TOGETHER

WE

PARTNER

FOR

SUCCESS
At the end of this highly successful year, these two simple words encompass our unrelenting commitment to collaborate and innovate with you—our campus partners—to drive success in and out of the classroom. We know that enrollment and retention remain top of mind on your campus, as does the success of current and future generations of your students. It is our mission to do everything we can to help you meet these challenges head-on.

Our commitment to pioneering what’s next in higher education is part of our DNA. And, it’s a commitment that is more vital and relevant now than ever before.

But our primary mission has always been to help you fulfill your mission. We do that every day by serving as a complete support system; by creating vibrant social and academic hubs on campus; by fueling and enriching long-lasting relationships; and by creating new teaching and learning solutions, content and tools focused on affordability and fostering academic success.

And you can have even more confidence in our ability to support successful student outcomes with the addition of LoudCloud to the Barnes & Noble Education family. LoudCloud is an innovator in student predictive analytics, competency-based educational tools and courseware solutions that leverage Open Educational Resources. I look forward to updating you on how we plan to bring these dynamic services to your campus to further support your students and faculty.

It’s been an incredible journey, one that I’m proud to be on with all of you. On behalf of Max Roberts and the entire management team, we look forward to collaborating with you for your continued success.

Warm Regards,

Patrick Maloney
President
Barnes & Noble College
An **unwavering commitment**
to understanding our customers.

**Empowering** the academic experience to achieve greater success in and out of the classroom.

Rising above the transaction to be a **complete support** system.

**OUR PURPOSE**

Creating **vibrant social and academic hubs** that are customized to every campus.

Establishing the **center of campus life** and creating customers for life.
Making way for the Gen Z college experience:

51% learn by doing (e.g. working through examples).

46% have already used eTextbooks and other adaptive learning materials in their classroom.

73% use free educational resources and tools such as YouTube and MOOCs for their education.

“Being hands-on or using interactive devices is the best way for me to learn. Technology is important to use because it keeps you current with our daily lives.”

*Male, younger teen*
Success as a business partner comes only through a deep understanding of the higher education marketplace and by listening to the individual voices of your campus. Our investment and commitment to research remain unparalleled in our industry. Listening to and learning from the needs and wants of your students and faculty guide our innovative solutions—including everything from the creation of FacultyEnlight, which allows your faculty to select the most affordable course materials, to our Ignite Success programs that guide incoming students, alumni and faculty on all the ways your bookstore can support their needs.

This year, we completed more than 57 research studies and 100 quick polls with our 10,000-strong Student Point of View (POV) panel, as well as our Faculty POV and new Parent POV panels. These invaluable insights continue to help us shape the ideal customer experience in all areas, from course materials and sourcing decisions to product assortment and selection, both in-store and online. More importantly, they are the inspiration behind our innovative customer engagement programs that are centered on the student journey. That understanding ensures the customized experience we bring to your campus drives traffic and sales all year round.

Our commitment to research and innovation also was evident in our groundbreaking study on the learning preferences of Gen Z. The report identifies what our next wave of college students value and want out of their upcoming college experience. Next, we are turning our focus to non-traditional students, including those students who are the first in the family to go to college, age 25 or older or going to school part-time while supporting a dependent. Our study will frame the higher education experience for non-traditional students and seek to discover barriers to success, allowing us to better understand their expectations in order to ensure their success.
73% of students say Barnes & Noble College is performing somewhat or much better than their previous bookstore operator.

84% of students agree that Barnes & Noble College is a brand they can trust.

72% of students agree that transitioning the bookstore to Barnes & Noble College was the right decision for their school.

68% of faculty agree that Barnes & Noble College is a brand they can trust.
Affordability is Paramount
Our mission for almost 50 years has been to help students succeed—and ensuring they have access to the most affordable course materials is core to that commitment. Since launching the industry’s first textbook rental program five years ago, we continue to lead the charge in course material affordability and innovation.

