

FIRST DAY[®] INCLUSIVE ACCESS

First Day student benefits

- Course material savings up to 80%
- Students are prepared, with materials in-hand before class begins
- No-hassle access to digital materials via your school's LMS
- Analytics that maximize student success

First Day school benefits

- One centralized contact point for diverse inclusive access programs
- Fully customized integration with your school's systems
- Millions of digital titles ensure academic freedom
- Barnes & Noble College's strong publisher relationships keep prices low
- Saves on labor costs
- Dedicated account management and service teams

Why schools want inclusive access*

- More than 80% of students forgo or delay textbook purchases
- 7 in 10 students say they would have earned better grades if they had the required course materials
- 92% of students say they do without textbooks because prices are prohibitive
- Inclusive access boosts student grades while lowering costs
- Inclusive access makes education more affordable for all

**vitalsource.com*

Barnes & Noble College's First Day[®] inclusive access platform saves students money and delivers course materials essential to student success — before class begins. First Day reduces the overall price of course materials via increased sell-through and digital delivery, accessed directly through your campus' learning management system [LMS]. Plus, Barnes & Noble College simplifies faculty and staff processes by aggregating disparate publishers' content into one single First Day access point.

The inclusive solution

Barnes & Noble College's inclusive access program, First Day, is a product of our ongoing commitment to making excellence in higher education more achievable for all.

When textbook costs prompt students to forgo or delay purchases, higher education becomes a two-track experience: one for students who can afford course materials, the other for students who can't. The students who buy required books before classes begin earn better grades, experience more satisfaction with their learning and navigate the path to graduation more easily. Students who have to pass up course material purchases often fall behind. Their learning experience is incomplete without critical materials and many become discouraged.

First Day levels the playing field. It ensures more students have access to essential course materials on the first day of class and lowers the books' overall cost so that more students can afford to start the semester right.

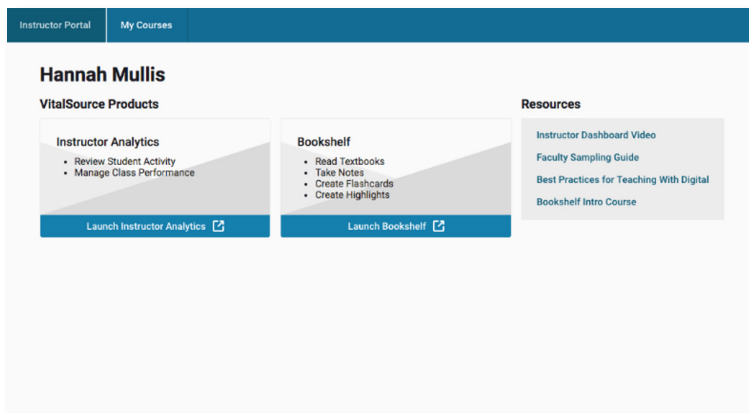
First Day stands out among inclusive access programs by streamlining integrations between your school — your student information systems [SIS], your LMS, financial aid billing — and publishers' digital content.

First Day is easy to implement and scale with expert assistance from the Barnes & Noble College's dedicated client services team. It's an all-in-one platform for your inclusive access program that allows for just one point of contact — Barnes & Noble College — rather than several publishers or programs. For schools considering inclusive access programs from disparate publishers, First Day will save time and money. Our strong publisher relationships let us negotiate the lowest possible price for each institution. Beyond that, LMS administrators will find First Day easy to set up.



Barnes & Noble College allows for first-day access of digital content — maximizing faculty’s academic freedom — and administrators can gauge the program’s success in real-time with analytics that show engagement by student, by class and by school.

When students or faculty choose eBooks, the VitalSource eReader, Bookshelf®, provides metrics that can accelerate academic success. Faculty can use Bookshelf analytics to monitor student reading, highlights, and questions, and they share their own interactive textual notes with students — creating a customized reading guide for every course.



