

# Follett Virtual Campus

**At Sierra Nevada College, Follett Virtual Campus® (FVC) facilitated a mutually beneficial co-existence with the college's on-site Campus Store at Sierra Nevada College giving students more choices and added convenience.**

## THE CHALLENGE

Sierra Nevada College is a private, four-year college with a total student body of about 1,000 between campuses in Incline Village, Reno and Henderson.

The first two weeks of every semester, students were purchasing books from the store while waiting for their on-line orders to be delivered. Once they received their orders they returned the original books to the bookstore for refunds which caused an influx of inventory. Store managers ordered additional inventory based on what was moving off the shelves. With the high volume of returns the store was left with a huge inventory of overstocked books making store profitability difficult to achieve. Students were making sound financial decisions for themselves, but making it impossible for the store to be profitable.

## THE SOLUTION

Sierra Nevada College realized that selling course materials was not one of their core competencies. They decided to partner with Follett on textbook procurement leveraging our extensive background and expertise. By setting up a Follett Virtual Campus, they were able to accommodate the students' and professors' textbook needs, and to relieve the burden of selling textbooks themselves.

The faculty at Sierra Nevada College was also able to leverage Follett's strong publisher relationships and course materials expertise in their text book choices, including a selection of digital titles. Digital offerings were important to the college given their students' sensitivity to the cost of books as well as the popularity of digital textbooks among young, digitally savvy consumers.

## THE RESULTS

Follett's interface has made textbook adoption a welcomed task for faculty, and textbook purchasing an easier process for students. Sierra Nevada's college bookstore is now the Campus Store, where students purchase general merchandise and necessities needed for campus life beyond textbooks. Better yet, the original store is now more profitable than ever.

Today, students come to the Campus Store for their emblematic and convenience needs and go to their Follett Virtual Campus site for their course material, technology and supplies needs. The rollout of Follett Virtual Campus has delivered a better experience for students and administrators alike. With Follett's solution in place, students now enjoy far more convenience and a more diverse offering, while the college has turned book-selling into a profitable enterprise.



*"Follett's customer service has been very good at resolving issues when they occur for both students and back-office issues."*

– Annamarie Jones  
Campus Store Manager  
Sierra Nevada College



*"Follett's online adoption interface is very easy to use and makes adoption as painless as possible."*

– Annamarie Jones  
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