

# Big Red Backpack

University Senate, 11/17/2022

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## Agenda

- High Level Overview of Program
- Behind the Scenes
- Debriefing of Fall Semester Implementation
- Lessons Learned
- Short term improvements – Spring Semester
- Long term improvements

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## Overview of Program

- **Big Red Back is WKU's version of Barnes & Noble's "First Day Complete" program**
  - Emerging trend in the industry; AKA - "Inclusive Access" or "Equitable Access"
  - WKU is third in KY, behind ECU and Campbellsville University
  - Around 150 Schools across US have moved to this model, including schools part of our institutional benchmarks, such as FIU.
- **It extends the concepts of First Day Access and applies it to all required instructional materials (textbooks, eBooks, digital delivery, etc.)**
  - Gets textbooks into the hands of students faster, which is linked to student success
  - Saves students money
- **Instructional Materials are bundled for students at \$24/credit hour**
  - It does not include consumable supplies, such as goggles, calculators, paints, etc.
  - It is a textbook rental program. Books are due back at the end of the semester.

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## Overview continued

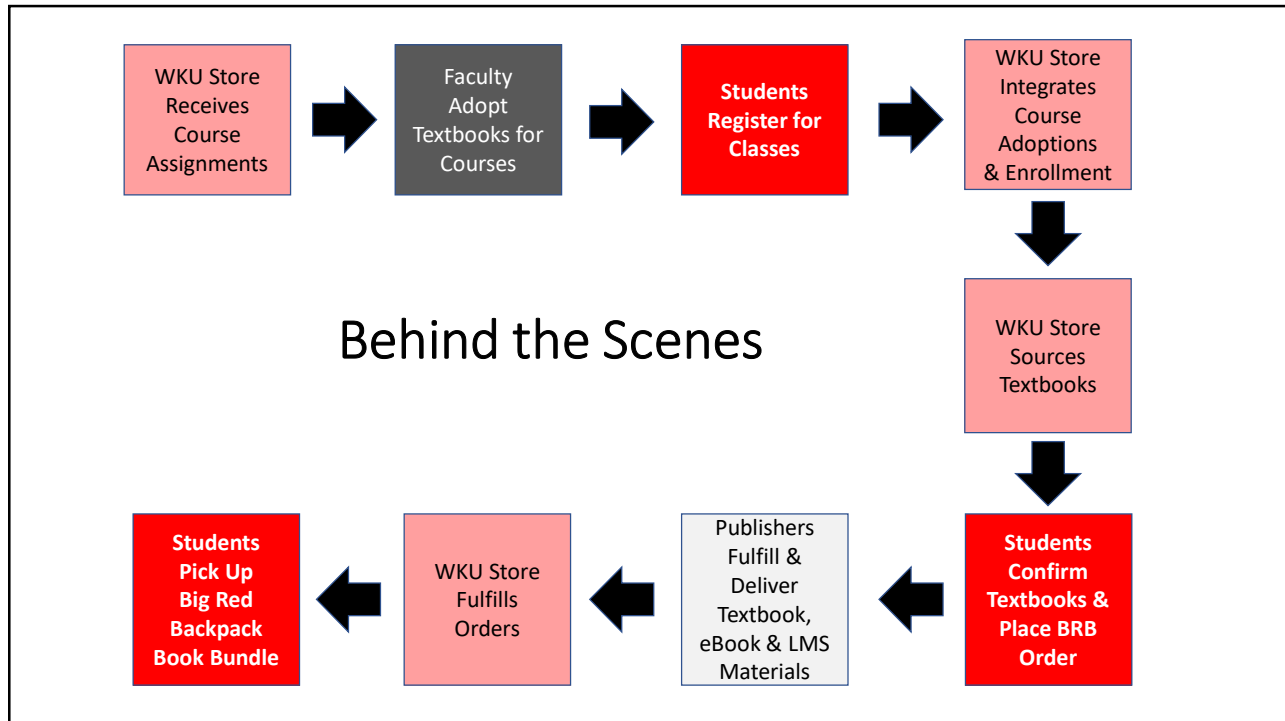
When students register for classes, they are enrolled in Big Red Backpack.