First Day instructor portal

Students need textbooks on time

Inclusive access research shows that First Day can solve several course material-related problems in higher education. One southeastern community college saw student GPAs rise 6% after introducing inclusive access. An August, 2018 VitalSource survey showed that 85% of U.S. college students admit they have either delayed course material purchases or decided not to buy them at all. Of these, 92% said cost was the primary factor determining their choice.

The survey also found that among students:

- 70% believe they would have better grades if they had required course materials before class begins
- 86% believe they would earn better grades with an interactive eBook and digital tools like those Bookshelf offers
- 73% said they were interested in paying for course materials as part of tuition

Beyond that, the study showed that students devote much time and energy to finding the most affordable course materials available. 70% consulted at least three sources before making a purchase. With First Day, students can spend time preparing for class instead of shopping for discounts.

How it works

First Day can be adopted for an entire institution, a department or a single class — depending on your needs. We will scale the roll-out to suit your school. Once you’re enrolled, Barnes & Noble College will tailor the program to integrate with your school’s existing SIS and LMS systems.

The First Day adoption process is simple and streamlined. Faculty will choose First Day materials in the same way they adopt other titles, and administrators will enter selections in the adoption tool, along with other adoptions.

STUDENT ROSTER									
Student	Quartile	Total Time	Avg. Session Length	Sessions	Pages	Annotations	Last Activity	Study Activities	
Samir Benson	4	28h 16m 27s	20m 55s	81	597	0	08/17/18		
Beatrice Ortega	4	22h 6m 39s	18m 14s	76	830	0	09/05/18		
Karla Cherry	4	9h 18m 5s	25m 22s	22	419	0	08/16/18		
Xiomara Floyd	3	9h 16m 51s	13m 55s	40	208	0	09/19/18		
Kody Atkinson	3	7h 15m 13s	9m 27s	46	548	0	08/29/18		
Remington Bean	3	5h 17m 19s	7m 33s	42	180	0	08/17/18		
Mattilda Burton	2	3h 12m 49s	27m 32s	7	11	0	08/13/18		
Yael Nicholson	2	2h 43m 31s	9m 37s	17	48	0	08/15/18		
Joey West	2	2h 33m 12s	10m 12s	15	124	0	08/13/18		
Grayson Haas	1	2h 9m 41s	4m 48s	27	184	0	08/17/18		

First Day student roster view



First Day will be integrated with your SIS and LMS. When students log into your school's LMS, they will see a link to their First Day content in each participating course. Titles will either open in Bookshelf or within the publisher's courseware solution, allowing students to start class prep immediately.

Institutions can choose between having students opt into the program or opt out and establish a time-frame that works best for them. Barnes & Noble College only charges for materials when a student has not opted out by the census date, so schools do not have to pay for unpurchased materials

First Day student bookshelf

Key features

Lower costs: Barnes & Noble College negotiates the lowest possible prices with publishers, saving students up to 80%.

Aggregated programs: The school also saves time and money as Barnes & Noble College efficiently scales and manages all of your publisher inclusive access programs through one single First Day access point.

Easy access: Students can freely access course materials directly in their LMS until being billed on the census date.

Streamlined billing: Barnes & Noble College coordinates all publisher billing to provide your institution one easy-to-understand invoice for your First Day program.

Excellent service: Our expert client services team will serve as a single point of contact, guiding the process and ensuring everything goes smoothly.

Greater student success: First Day is designed to further student success with easy access to affordable course materials, powerful learning analytics and digital tools.

Maximum academic freedom: Faculty can choose from millions of titles.

Student engagement metrics: Administrators can measure the program's success with an analytics dashboard that shows engagement by school, by class and by student.

Powerful learning analytics: Bookshelf offers tools that support ongoing interaction between students and instructors and gives faculty key information about students' reading behavior and question

Book Title	ISBN	Publisher Name	Active Users	Session Count	Page Views	Page Prints
McCumis's Clinical Textbook for Veterinary Technicians	9781437726800	Elsevier Health Sciences (US)	277	1308	11708	722
ACP ILLUSTRATED GUIDE TO VETERINARY MEDICAL TERMINOLOGY	9781305376717	Cengage Learning US	134	822	27098	652

First Day student engagement dashboard