



CAMPUS BOOKSTORES:

Quick Tips for success in a changing world

Bookstores are the Campus Hub

The world of campus bookstores continues to evolve with affordability initiatives, increases in digital content, new student expectations and alternative learning environments. We surveyed recent webinar participants at a bookstore conference to understand some of their challenges.

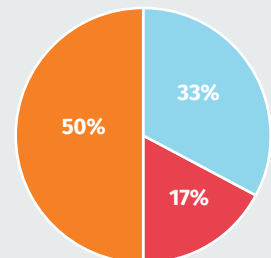
- 100% of respondents said that OER content is on the rise
- The continuing shift to digital materials is the top challenge for 2021



The world is changing and campus bookstores can adapt for success. Read on for XanEdu's Quick Tips for bookstores in a changing world

Biggest challenge in 2021:

- More digital
- Less Print
- OER in general
- Local print challenges 0%





TIP 1

OER is here to stay-
be the source

Affordability initiatives are increasing everywhere and textbook costs are often at the forefront.

OER (Open Educational Resources) - OER gives students free digital content, and titles have proliferated over the last 10+ years....Challenges can arise from the time investment to navigate through endless content to find relevant materials that are of good quality. Working with trusted partners who bring OER expertise can alleviate this burden. Make sure your bookstore staff is up to speed on reliable content creators and aggregators to make good recommendations to faculty.

OER + Low Cost Print = Bookstore Revenue

Low Cost Print - Digital is increasing throughout both OER and traditionally published content.....XanEdu is the preferred print provider for many OER content creators and offers low cost OER print textbooks at multiple price points from hard cover to soft cover black and white.

Financial Aid - Bookstores are the key to financial aid resources, regardless of digital or print delivery. Make it simple for students to transact for digital content using their financial aid.

Monitor faculty course materials and be proactive. Students will appreciate it!



Be THE source for access to content: Investigate eCommerce, same day availability + inclusive access programs and financial aid. Be the hub and make it easy for students!



TIP 2

Accessibility

Inclusive access programs: Make the bookstore the hub for bundled resources and inclusive access programs. While these are often delivered digitally, many students would appreciate print for some or all of the content. Proactively work with faculty to assess the opportunities to offer bundled, print and other packages within these programs.

Tangible add ons: Don't forget to highlight additional items like notebooks and lab manuals that students will need to complement their materials. Put them all together.

eCommerce: Make the investment to enable eCommerce if you haven't already. Embrace the technology and see what else it can do to enhance your business.

"Now timing": Well stocked inventory can be an advantage. Today's students want to order online and pickup shortly thereafter (not wait 2 days). Wow your campus community with online ordering, fast availability, and even same day delivery. If pizza can do it, so can you!



TIP 3

Improve the bottom line

Seek vendor partners who understand bookstore needs

Inventory management is important now more than ever! Vendors who are committed to bookstores will offer generous return policies and will partner with bookstores to stock what students are likely to buy - for example, low cost OER textbooks.

Stock up physically and digitally. Know what students are likely to buy, including digital access codes, and have them ready to go! Remember, while print books may not be required when faculty assign digital, particularly OER textbooks, many students will buy them if the price is attractive and with 100% return guarantees from vendors like XanEdu, there is no risk!

Seek opportunities for add-ons In addition to sweatshirts and candy, don't forget course related add-ons like lab notebooks, printed lecture packs and more - all a great source of additional revenue.



Seek out publishers who are committed to the bookstore relationship. They will ensure you are part of the sales equation.

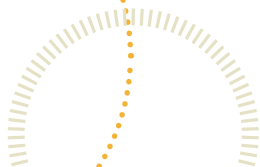
Don't just seek out custom materials - fully embrace them! Of course, custom is great for faculty to teach their preferred content, but it can also be a part of campus affordability initiatives as it is often less expensive for students. It also ensures fewer student complaints from only using a fraction of an expensive text.

Train your teams to know the range of custom project possibilities and make sure they are prepared to advise faculty to select publishers who support and sell through the campus bookstore.



TIP 4

Custom projects benefit bookstores



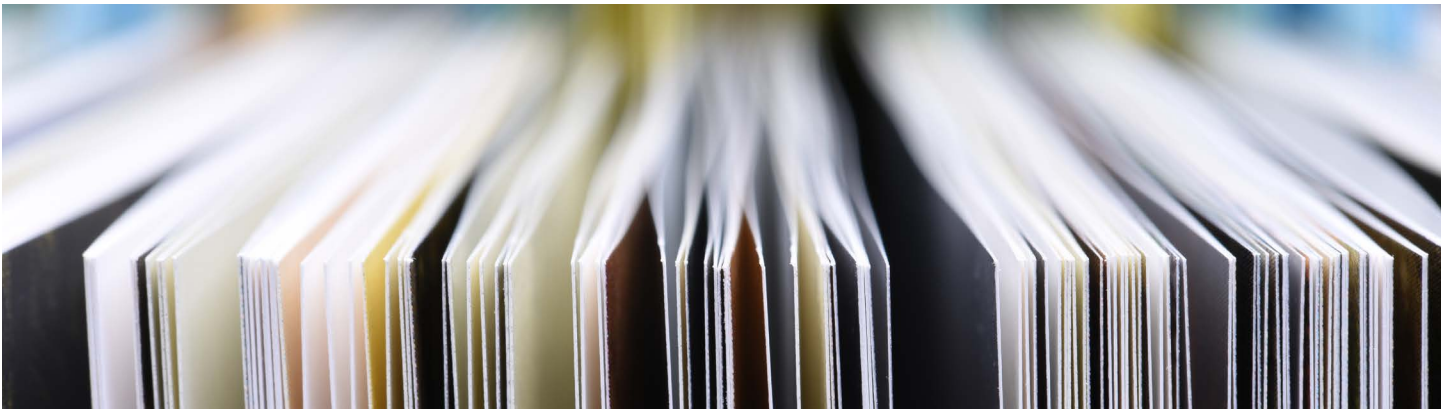


TIP 5

The shift
to courseware

Know what's out there and insert the bookstore into the conversation.

The increase in courseware offerings and adoptions goes hand in hand with the increase in digital content. Courseware solutions have a wide range of functionality and capabilities. Know what is out there and insert the bookstore into the conversation. Students may still want some printed materials and many will prefer to buy courseware via the bookstore to take advantage of financial aid. Encourage faculty to work with publishers committed to bookstores.



Partner with XanEdu to tackle these 5 tips



We always offer 100% returns, and are the source for low cost print. We partner with many OER providers, including OpenStax where we are the preferred print provider. We keep titles in stock and ready to ship.



Our custom experts are partners to help lower costs and deliver great content, both digitally and in print. We can easily accommodate campus branded materials, lab manuals and coursepacks as well as full custom books. Our team is service oriented and can also source most out of print materials.



XanEdu is leading the charge with affordable courseware - XanEdu FlexEd is affordable, LMS integrated, full courseware available in a growing portfolio of OER based titles. We work to ensure that bookstores always have access codes for sale.

Let's chat!

XanEdu is committed to bookstore success, and our experts are happy to review your unique needs and make recommendations to enhance your business.

For more information about XanEdu, please contact us
800-218-5971 | xanedu.com