



Welcome to Your Campus Bookstore

---

# How We Support You

---

Faculty members like you play a critical role in delivering the ultimate academic experience for students. As your official campus bookstore, it's our job to help you fulfill that role by providing you with the resources and support that you – and your students – need to succeed. Today's higher education industry is facing changes, from evolving technology to shifts in student behaviors and preferences, and we are dedicated to delivering solutions that help you do your job.

Your campus bookstore manager will work to deliver:

- The latest industry insights and trends
- Comprehensive education and training materials
- Simple and convenient adoption processes
- Exceptional support and customer service

Our mission is to enhance your experience working with the campus store and help you drive academic success year-round.

“The bookstore is a valued resource to our campus and has contributed to the success of our students.”

Susan LaBonte, Academic Liaison,  
Mount Wachusett Community College

---

# Affordable Options

---

Affordability is a major concern for today's students – and you tell us it's often the main reason you adopt a particular textbook. We want to help you find the course materials that work for you and are affordable for your students.

Your campus store offers a comprehensive textbook program with a variety of formats and processes. We leverage relationships with more than 7,000 publishers to help you select from an extensive catalogue of affordable textbooks and reference books – including Open Educational Resources (OER) and rental, digital and used formats. This helps students save up to 80 percent on textbooks without sacrificing success in the classroom.

We're making the campus bookstore your students' first choice for textbooks.

\$1.5B

savings through our affordable  
textbook options

85%+

titles available for rent

---

# Affordable Options

---

## **Textbook Rental Program**

Our textbook rental program leads the industry in number of titles available for rent – typically more than 85 percent of our library. And, competitive marketplace pricing and buyout programs maximize affordability and convenience for students, saving them money and allowing them to:

- Purchase textbook rentals in-store or online
- Highlight text and mark pages
- Keep books until finals are over
- Return books in person or via mail

## **Open Educational Resources (OER)**

It's our priority to give faculty and students access to what they need to succeed. We are happy to support OER options as part of the materials mix.

## **Used Textbooks and Cash for Books**

Cash for Books, our multi-channel buyback option, allows students to return used textbooks (in-store or via mobile stations) for up to 50 percent of the new textbook price. We closely review each school's course information to identify materials that may be used again and ensure that students can purchase those titles at a discounted price.

## **Bundled and Unbundled Textbooks**

We also offer alternative textbook options, including bundled and unbundled course packs. Some bundled packages include print and digital materials (i.e. DVDs, study guides, online workbooks), and others include additional materials that may not be used in the classroom. When possible, we carry both bundled packages and the individual components, so that students can choose what works best for them.

---

# Affordable Options

---

## Custom Course Materials

You may prefer to teach with custom materials, integrating your work with existing supplementary material, such as select content from industry publications or OER. We work with XanEdu, the leading provider of course packs and custom textbooks, to provide full-service and do-it-yourself options. Students will be able to choose from several formats and purchase from your campus store.

Some customized materials are priced lower than traditional textbooks – it depends on the amount of publisher used materials and the length of time the materials will be used.

### *Course Concierge Service*

- Customization is easy with this full-service, highly supportive option.
- Content Development Specialists will perform time-consuming research for you.
- Expert Editors will help you design and edit a custom text or original book.

### *Do-It-Yourself Platform*

- Design your custom materials using a powerful toolset and licensed content library.
- Select from millions of content items from over 250 respected publishers.
- Reduce materials costs with Open Educational Resources.

To learn more about building custom materials  
contact your bookstore manager or visit:

[www.facultyenlight.com/create-coursepacks](http://www.facultyenlight.com/create-coursepacks)

---

# Course Material Adoption

---

## **Benefits of Early Adoption**

So what can you do to help ensure that your students have the most access to affordable options?

First, make sure you get your textbook adoptions in early – preferably, a few weeks before finals. We share your goal of wanting students to be prepared for the first day of class. Early textbook requests give us more time to research your options together and ultimately enable us to find, purchase and stock the best cost-saving options available.

Early adoption also fuels our rental and used textbook and Cash for Books programs. When we receive textbook adoption requests early, we can offer students cash back for the books that will be reused next semester. Those books become part of our used textbook inventory, saving even more students money in the future.

Finally, you can help your students by letting them know that the campus store offers this range of affordable options – before classes begin. Directing your students to the campus store empowers us to work together and ensure that they have all the materials they need to succeed.

### ***How to Submit Textbook Adoption Requests***

***FacultyEnlight***, our online research and adoption platform, is preferred. See the next page for details, and speak to your bookstore manager for assistance.

---

# Course Material Adoption

---

## *FacultyEnlight*<sup>®</sup>

We conducted extensive, nationwide research with faculty members around the country, gathering feedback on your preferences, needs, wants and challenges when it comes to the textbook adoption process. Armed with this insight, we created a digital experience that allows faculty to research and adopt course materials in one, convenient place. *FacultyEnlight* is our online textbook adoption platform; its purpose is to save you time and make the adoption process easier.



We're also excited to announce that *FacultyEnlight* now integrates with your school's LMS platform. You can quickly access all features of *FacultyEnlight* directly through your LMS profile. If you do not see the "Research & Adopt Course Materials" link in your LMS navigation, please reach out to your LMS Administrator or Instructional Designer to have it activated for your courses.

