

Follett Virtual Campus

Follett Virtual Campus helped bring the per-student book bag spend under control through an innovative textbook rental program and an advantageous buyback program.

THE CHALLENGE

Bishop O'Dowd High School is a Catholic, co-educational, college preparatory school located in Oakland, California. From the strength of its professional faculty and staff to its personal care and moral guidance, Bishop O'Dowd is committed to adding priceless value to the everyday development and future growth of its 1,180 students.

One area of concern over the years was the "value" of course materials for families. With an annual book bag cost of over \$500 per student and rising, the situation was untenable. So when its multi-year agreement ended with its previous online bookstore vendor, O'Dowd decided it was time to address this "pain point" and source another vendor that would better suit not only the current needs but the future needs of the high school.

THE SOLUTION

From course material adoption and inventory management to delivery, Follett Virtual Campus can handle as much or as little as a school needs.

Top of the agenda – bring down the book bag cost. Follett's textbook rental program -- the first-ever nationwide program that has saved families across the US more than \$1 billion – would provide O'Dowd families with savings up to 50% versus new books. Families simply pay for the period of time required and return the book to Follett, a great option if the book is not required for future reference or for another student in the family.

In addition, Follett's used books would save up to 25% off the price of new books. And finally, Follett's buyback program would give families the ability to sell back books near the end of the spring semester.

THE RESULTS

The response to Follett Virtual Campus has been very positive. Follett Virtual Campus helps O'Dowd families significantly reduce their book bag spend by renting and participating in the advantageous buyback program.

In addition to being a smart choice for families, Follett Virtual Campus is also smart for schools. Follett's solution easily adapts into an existing system – O'Dowd administrators just changed a hyperlink to the virtual bookstore on its website. Schools officials also enjoy spending less time administering the textbook and buyback program, and appreciate that each order supports the school.

And finally, Follett's solution positions the school to more easily migrate to a digital/ electronic platform in the future through custom course readers or a full-featured, easy-to-use digital textbook reader, which will also support the high school's sustainability initiatives!



"Understanding that textbooks are an expensive cost for our families to bear, we chose Follett Virtual Campus as our exclusive textbook vendor. Its cost-saving choices -- including buying used books and also renting textbooks -- save our families up to 50% of their total book cost."

– Gavin T. Maeda,
M.A., Instructional Technologist
Bishop O'Dowd High School



Since 1873, Follett has served as the trusted partner in education for students and educators at all levels of learning. Today Follett serves more than 47 million students through the delivery of physical and digital learning materials, retail services, school content and management systems to more than 80,000 early childhood, primary and secondary schools, and on more than 1,000 college campuses. Follett is a privately held company headquartered in Westchester, Illinois.