

Biola University Bookstore Teams up with XanEdu



A Dual Partnership

CHALLENGE

Biola University's bookstore was looking for ways to remain competitive while retaining use of their print shop. They wanted to provide their students and faculty with custom print and digital course materials at specific price points and without any additional staff.

XANEDU SOLUTION

XanEdu partnered with both the university's bookstore and print shop, providing them with a streamlined system of creating and selling print and digital course materials. In less than a year the bookstore saw a 43% increase in course pack sales.

With the addition of digital course packs, we are the first thing people think of when they look to buy course materials.

Harry Edwards
Manager, Biola Bookstore

Objectives

Biola University is an established private Christian university in Southern California. They offer both undergraduate and graduate degrees and an extensive collection of over 145 academic programs to over 6,200 students. For nearly 100 years Biola has relied on their campus bookstore for all academic course materials including course packs and textbooks.

Partnering with the campus print shop for production work, the bookstore had just one employee dedicated to managing and pulling together all course packs. The timely process of copyright clearance and simply maintaining the system that was already in place was limiting the ability of the bookstore to expand their course material offerings beyond just their standard print course packs. They were thinking about offering digital accessibility but didn't have the resources to do so. According to bookstore manager Harry Edwards, they were doing well but needed to do more.

Change the Course

During the summer of 2012, before the start of the fall semester, XanEdu presented how they thought they could help the bookstore with their course materials, offering copyright clearance, digital tools, and an overall better and more streamlined process. Harry was hesitant at first because of the bookstore's unique needs. "My main requirements were that cost needed to be in line with what we were already doing in house. We didn't want to take away business from our print shop," said Harry.

XanEdu was able to meet the bookstore's specific pricing needs while offering them additional tools and services including digital support, copyright clearance, and extensive return privileges. To ensure that the print shop was able to remain involved, XanEdu included them in discussions, agreeing to let them continue to print all of the course packs for the bookstore. The final agreement was that Biola's print shop would serve as XanEdu's print shop. In addition, the bookstore benefited from XanEdu's 100% returns policy.

Results

The arrangement between XanEdu, the print shop and bookstore has simplified the entire course materials process. It has also removed the stress of copyright clearance from the bookstore and allowed them to have higher standards for publishing. It has freed employees to spend their time on other responsibilities like reaching out and educating faculty on the importance and value of custom course packs.

Working with XanEdu has also freed up time for print shop manager Joe Verardo. "It makes it easier. Before I was the one doing the cleanup work. It has helped me out in terms of stress...I'm now able to assist on the floor and handle more in the shop. I have someone to talk to and [XanEdu] has been a really good resource," said Joe.

The biggest impact that XanEdu has had is a **43% increase in course pack sales** for the Spring 2013 semester over the previous year.

Harry credits the importance of being able to provide students and faculty with access to unique and course-specific materials for the increased sales. Faculty quickly understood the value in creating materials that were tailored to their teaching style and course.

Students benefited from having course packs that included only the knowledge and information relevant to their studies. According to Harry, this really encouraged course pack sales. "It made sense for us to carry those. It was a new source of revenue that no other stores sold. A successful classroom experience involves course packs because they are definitely used and everyone is on the same page."

Another key to the success of the custom course packs was the flexibility and limited risk XanEdu provided with 100% returns. "The whole 100% returns is really awesome. We can aggressively stock 100% of adoptions," said Harry. "It freed us up to look at our margins and allowed us to do more."

Biola's bookstore has become the go-to place for course materials - both print and digital. "With the addition of digital course packs, we are the first thing people think of when they look to buy course materials," according to Harry.

As for the print shop, they are looking forward to future opportunities to partner with XanEdu.

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Joe Verardo

Print Shop Manager, Biola Bookstore