Today, we rent more than 80 percent of our titles and have saved students $1.5 billion over the past five years.

We also provide the deepest access to OER in FacultyEnlight. Through our partnership with XanEdu, faculty have access to 8 million licensed content items from more than 250 respected publishers as well as OER suppliers, such as MERLOT and OpenStax. Faculty also can select course materials with confidence through FacultyEnlight, as they have complete price transparency and can easily choose the most affordable course material options for your students—including OER materials.

Improving Student Outcomes
When it comes to educational resources, we don’t keep pace—we lead the way, continually innovating digital tools and resources that further drive down the cost of course materials and ensure student success. Our recent acquisition of LoudCloud, an innovator in predictive analytics, competency-based educational tools and courseware solutions that leverage OER, will deliver the necessary foundation to ensuring your students’ academic success. The LoudCloud student success platform provides your faculty and students access to a rich catalog of affordable, adaptive learning materials; analytics and performance assessments; and real-time feedback tools to advance student outcomes, retention and graduation rates.

LoudCloud, a Barnes & Noble Education company, is an innovator in predictive analytics, competency-based educational tools and courseware solutions that leverage Open Educational Resources.
Effortless Experience
We continue to deliver an effortless experience for students and faculty through our integrated ecosystem of technologies. More than 250,000 faculty members are adopting course materials through FacultyEnlight, which integrates easily into any Learning Management System. With total price transparency, faculty can see the cost for all used, rental, new and digital titles, as well as OER content, and add their own materials. This effortless experience is designed to provide better and stronger teaching opportunities and to help increase your students’ classroom experience and success. And First Day—our tuition-based pricing solution—ensures that your students are prepared for class and ready to learn on the very first day.

From delivering access to the most affordable course materials to ensuring an effortless experience, supporting your students and faculty remains at the heart of everything we do.

“Innovation is more than a buzzword at the College, and Barnes & Noble College is a significant partner in helping us modernize processes that leverage the newest technologies to help ensure that our students will reach their full potential.”

Dr. Craig Foltin, Provost and Chief Academic Officer, Cuyahoga Community College

MORE THAN

250,000

faculty have joined our digital community to discover the most affordable course materials.
80% of students prefer shopping in the physical store.

70% of students who attend your VIP events are more likely to shop with us.

79% of students want to hear from your bookstore the moment they are accepted.

72% of students think it’s very/extremely important to have someone available to help when searching for textbooks.

72% of students agree that your bookstore should be a partner in their academic experience.

71% of students felt your bookstore made their transition to college easier.
Students continue to tell us that they are stressed and overwhelmed when they arrive on campus. They are looking for a support system to ease their college journey and foster a deeper connection with their school. That’s exactly what your store managers and student booksellers continued to deliver this year. We expanded our efforts to transform your stores into social hubs through our Ignite Success initiatives, including the New Student Connection Program. Your local team also reached out across campus to partner with your admissions and orientation offices, career services and alumni organizations, collaborating on programs that reinforce your school’s brand, mission and values. These programs do more than drive traffic and sales during Rush and throughout the year—they drive loyalty to your school and support your student recruitment and retention initiatives.

Ensuring your students’ voices continue to be heard is the genesis behind the latest enhancement to your bookstore’s custom Mobile App. Launching in time for back to school, students will be able to provide instant feedback on their experience in your campus store. These insights enable us to create even deeper levels of customization that will continue to draw students back to your store and eCommerce site.

Our continued emphasis on creating a vibrant, multi-channel shopping experience expanded this year with the launch of True Spirit eCommerce sites. Designed to support your school’s alumni and athletic missions, these dynamic, highly customized websites provide new ways to engage alumni and sports fans long after they’ve left your campus. True Spirit sites feature custom content, including homecoming and alumni event information alongside the hottest school-spirit apparel and gear, to unlock new revenue streams and create customers for life.