavily in new technology and next-generation tools, such as Yuzu. We also invest in strategic partnerships with industry leaders such as Microsoft and Pearson to continue shaping the next generation of educational content for faculty and students. Our team of developers, who share our passion for reading and learning, are driving innovation in eReading applications to deliver what's next, today and tomorrow, and enhance academic success.

“

*Barnes & Noble College always seems to be at the forefront of whatever innovations are available.”*

Ann Kingsley, Executive Financial Officer, UNLV

## Delivering Affordable Textbook Solutions at Wayne State University

At Wayne State University, many students rely on financial aid to purchase textbooks. Yet the students who need the most help often end up paying the most money because financial aid dollars usually aren't available until 10 days after classes start. Working closely with the financial aid department, Wayne State store manager Jodi Young introduced a voucher program that allows students to purchase textbooks using financial aid a full month before classes start. Whether they prefer used, rental or digital, students are now able to get their textbooks when they need them, while still using their financial aid dollars – further driving student savings and store loyalty.

“

*It's the reassurance those textbooks are there...in the variety and the quantity at the right prices that fit student needs.”*

Doug Greenfield, Associate Director, Temple University









# Ultimate Shopping Experience

More than the average brick and mortar textbook shop, your campus store will be an experience. A place that naturally attracts students, faculty, staff, alumni and campus visitors because it's bursting with activity. And, it will come to life through student preferences, which will shape everything from store design to affordable course materials and merchandise. These insights, coupled with our extensive knowledge of national retail trends and behaviors, will equip the campus store team to deliver the ultimate, customized, in-store and online shopping experience.

“  
*They provide us with exceptional merchandising and a fresh retail environment with the latest trends for our students.*”

David Chojnacki, Director of Business Services,  
Camden County College



## A True Destination

Today's campus store is an integral part of the college experience, serving as a gathering place where students can study, grab a quick cup of coffee, buy the latest products and apparel and much more. To deliver the in-store experience they want and need, we fuse our ongoing trend research and student shopping experience insights to generate high-impact, visual merchandising strategies, coupled with custom-tailored colors, photos and graphics that celebrate your school's brand.

We transform your campus store into a dynamic retail environment featuring expansive aisles that are easy to navigate; mobile floor fixtures that highlight seasonal, promotional activities; and lounging spaces for studying and socializing with friends. From Game Day pop-ups and student-curated merchandise displays to eye-catching impulse zones, your campus store is engineered to shape your students' needs – not simply fulfill them. Continually refreshed, it will surprise and delight them, so shoppers want to come back to check out the latest products and promotions.

## Store-Within-A-Store

Through our innovative store-within-a-store concepts, we provide your shoppers everything they need, from the latest gadgets to their favorite food and beverages, without stepping foot off campus.

**Recharge-U:** Satisfy your students' cravings with freshly prepared and on-the-go food and beverages, as well as much-needed convenience items.

**Café Choices:** Through an in-store café or a beverage kiosk, your students are able to get their Starbucks coffee, latte or other beverage of choice on campus.

**Tech Store:** The Tech Store allows shoppers to test out and purchase today's technology products.

## Insight and Buying Power

While our merchandising strategies – like everything we do – are backed by extensive research, our store managers use their local insight and direct buying authority to select the merchandise that resonates most with your students and campus community. This balance of local buying power backed by national expertise is unique to Barnes & Noble College, and provides shoppers with a customized selection of products from nationally recognized brands that meet fair labor standards set by the Fair Labor Association's Code of Conduct. From school spirit apparel and merchandise to convenience items and technology products, we offer a strategic merchandise mix that powers your brand and drives revenue to your school.





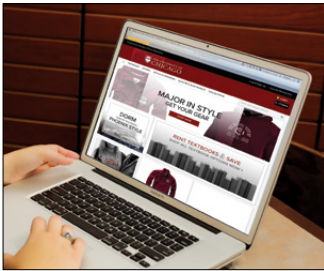


# STORE

## Dynamic eCommerce Experience

Your students are doing more than just shopping at your campus store. In fact, our research tells us that students are spending more than 25 hours a week online, both socializing and shopping. And our latest GenNext Panel insights revealed that incoming students split their campus store shopping time equally between shopping in-store and online. To meet students where they are, we're bringing the incredible in-store experience online, creating a seamlessly integrated shopping approach to Next-Generation Retail.

