



Communication Studies



TOGETHER

WE DRIVE STUDENT SUCCESS

The First Day™ Program

Supporting The Mission

First Day™ is Barnes & Noble College's Inclusive Access Model:

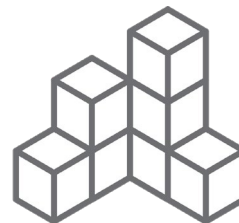
Every student has access to course materials on or before the First Day of class within the Canvas Learning Management System; an affordable solution with a simplified payment process



Affordability



Access Course Materials Day One



Building Retention

Student Access to Course Materials

Barnes & Noble surveyed 156,000 four-year college students:

- **56% did not** have their materials on the **first day**
- **19%** of those who did not have their books, said it was because the books were **too expensive**
- **18%** couldn't get the **book on time** due to delays
- **51%** were **unsure** their Professor was **going to use** the book

Lowering the Cost to Students

- Course Material costs students pay are **significantly reduced**
- One national publisher saw averages:
 - 50% off the national print price
 - 20% off of the national digital price
- In compliance with Federal Department of Education requirements:
 - Faculty are in control of teaching materials & place order through online portal
 - Cost is below competitive market rate
 - **Students can “Opt Out”**

First Day Implementation

UNCW Implementation Steps

- Introduction of program to campus stakeholders; began planning adoption and implementation
- Initial voluntary courses for Pilot Program:
 - German 102 & 102
 - Accounting 445
 - Communications 104
- Implementation Team researching integration into BANNER, the Student Account and LMS
- **Goal: pilot program for Spring 2020**

Implementation Team:

- UNCW Bookstore
- Auxiliary Services
- Student Accounts
- Registrar
- Financial Aid
- ITS

Other Participating Campuses

Barnes & Noble Schools

- **UNC Chapel Hill**
- **UNC Charlotte**
- **NC A&T**
- **Winston Salem State**
- Johnston CC
- Forsyth Tech CC
- Robeson CC
- Lenoir CC
- Campbell University

UNC
System
Schools

Other Schools

- **NC State**
- **UNC Pembroke**
- **Fayetteville State**
- **NC Central University**
- Other NC CC's