

EXPERIENCES THAT INSPIRE

BARNES & NOBLE
COLLEGE



To deliver an unmatched retail and digital learning experience.



AT BARNES & NOBLE COLLEGE, our purpose is to support and celebrate the social and academic aspirations of the students, faculty and administrators that we serve. We do this by delivering our partners what's next – transforming their bookstores into social and academic hubs that foster genuine connections and draw the campus community closer together and closer to their school.

At every campus we are privileged to serve, the local store team is completely empowered to create an experience that is uniquely tailored to fit that school's culture and academic mission. Celebrating and supporting our campus partners' mission and values is our passion – developed over 45 years of experience and founded on an unsurpassed understanding of students, faculty and the campus community.

“With Barnes & Noble College we get a world-class operation with a commitment to customer service... we gained a partner and a valuable member of our culture.”

John K. Poole, Vice President of Finance & Administration
Central Virginia Community College



Locally Powered, Decentralized Management

We empower our store managers with resources, authority and trust to make the purchasing and hiring decision locally – not only to cultivate relationships on a local level, but to make the best decisions for their campus.



Customer-First Culture

Our passion for service is driven by a spirit of collaboration. We are active listeners of the students and faculty we serve, deeply committed to understanding and delivering what they want and need.



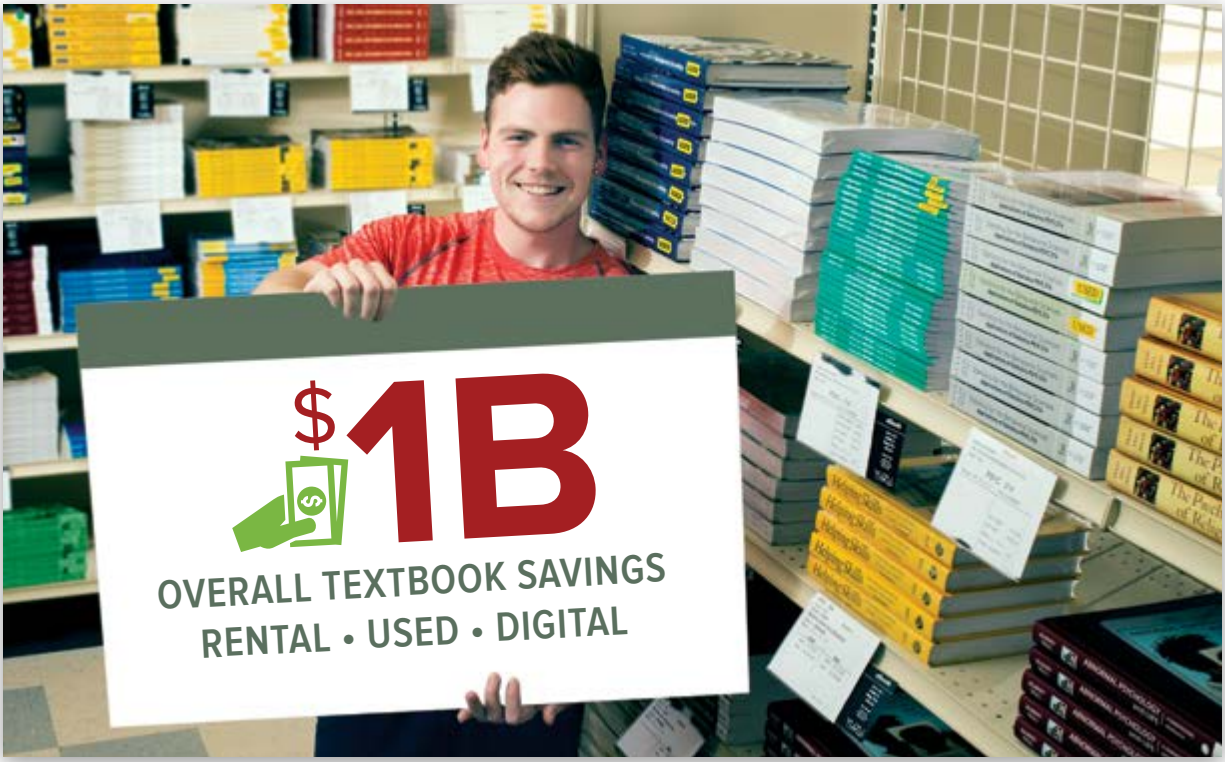
Innovators

Research and relationships are at the core of our innovation. Continuous feedback from our partners and their students and faculty means we don’t dictate the store experience – we understand needs and wants, then act to deliver.



Single Focus on Campus Retail

Campus retail is *all we do*. Our every effort is dedicated to raising the bar of the campus retail experience and strategically focused on driving revenue and strengthening the brand and reputation of our campus partners.



