

# Building on Success: From Access Program to Full Campus Store Partnership

How Johnston Community College built a fully integrated, student-centered model

## The Opportunity: Create a Unified Student Experience

Following the successful launch of its Day 1 access program in Fall 2023, Johnston Community College (JCC) identified an opportunity to build on those results and further enhance the student experience.

After demonstrating measurable gains in access, affordability, and operational efficiency through its partnership with BibliU, JCC sought to create a more seamless experience across course materials and campus retail. By transitioning from an independently operated bookstore to a unified, BibliU-managed model, the college aimed to streamline operations, strengthen student engagement, and align retail services with its broader student success objectives.



### Key Opportunities:

- Build on a successful digital access program to expand campus-wide impact
- Consolidate operations under a single accountable partner
- Create a seamless, student-centered experience across course materials and campus retail
- Increase student engagement through expanded merchandise and institutional events
- Improve operational efficiency while maintaining high levels of service

## The Approach: A Fully Integrated Campus Store Model



### Affordable, Day 1 Access Program

- Delivered course materials seamlessly via Blackboard by the first day of class
- Implemented a flat-fee pricing model, improving affordability and cost predictability for students
- Enabled broad faculty participation, supporting consistent delivery across the institution



### Campus Store Launch

- Transitioned from an independently operated bookstore to full campus store management under BibliU (October 2025)
- Expanded retail offerings, including apparel, supplies, technology, and everyday essentials
- Introduced affordable technology and accessory options aligned with student needs
- Featured the campus store in key institutional events, including open house programming
- Continues to evolve merchandise offerings in response to student and campus demand



“Our partnership with BibliU has been a tremendous success for JCC. Now, every student has access to their required course materials on the first day of class, and the expanded campus store gives students a more convenient place to get the supplies, apparel, and essentials they need. Together, these advancements have removed financial and logistical barriers for our students, enhanced academic preparedness, and made higher education more affordable.”

— Dr. Vern Lindquist, President, Johnston Community College



## Proven Impact Across Campus

**1% Opt-out Rate**

Reflecting strong student adoption and confidence in the program

**100% On-time Delivery** **\$50k Retail Sales**

Course materials delivered by Day 1 across Spring & Fall 2025 terms

Generated within the first three months of operations

## Operational & Student Outcomes



### Student Access & Course Materials Delivery

- **88% of course materials delivered digitally** in 2025, enabling scalable Day 1 access



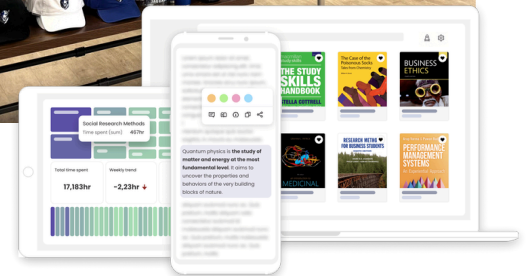
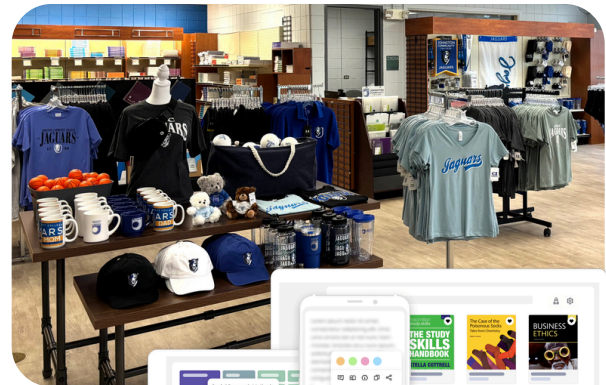
### Operational Performance

- **33% fewer support tickets**, reflecting fewer course material issues
- **16% faster resolution times**, improving the student support experience



### Campus Store Experience

- **Net Promoter Score (NPS): 100**, reflecting a high-quality in-store experience



## Why it Matters

Johnston Community College's partnership with BibliU demonstrates the value of building on proven success. After achieving strong outcomes through its Day 1 access program, JCC expanded the partnership to create a more unified and student-centered approach.

By bringing campus store operations and course materials together under a single partnership, JCC has streamlined the student experience, expanded access to products and services aligned with student needs, and strengthened the campus store's role as a hub for engagement and campus life.

JCC illustrates how institutions can leverage the success of an access program as a foundation for broader campus transformation. By aligning academic and retail services, colleges can create a more connected, responsive, and sustainable experience.