“All For One” partnership delivers added value campus-wide

The Opportunity

Xavier University – the sixth-oldest Catholic and fourth-oldest Jesuit University in the country – is home to over 6,000 undergraduate and graduate students. Central to the Cincinnati-based university is its “All For One. One For All”. “The Power of X” motto urges students, faculty and the campus community to learn, serve and change the world together.

As the University’s campus store partner since 1986, Follett Higher Education Group has embraced and woven this powerful “All For One” philosophy into every aspect of campus store operations. The collective goal: to help students succeed in the classroom and after graduation.

The Approach

At the foundation of Follett and Xavier’s relationship is open communication and active listening. Known for the way it customizes its approach with each partner, Follett has worked itself into the grain and fiber of the University’s initiatives and the culture of the campus and surrounding community.

The result? The ability to deliver customized solutions for the University’s unique challenges and opportunities, all designed to enhance the campus experience.
Follett/Xavier success stories over the years have been numerous. One of the most recent campus initiatives is University Station, a 15-acre residential, retail and office development that encourages students and the community to intersect. Follett and the University worked closely together in 2014 to create a bookstore with a twist -- a new 11,000 square foot All For One campus store with a full service Starbucks, a rare but growing occurrence inside a university campus store. A boon to students living off the traditional campus and to local residents, University Station and the campus store/café represents a powerful “All for One” retail experience, spurring a revitalization of the surrounding community and making it an exciting destination for studying, shopping and socializing.

Thanks to having an ear on the ground, Follett and Xavier identified an opportunity in 2013 to ease “new semester” stress and reduce wait-times during the store’s busiest time of year: a residence hall delivery program for course materials ordered on XavierShop.com. Now, students can not only choose the ideal format for their course materials, they can also choose to have everything delivered directly to their campus residence hall on move-in day -- wrapped up with a Xavier bow with an in-bookstore coupon for general merchandise and gifts.

“The residence hall delivery program has been a real lifesaver for busy college students like me,” explained Derek Burdick, Xavier student. “Knowing I’ll have all of the books and supplies I need delivered to my residence hall frees me up to focus on other priorities at the beginning of each semester.”

Transforming the “All For One” motto into a visual symbol is another instance of Follett listening and responding to unique client needs. The University’s “extreme fan” student group had an idea – why not create an “X” shirt to foster school spirit? Follett eagerly agreed to work closely with the Athletics department, the men’s basketball team and the fan group to unveil a new design each year at Parent’s Weekend. A huge hit with students, alumni and fans, the “X” shirt not only enhances school pride but also supports the community, with proceeds from every shirt sale going toward a student-selected local charity and the “extreme fan” club.

And what better way to bring Xavier’s “All For One” motto to life? Showcasing the 2014 publication of “Out of Habit: My Life as Xavier University’s Unlikely Point Guard,” a rare book written by Xavier’s own Sister Rose Ann Fleming, who is nothing short of a legend on Xavier’s campus. Since she founded Xavier’s academic advising program, every player who reached his final year of eligibility has graduated, virtually unheard of in division-one college basketball. Follett worked closely with the university to develop a marketing/distribution plan, complete with book signings at various campus locations, in-store displays and special website and e-mail marketing. Proceeds from the sales of this book support the Sr. Fleming Student Athlete Academic Success Endowment which seeks to ensure superior academic advising.

“Whether it is designing a bookstore with a café, providing a unique course materials delivery program, or supporting a campus legend through store marketing, we are proud to serve as a true partner with Xavier,” said Campus Store Manager Mike Hubbard. “By continually taking the pulse of the University, we deliver value-added programs and services that empower the campus and community to succeed and grow together.”