### *FacultyEnlight Features*

- Ability to research and adopt course materials in one, convenient place
- Compare cost to student and identify format availability before adoption
- Read peer product reviews and write your own
- Access your past adoptions for the last two years at all of your affiliated campuses

*FacultyEnlight* is easily integrated with your school's LMS platform.

**For details, contact your bookstore manager.**

---

# Course Material Adoption

---

## Using *FacultyEnlight*

Our proprietary online platform gives you one convenient location to research and adopt course materials, including OER options. Below are specific directions for reference as you're navigating *FacultyEnlight*.

**STEP 1:** Click Faculty Resources on the bookstore website homepage. You will be automatically redirected to the *FacultyEnlight* website.

**STEP 2:** Already have an account? Just sign in. If not, click Create Account to set one up in just a few simple steps.

**STEP 3:** If you want to review your course materials from previous terms, simply click History or Find My School Adoptions under Search.

**STEP 4:** To order materials, click Adopt. Drop-down menus make it easy to identify Term, Department, Course and Section. Want to use one textbook for all sections? Simply click Select All, and the textbook you choose will be added to each one.

**STEP 5:** To choose course materials, click Continue. Search by ISBN, Title, Author – even course materials ordered in previous terms. From this screen, you can search your colleagues' adoptions, access your Favorites List, and order non-text materials. If your class does not require any course materials, just click the No Materials Required For This Course box.

**STEP 6:** After you've found the perfect textbook, click Adopt This Book, then Continue to Review/Submit. From here, you will also mark course materials Required or Recommended. To select additional course materials, click Add More Materials. When you've finished making all of your selections, click Submit Order.

For a more comprehensive walk-through of  
*FacultyEnlight*, please visit:

[www.facultyenlight.com](http://www.facultyenlight.com).



---

# Technology

---

## The Move to Digital

Barnes & Noble College is setting the digital standard in the higher education industry. We are focused on leading this effort by developing innovative platforms that enhance your teaching experience and your students' learning experience. It's about much more than simply offering digital textbooks. Through our deep relationships with more than 7,000 publishers, and our technology teams in Silicon Valley, Seattle and New York City, we will continue to deliver what's next to you and your students.

## Yuzu

Yuzu by Barnes & Noble is a digital education platform that lets students organize, read and take notes in their digital content – making the experience of digital learning simple and gratifying.

### Yuzu is available as a:

- Web Reader
- iPad® app
- Window® app
- Mac® app



---

# Technology

---

## **Integration of Technology Tools**

In the transition to digital and the use of technology in the classroom, the seamless integration of bookstore tools and learning tools is vital to the success of these programs. Your campus bookstore manager and textbook manager can work with you to easily integrate course materials in your LMS, registration system, or through link sharing on *FacultyEnlight*. Your bookstore manager can help you set up these technologies for your and your students' success.

“Barnes & Noble College’s approach to changing technology enables them to meet all our learning needs.”

Emily Messa, Associate Vice Chancellor/Associate Vice President for Administration, University of Houston

---

# Insights & Resources

---

## Faculty POV

We continuously conduct research to learn how we can better serve our campus communities. Faculty thoughts and insights are invaluable to us. Through Faculty POV, our online community, faculty share their priorities and motivations. In turn, we identify pain points to address and help alleviate. The feedback we've received so far is already helping us enhance existing programs and create new ones that will further accommodate your needs.

---

### We Learned

67% Of faculty believe being a **mentor for students** makes the biggest impact on their success post graduation

58% Of faculty would like a **network of student tutors** for their students to utilize

69% Of faculty see their use of **OER materials** in the classroom increasing

71% Of faculty use **digital course materials** in their classes

---

### We Responded

#### #CareerNow

Our Career Now initiative connects faculty, students, the career center and the bookstore to support students in their career preparation efforts.

#### flashnotes™.com

With the aim of furthering academic outcomes, we've partnered with Flashnotes – an online marketplace for college students to sell and buy student-created class notes and study materials.



#### FACULTYENLIGHT.

Open Education Resources (OER) are now available for search and adoption directly in *FacultyEnlight*.



With over 90,000 titles currently available, our cutting-edge digital education platform offers an exciting, new reading and learning experience.

**To join the panel or learn more, contact your bookstore manager.**

---

# Insights & Resources

---

Course material access, affordability and helping make an impact on student success remain Barnes & Noble College's highest priorities. We deliver every possible resource to ensure your students get the right materials and opportunities. And, we share these resources with you – our trusted advocates and vital partners in helping students understand their options and find success.

We are dedicated to our connection and partnership with you, now and in the future.

## Additional Resources

### *Faculty-Focused Webcasts*

We're looking forward to sharing faculty-focused webcasts that will help you learn more about the bookstore's initiatives and evolving technologies.

All prerecorded webcasts can be found here:

**[bncollege.com/faculty](https://bncollege.com/faculty)**

### *NEXT*

We hope you will consider subscribing to our news platform, NEXT, for stories, experiences and successes straight from the campuses we are honored to serve. To subscribe, please visit **[next.bncollege.com](https://next.bncollege.com)**.

