COMMUNICATING WITH FACULTY

Igniting the Faculty Connection
Welcome

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Now, more than ever, faculty are affected by evolving technology and changing student behaviors.

They need allies.
Research, research, research

Barnes & Noble College surveyed 1100 faculty at our campuses across the nation.

We thought we knew what they’d say on key topics from digital course materials to affordability.

Turns out, we were wrong.
## Faculty Survey Results

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## Faculty Survey Results

**What we thought:**

- Faculty have a strong preference for or against digital course materials.
- Older faculty members use technology offerings less frequently than their younger colleagues.
- Faculty generally don’t think about the cost of the materials they assign to students.

**What they said:**

- Faculty prefer students to have a choice in how their materials are delivered.
- Frequency and duration of use of current technology doesn’t vary significantly by age.
- Over 80% of faculty rated student cost as one of their top 3 concerns in selecting materials.
Wide range of faculty needs:

- Ability to find and select materials – what’s best for the faculty member and students
- Lower-cost materials
- New offerings to get better outcomes more efficiently
- Suite of digital tools that are integrated with academic life
- Additional training and support for digital tools
- Digital tools that are easy to use in the first place
Our Response: Igniting the Faculty Connection

Engagement initiative designed to help faculty better understand the support and solutions that the campus store can offer

Access to:
- valuable tools and resources
- education and training materials
- relevant and up-to-date information on industry trends and more

IGNITING THE FACULTY CONNECTION

Barnes & Noble College is dedicated to helping your faculty members – the backbone of your college or university – succeed. We understand that now, more than ever, faculty are being affected by evolving technology and changing student behaviors. That’s why we’ve created Igniting the Faculty Connection, an engagement initiative designed to help faculty better understand the support and solutions that the campus store can offer.

WHY IGNITE THE FACULTY CONNECTION?

We know that affordability is the biggest concern for today’s students, and faculty say that it’s the main reason why they adopt a particular textbook. So, by making sure that faculty and students know that we offer the most affordable textbook options possible, we can cement the campus store as their number one resource for all their course material needs. And that’s what Igniting the Faculty Connection is all about – building loyalty with your faculty that will drive them to encourage students to purchase their course materials from the campus store, which keeps valuable textbook revenue on campus.
Our Response: FacultyEnlight

An innovative, online platform that enhances the textbook adoption experience

One, convenient location to research and adopt course materials.
FacultyEnlight

Estimated student prices and formats are available before adoption.
FacultyEnlight

Discovers titles other schools have adopted in their discipline
FacultyEnlight

Enables sharing of reviews, ratings and commentary on textbooks
FacultyEnlight

Access up to three years of previous adoption history
Campus Case Study:
Sam Houston State University
Campus Case Study:
Sam Houston State University

Recognizing Faculty Needs On Campus and Delivering
• Pricing
• Peer adoptions
• Access to their history

What faculty are saying

• It’s smooth as silk
• Love the research aspect
• It is nice to see what our students’ choices will be and prices for each textbook adoption
Campus Case Study:
Sam Houston State University

Online Adoption Rate

- Fall 2012
- Fall 2013
- Spring 2014 (as of 10/19)

Online Adoption Rate