

Follett Virtual Campus

Follett helped Colorado Mountain College tame the administrative challenges of providing bookstores to students on ten different campuses and two online programs.

THE CHALLENGE

Colorado Mountain College (CMC) is a public college offering associates and bachelors degrees, with 10 campuses located in rural communities and many of Colorado's famed ski resorts. The population totals more than 20,000 full and part time students, 75% of whom study on campus and 25% enrolled in online programs.

In recent years, CMC has found its multi-campus model difficult when trying to manage the students' learning material needs. The primary challenges were cost and the ability to maintain adequate inventory for the bookstore staff. Because of dated technology, the ordering process required a great deal of manual entry which resulted in the consumption of time and energy.

The students were frustrated with the escalating cost of books and frequent back orders. With a focus on innovation that benefits students, the college made the decision to make changes to its bookstore model.

THE SOLUTION

Administrators at CMC decided to contact Follett to explore options for improving the textbook acquisition process for the College and students. Follett began by helping CMC transition to Follett Virtual Campus, relieving the bookstores on all of its campuses of the arduous task of stocking and selling textbooks.

Follett worked closely with the College to assume responsibility for its 12 continuously changing booklists – one each for 10 physical campuses and two online programs. This freed 12 college staff members to take on other important responsibilities.

Follett now manages, fills, and tracks textbook orders and bills the students for their textbooks. Furthermore, all textbook orders are automated and fully integrated with CMC's financial aid program partners.

THE RESULTS

It is now much easier for students to get the learning materials they need. Additionally, the College's bookstores now have space to stock more general merchandise and convenience items. Store traffic has actually increased by 10 to 15% since textbook sales moved online.

CMC has enjoyed an overall improvement in their bottom line, partly by eliminating their own unprofitable bookstore operation, but also because of the commission they get from Follett's book sales to their students. Textbook acquisition is now in line with all the other innovation at CMC, providing an even better overall experience for students there. Students no longer have to navigate to multiple bookstore locations to fulfill their textbook needs.

With Follett's Virtual Campus solution, students can acquire their course materials anytime and from anywhere.



"By partnering with Follett, we were able to centralize course materials options for our entire student population to one convenient online location. We relieved the campus bookstores of managing book inventories and freed up precious floor space to focus on higher margin non-textbook items. Follett's dedicated staff delivered highly responsive and timely service allowing our administrative staff time to turn their attention to promoting the best possible student experience. The Follett Virtual Campus solution minimized our financial risk and maximized our returns."

– Steve Boyd
Purchasing and Contracts Manager
Colorado Mountain College



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.