- Big Red Backpack fees are applied to student account as part of tuition and fees

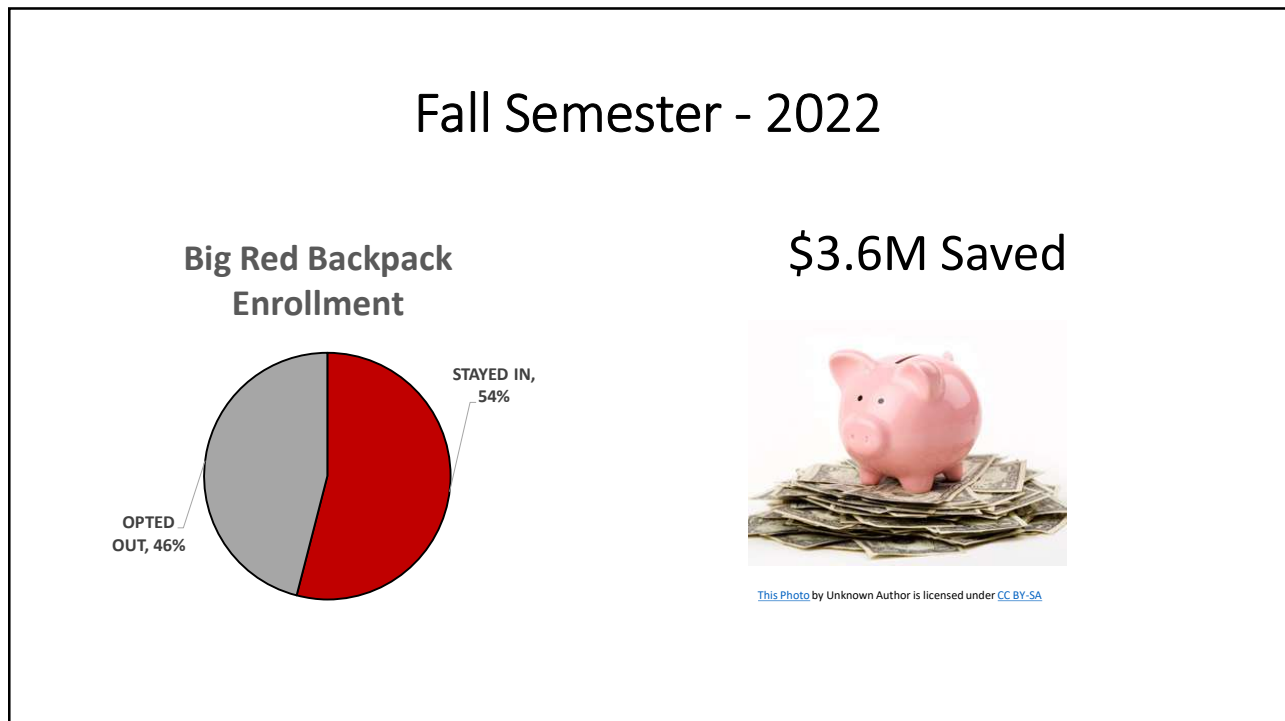
**Students MUST TAKE ACTION to:**

- EITHER: Confirm their books** and place their order on the Barnes & Noble website,
- Selecting their books places the order for the WKU Store staff to fulfill their order
- OR: Opt-Out of the program** from the WKU Big Red Backpack page
- Opting-out of the program removes the Big Red Backpack fee from their student account
  - Deadlines are posted for each semester

