

# WAYLAND BAPTIST UNIVERSITY

## FROM PROFIT CENTER TO STUDENT SERVICE MODEL: HOW CAMPUS STAKEHOLDERS LEAD THE REVOLUTION

LEARNING MANAGEMENT SYSTEM	ENROLLMENT	RETAIL MANAGEMENT SYSTEM
BLACKBOARD	5,000	NEBRASKA

### SHIFTING THE COURSE MATERIALS STRATEGY

The Wayland University Store at Wayland Baptist University (WBU) knew it needed to take action to drive down the cost of course materials at its institution. Inclusive Access (IA) was an attractive option as a way to provide day-one, digital access to course materials. This program would not only reduce costs but provide a great student experience and increase access to required content. While implementing and scaling its digital program, the campus store identified the need to have strong campus support for Inclusive Access. The store brought in key campus stakeholders to help deliver the strong student experience they desired.

The Wayland University Store led the charge in generating conversations with campus stakeholders, such as the CFO, provost, the learning management system (LMS) team, and academic deans. These conversations not only fueled the decision to scale an IA program quickly, but they ultimately shifted the overall course materials strategy from a profit center to a student service model.

This shift further aligned the Wayland University Store with the institution's mission, cementing the impact Inclusive Access would have on students.



"We have to get students the course materials they need to be successful. Students are choosing to go to our institution and choosing to become alumni. Our campus store is here to help those students be able to afford the course materials they need," said Brad Henderson, director of university stores.

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### PARTNERSHIPS ON CAMPUS FUEL CHANGE

As the cross-campus team worked together, the collaborative strategy allowed them to easily scale digital across multiple campuses in just a few semesters. When WBU transitioned to eight-week terms, having Inclusive Access in place created a more seamless content delivery experience. And as the impact of COVID-19 set in, the university was in a prime position to provide day-one, digital access for its students with the campus store leading the way.

Another aspect of success at WBU is the campus store's ability to access the LMS, which has enabled the campus store to provide support for students in the IA program. The campus store has aligned its efforts with the LMS team, building trust and synergy that has been essential to their IA results. "The campus store is a community for the university. Students know they can go there to get their course materials and ask questions about Inclusive Access, and they know the staff in the store. It's more than just a textbook, it's a community for our university," commented Dr. Trish Trifilo, director of online learning, in support of the Wayland University Store.

## **SUCCESSFUL COLLABORATION IMPACTS ACCESS AND AFFORDABILITY FOR STUDENTS**

The hard work and partnership at WBU have had an impact. WBU had a 62% growth in Inclusive Access courses from 2019 to 2020. The increase in participating courses also increased the savings provided to students with a 75% growth in savings from Inclusive Access from the previous year.

"WBU strives to offer textbooks that are affordable and accessible on the first day of class, so students have a better opportunity for academic success," stated Lezlie Hukill, WBU's chief financial officer. "WBU's partnership with Verba | VitalSource helps make these efforts possible."

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