Enhancing the Experience



**BARNES & NOBLE
COLLEGE
STUDENT POV**

Through our online panel of thousands of students, we ask, listen and respond to their needs to deliver the products, services and experiences they want and need.

IGNITING THE NEW STUDENT CONNECTIONSM

Igniting the New Student Connection is a loyalty program – built around email, social media, orientation and exclusive in-store shopping events – connecting new students and their parents with the campus bookstore at key stages of their onboarding and first semester experience.

Students attend college to identify and bring to life their aspirations – and we are there to enrich their academic experience and celebrate their connection to their school. Our store teams support students in so many ways, providing them with the vital academic resources and guidance that enhance their academic success.

AFFORDABILITY & SUPPORT

Course material affordability and access remains our highest priority. As the world’s largest bookseller, we offer students the largest selection of affordable course materials, textbooks and trade books available. This includes more than 80 percent of titles available to rent. In addition, we continuously seek innovative ways to drive down costs, from leveraging our relationships with more than 7,000 publishers to actively engaging in and supporting the open source and digital course materials movements. Marketplace pricing and a rental buyout option provide students with unprecedented savings and allow us to recapture textbook market share for our campus partners.

But, it’s not enough to simply offer affordable options. Twelve thousand student booksellers and local store teams are there as a trusted advocate and friend – a built-in support system. They answer questions and offer reassurance and peer-to-peer guidance in getting the right course materials, at the most affordable prices, at the right time for their success.

“They have truly been partners in moving the University forward.”

Linda Height, Vice President of Finance & Administration
Lawrence Technological University



DIGITAL INNOVATION

Setting the standard for next-generation digital content in higher education is a vital part of our mission. We harness the power of digital course materials not only to assist students searching for a wider variety of affordable options, but as part of the evolution of how students and faculty collaborate in the learning process. In addition, we work closely with our publishing partners – including Pearson, the world’s largest learning company – to understand and shape the future of digital content.

Yuzu,[™] our unique new digital education platform, is designed to enhance the everyday learning experience. Yuzu is positioned to not only provide today’s needed features and functionality for eReading, but to evolve as digital content evolves.



DYNAMIC INTERACTIONS

We deliver experiences unique to your school’s brand to ignite deeper connections and build the lifelong loyalty that creates lifelong customers. We empower students to make a difference in the issues that matter most to them, through initiatives with local and national nonprofits such as Habitat for Humanity and the St. Baldrick’s Foundation. Student preferences also drive campus store events that intersect their academic, social and cultural lives in meaningful ways. From exclusive author signings and in-store concerts to interactive game day fan events, we create experiences designed to connect, engage and enlighten.



Yuzu[™] and the Yuzu logo are trademarks of Barnes & Noble College Booksellers, LLC or its affiliates.
© 2014 Barnes & Noble College Booksellers, LLC.



Faculty Support System

BARNES & NOBLE COLLEGE

FACULTY P.O.V.

VOICE OF THE FACULTY

Faculty POV, Barnes & Noble College's online faculty community, helps us better understand faculty priorities, motivations and pain points. Through regular polls and discussion questions, we gather insights that help shape and evolve our faculty initiatives. When faculty cited time management and student affordability as their top two concerns, we made enhancements to *FacultyEnlight* that created efficiencies in adopting course materials.

While each campus is different, all faculty have one thing in common: a dedication to teaching and helping students save the most money on their textbooks. To serve as a partner and year-round support system for faculty, we conduct extensive research, gaining deep insights into what faculty need and want from their campus store. This insight – and the relationships we foster – help us understand their goals and shape the support we offer.

TOOLS AND RESOURCES

Faculty feedback also inspired *FacultyEnlight*SM, our innovative online platform that enables faculty to easily research and adopt the most affordable textbook option for their students. Faculty also can access product reviews and perspectives from colleagues around the country and share their own experiences.

“We have a knowledgeable team, a shared vision, regular dialogue and collaboration in all aspects of operation. I can count on them and they can count on me.”

Laura Nairon, Director of Business Services
Vanderbilt University

Your

“Their knowledge of the textbook marketplace, along with their strong publisher relationships, has greatly improved our textbook operations.”

Robert C. Hailey, Senior Associate Vice
President of University Services
Tulane University

Faculty



Ultimate Shopping Experience

IGNITING THE ALUMNI CONNECTIONSM

We also are forming deeper relationships with alumni, who have told us that they want to be more connected to the campus store. Through this loyalty program, we help alumni continue to celebrate their college experience and school pride long after they've left campus. In the first six months of the program, more than 712,000 alumni at 146 schools shopped the bookstores' dynamic eCommerce sites, becoming customers for life and driving sales for their schools.