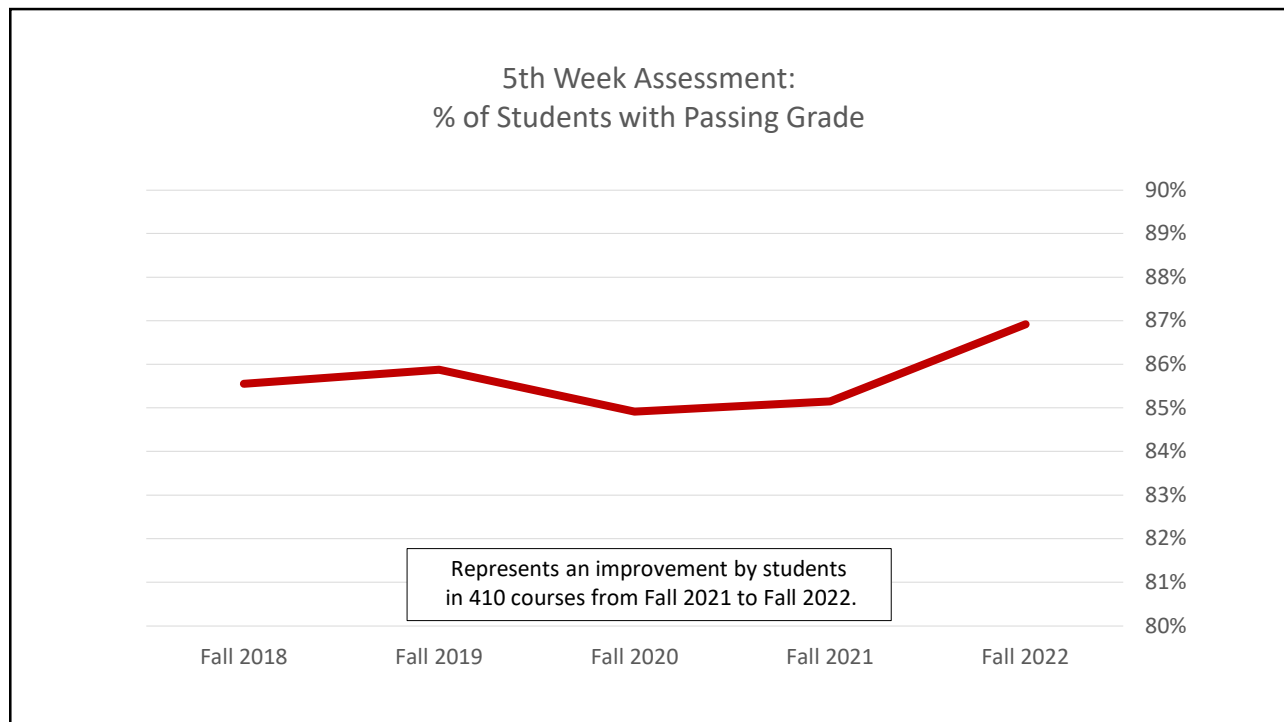
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## Debriefings: Issues Identified

- Pearson – Blackboard Access
- Communication
  - Lack of Understanding or Misunderstanding of how program works
  - Opt-Out process
- Fulfillment Process
  - Too many touchpoints
  - Backorders
  - Communication with customers
- Staff training / Customer Service during distribution

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## Short Term Improvements to Program

- **Communications!!!**
  - Leverage all channels
- **Develop Social Media Presence**
  - Deadline reminders
- **Staff training**
  - In-store “Triage” during distribution
  - Reduce back-orders
  - Customer service
  - Integrate all pick-ups
- **Improve digital delivery of materials in Blackboard**
  - Pearson – BRB Opt Out triggers “buy now” button to maintain LMS access.
  - Develop CITL resource page: publisher contacts
- **Improve fulfillment info to students**
  - Digital delivery classes, back orders, etc.

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## Long term improvements

### CUSTOMER FOCUSED

- Develop resources & training for returning and new faculty & staff
  - WKU Store School? Train the trainers
- Potential to tie into the First Generation Initiative?
- Faculty Concierge
  - Resource to evaluate new texts
  - Assistance with adoptions and blackboard delivery
  - Other?

### INTERNAL PROCESSES

- Simplify Fulfillment Process
- Tools for textbook manager to identify late section adds
- Increase frequency of data exchange between systems
- Improve price comparison tool

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The graphic features a red background with white and black text. At the top left, the WKU logo is followed by a white arrow pointing left containing the text 'SAVE THE DATES'. Below this, 'BIG RED' is written in a large, white, hand-drawn font, with 'backpack' in a smaller, black, cursive font underneath. To the right, the website 'wku.edu/bigredbackpack' is listed. Below that, contact information is provided: 'Questions?' and 'Contact: SM8358@bncollege.com.'. The bottom half is divided into two columns: 'Winter Term Courses' and 'Spring Term Courses', each with two key dates and their corresponding actions.

**WKU** **← SAVE THE DATES**  
**BIG RED**  
*backpack*

[wku.edu/bigredbackpack](http://wku.edu/bigredbackpack)

Questions?  
Contact: SM8358@bncollege.com.

**Winter Term Courses**

**NOV. 12, 2022** Confirm your materials & place your orders.

**JAN. 6, 2023** Opt-out deadline, 4:30pm CT.

**Spring Term Courses**

**DEC. 5, 2022** Confirm your materials & place your orders.

**JAN. 27, 2023** Opt-out deadline, 4:30pm CT.