We create a highly personalized eCommerce experience that is unmatched in the industry. Faculty textbook adoption and student purchase of course materials will be seamless and simple, and all site visitors will enjoy a school spirit-filled and brand-centered experience tailored to their browsing history and relationship to your school. Using the latest eCommerce technologies and design strategies, your shoppers will receive the online experience they expect from top retailers, which enhances your brand and delivers optimal sales results.



## School Brand Front and Center

Creativity and usability will combine to drive engagement and celebrate your brand.

## Multi-Platform

Shoppers on the go will be able to search, browse and purchase across any platform on your fully optimized website.

## Search Optimized

The site will be search engine optimized, attracting those students who search for their textbooks online as well as alumni and fans seeking school spirit apparel.

## Vibrant Presence

Rich, high-resolution color displays will promote spirit apparel and other merchandise in the most appealing way to drive sales beyond course materials.

## Real-Time Information

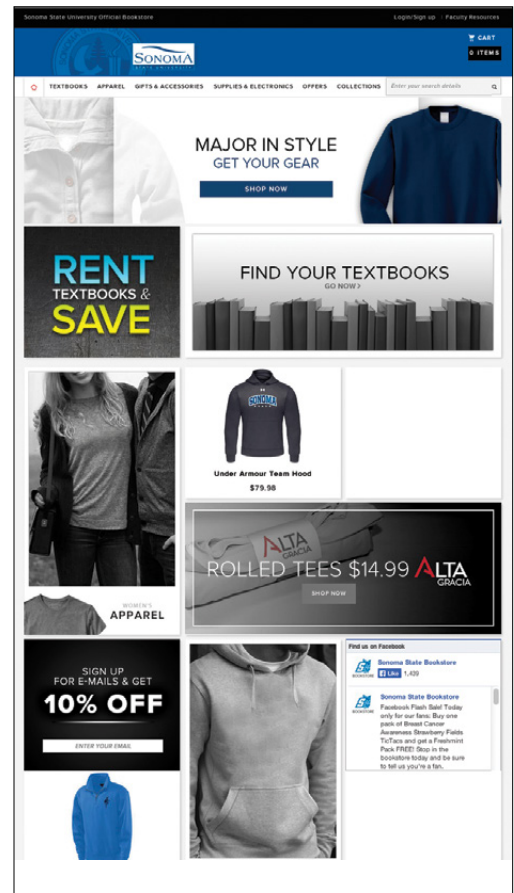
Shoppers are empowered with timely product information – including textbook formats, pricing, seasonal promotions, contests and discounts, special events and more.

## Simple and Diverse Selection

All customers will be greeted with targeted offerings, recommendations and promotions based on their needs, preferences and buying history.

## Easy Integration

Our systems integrate with any existing systems, including your school's financial aid and purchasing system.





B&N at Emory Login/Sign up | Faculty Resources

**EMORY UNIVERSITY** CART 0 ITEMS

TEXTBOOKS APPAREL GIFTS & ACCESSORIES Enter your search details

SUPPLIES & ELECTRONICS OFFERS COLLECTIONS <ALL COLLECTIONS / SHOPS / ALUMNI GIFTS
























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**WELCOME BACK, ALUMNI!**

Emory graduates have diverse backgrounds, impressive academic achievements and active involvement in their communities. Celebrate the heritage of the university by displaying your pride. It's time to reconnect to campus.

JUMP TO: **APPAREL (44) GIFTS & ACCESSORIES (51) SUPPLIES & ELECTRONICS (1)**

**APPAREL**

 Emory Eagles Legacy Youth Adjustable Washed Twill Hat <b>\$16.98</b>	 Emory Eagles Legacy Youth Adjustable Washed Twill Hat <b>\$16.98</b>	 LogoFit T-Text Glove <b>\$16.98</b>	 Emory Eagles Champion Jersey T-Shirt <b>\$18.98</b>
 Emory Eagles Champion Jersey T-Shirt <b>\$18.98</b>	 Emory Eagles Legacy Adjustable Hat <b>\$19.98</b>	 Emory Eagles Legacy Adjustable Hat <b>\$21.98</b>	 Emory Eagles Legacy Adjustable Hat <b>\$21.98</b>
 College Kids Infant Gift Set <b>\$29.98</b>	 Under Armour Stretch Fit Hat <b>\$29.98</b>	 Under Armour Charged Cotton Hat <b>\$29.98</b>	 Emory Eagles Champion Crew Sweatshirt <b>\$32.98</b>
 Oxford America Solid Polo <b>\$32.98</b>	 Oxford America Solid Polo <b>\$32.98</b>	 Flyweight Tee <b>\$32.98</b>	 Polo Ralph Lauren Classic Sport Cap <b>\$35.00</b>
 Jansport Fleece Crewneck Sweatshirt <b>\$36.98</b>	 Emory Eagles Champion Crew Sweatshirt <b>\$39.98</b>	 Emory Eagles Champion Crew Sweatshirt <b>\$39.98</b>	 Emory Eagles Champion Crew Sweatshirt <b>\$39.98</b>
 BORA BORA BOONEY <b>\$39.98</b>	 Jansport Alumni Quarter Zip Pullover <b>\$44.98</b>	 Champion Fleece Quarter Zip <b>\$44.98</b>	 Champion Fleece Quarter Zip <b>\$44.98</b>