For us, a campus bookstore transcends its brick-and-mortar foundation. Seamlessly integrated in-store and online, our teams deliver the ultimate, customized shopping experience. They are campus experts, with a deep understanding of student preferences and behaviors, and extensive knowledge of national retail trends. And when this expertise is combined with our philosophy of empowering store teams to make decisions at the local level, the results are truly exceptional.

LOCAL INSIGHT AND BUYING POWER

We empower store managers with direct buying authority to select the merchandise and textbook quantities that are needed and that will resonate most with their campus community – a philosophy unique to Barnes & Noble College. Drawing upon extensive research, local insight and national support, the local store management team ensures that shoppers have a customized selection of products, including 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, each campus gets a strategic merchandise mix in-store and online that powers the school's brand.

A TRUE DESTINATION

The campus store is a natural hub: a place that attracts students, faculty, staff, alumni and campus visitors not just for the merchandise it sells, but because it's bursting with activity. We transform each campus store into a vibrant retail environment with expansive aisles that are easy to navigate; mobile floor fixtures that highlight seasonal, promotional activities; and lounging spaces for studying and socializing with friends. And, high-impact, visual merchandising strategies and custom-tailored colors, photos and graphics celebrate each school's unique brand in a manner that resonates with your campus constituencies.

YOUR



DYNAMIC ECOMMERCE EXPERIENCE

Providing the same incredible experience online that shoppers have in store is vitally important. We use our eCommerce expertise to seamlessly integrate these two channels. Visitors to the bookstore website enjoy a personalized, school spirit-filled and brand-centered experience tailored to their browsing history and relationship to the school. In addition, our new mobile app for student shoppers helps streamline the course material pick-up process and offers timely rental due date reminders, as well as first access to Flash sales and promotions at the store. Regardless of which platform they use, shoppers receive the online experience they expect from top retailers, which enhances the school’s brand and delivers optimal sales results.

OPERATIONAL EXCELLENCE

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 to increase efficiency, maximize performance and drive results. These include our proprietary store planner software, robust textbook and merchandise management systems and state-of-the-art POS.



CAMPUS CONNECT TECHNOLOGIES
Our Campus Connect Technologies™ platform, which includes Course Fee programs, multi-platform LMS integration strategies, real-time Student Financial Aid modules and our simple Registration Integration ordering system, integrate with all schools’ existing systems to provide students a simple and easy course material ordering experience while maximizing their savings.

“Barnes & Noble is on the cutting edge of the marketplace. They are always supportive of our university mission.”

Kathy Tidwell, Contractual Services Manager
University of Mississippi

Store



Listening for Success

2014 CAMPUS PARTNER SURVEY FINDINGS

96%

Campus partners are very satisfied with our partnership.

90%

Customer service and in-store retail expertise and execution are our strongest attributes.

95%

Empowerment of local store managers, unique to Barnes & Noble College, is important to campus partners.

Collaboration is profoundly embedded in the Barnes & Noble College culture and serves as the foundation for bringing an exceptional campus store experience to life. We seek innovative ways for the campus store to partner with your school to help solve challenges, including student retention and recruitment, equal access and affordability, and greater classroom innovation. Built on a core set of commitments that we live by and a culture of collaboration, we are a partner that shares our campus partners' values and firm set of ideals to be much more than a retailer – but a complete support system that enhances their academic, cultural and social experience and drives brand loyalty and revenue for your school.

CUSTOMER-CENTERED INNOVATION

Maintaining a strong partnership requires a commitment to research – to asking, listening and responding to the wants and needs of the students, faculty, alumni and college/university staff we serve. Our BNC Student Voice, Campus Partner Insight and Faculty POV panels are just three of the national platforms we use to garner insights from each of our customer constituencies. This essential feedback enables us to continuously deliver an innovative campus bookstore experience that aligns with the unique ideals, culture and academic mission of each school.

A PASSION FOR SERVICE

Serving students and faculty is our sacred mission, and the backbone of our collective success is the local team that brings the experience to life. We are fully committed to a 50/50 temporary/full-time staffing model, ensuring exceptional customer service standards are in place year-round. Our people are retail experts and education innovators, campus advocates and trusted resources. Our store teams deliver highly personalized programs and services, rather than a one-size-fits-all experience, tailored to the unique culture, brand and academic mission of your school.

“Barnes & Noble College is so much more than a vendor – they are a trusted business partner.”

Chris Moir, Executive Director of Campus Services and Retail Operations
Cuyahoga Community College



BARNES & NOBLE
COLLEGE

BRINGING YOU WHAT'S NEXT

bncollege.com/whatsnext