University of Chicago Official Bookstore Login/Sign up | Faculty Resources

**THE UNIVERSITY OF CHICAGO** CART 0 ITEMS

TEXTBOOKS APPAREL GIFTS & ACCESSORIES SUPPLIES & ELECTRONICS COLLECTIONS Enter your search details

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**MAJOR IN STYLE GET YOUR GEAR**

**SHOP NOW**

**DORM**  
Upgrade Your Space.  
**PHOENIX STYLE**

Shop now >

**RENT TEXTBOOKS & SAVE**  
SHOP ALL TEXTBOOK OPTIONS NOW >

**WOMEN'S APPAREL**

**League Rockland Quarter Zip**  
**\$59.98**

**THE UNIVERSITY OF CHICAGO**  
**uncommon collection**

**SIGN UP FOR E-MAILS & GET 10% OFF**

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**UChicago Uncommon Collection Tartan**

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**The University of Chicago Bookstore**  
1,582 Likes

**The University of Chicago Bookstore**  
Mmm...treat yourself to something sweet this week. Stop by the cafe and get a Divine milk & dark chocolate sample with any size Taco Chocolate Cha Tea Latte!

Dynamic eCommerce sites create personalized experiences for students, alumni and the entire campus community.

# SUCCESS

## Partnership for Success

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Collaboration. It's the cornerstone of how we bring an exceptional campus store experience to life and become a valuable ally in stimulating your academic mission, cultural offerings, social scene and school pride.

The campus store team will have access to Barnes & Noble College's national retail and digital expertise and be empowered at the local level with the insight, tools and guidance to mold the store into an environment that builds community and increases sales along the way.

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*Barnes & Noble brings a very efficient and effective business model for a campus.”*

John J. Byxbe, Associate Director of Auxiliary Services, College of William & Mary

### The Best People in the Business

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At Barnes & Noble College, the backbone of our success is your people. From our Home Office to your campus store managers to your on-the-floor student team members, your people make the difference. They are retail experts and education innovators, campus advocates and trusted resources, delivering an exceptional experience, not a faceless transaction.

Serving students and faculty is our sacred mission. We take the time to deeply understand you, ensuring that your campus store's merchandise, products and services align with your campus' unique ideals, personality and needs. And together, we build relationships with your students, faculty, alumni and community to demonstrate that the campus store is the trusted academic and social ally they want and need.

### Operational Excellence

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Our advanced retail operation technologies are a driving factor behind delivering the optimal shopping experience. On-the-floor, behind-the-scenes and online, we invest in the industry's latest technologies – including our proprietary store planner software, robust textbook and merchandise management systems, and state-of-the-art POS – to increase efficiency, maximize performance and drive results. And, we're also using technology to help increase affordability for your students through *Campus Connect Technologies*, which includes Course Fee programs, multi-platform LMS integration strategies, real-time Student Financial Aid modules and our simple Registration Integration ordering system.

### Partnership for Success

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We believe that this combination of strong partnerships, superior service and operational excellence – along with our shared focus on collaboration and academic success – make Barnes & Noble College the ideal partner. We are committed to listening to and learning from you, your students, your faculty and your entire campus community so that we can deliver a tailored and unmatched retail and digital learning experience that drives brand loyalty and significant revenue for your school.

### Continuous Feedback

Gathering ongoing feedback from our campus partners and the community allows us to meet the changing needs of customers and deliver on the promise and commitments that we make. We do this in many ways – through focus groups, campus surveys, regular meetings with members of student government and the establishment of a Bookstore Innovation Group<sup>SM</sup> (BIG). BIG consists of students, faculty and administrators who provide invaluable insight and constructive feedback.





Wake Technical Community College



Rutgers University

# Bringing You What's Next

**BARNES & NOBLE**  
COLLEGE

[www.bncollege.com/whatsnext](http://www.bncollege.com/whatsnext)

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