



BUSINESS UNUSUAL: FALL 2020 & COVID-19 *CAMPUS STORE READINESS PLAN*

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**DUE TO THE IMPACTS OF COVID-19 - WE ARE DECLARING AN
“ACADEMIC EMERGENCY” FOR FALL 2020. WE NEED YOUR HELP!**

**YOUR IMMEDIATE COOPERATION IS REQUIRED FOR FINANCIAL
AID AVAILABILITY, PROMOTING ONLINE SHOPPING, ALLOWING
DIRECT COMMUNICATION TO STUDENTS & FACULTY, AND
GETTING FACULTY TO SUBMIT THEIR ADOPTIONS.**

**WITHOUT YOUR COOPERATION ON THESE CRITICAL AREAS,
WE WILL HAVE A VERY CHALLENGING FALL.**

**COVID-19 HAS IMPACTED ALL FACETS OF
YOUR CAMPUS - AND FOLLETT'S RETAIL
BUSINESS.**

**CURRENTLY 66%-70% OF YOUR CAMPUS
RETAIL BUSINESS IS ONLINE AS CAMPUS
FOOT TRAFFIC IS REDUCED & STUDENTS
DO DISTANCE LEARNING**

**THE SHIFT TO ONLINE REQUIRES A
GREATER DEGREE OF COOPERATION AS
AS RETAIL OCCUPANCY RESTRICTIONS
ARE REDUCED BY 25% ~ 50%.**



WHY IS FOLLETT SOUNDING THE ALARM EARLY?

WE ARE TRYING TO CHANGE THE TRAJECTORY FOR FALL FOR A BETTER STUDENT EXPERIENCE



FACULTY ADOPTIONS AT HISTORIC LOW

Student's Can't Purchase Until
Faculty Decide On Materials



STUDENT & FACULTY COMMUNICATIONS ARE LIMITED

Direct Messages Required To Inform & Educate On
Affordability & Safety



FINANCIAL AID NOT MAXIMIZED

Major Tender Type Used In-Store & Online
Not Configured For Student Use



THE RETAIL EXPERIENCE WILL CHANGE

Multiple Online Order Pick Up Locations Will Be Required
Social Distancing Measures Limit Store Capacity



STORE TRAFFIC WILL BE REDUCED DUE TO COVID SAFETY

Promoting Online Ordering Required To Reduce Traffic
Flow

FACULTY ADOPTIONS DRIVE STUDENT SUCCESS & AFFORDABILITY

URGENT SITUATION: NATIONALLY WE ONLY HAVE 49% ADOPTIONS VS 60% LY (DOWN -11%)



**STUDENT SUCCESS &
READINESS ON DAY 1**



**EARLY ADOPTIONS DRIVE
AFFORDABILITY**
RENTAL UP TO 80% SAVINGS



**STORE PLANNING
CYCLE STARTS WITH
THE ADOPTION**



**ORDERS ARE PLACED TO THE
PUBLISHER 6 WEEKS PRIOR
TO FIRST DAY OF CLASS**

FACULTY ADOPTIONS DRIVE STUDENT SUCCESS & AFFORDABILITY

URGENT: NATIONALLY WE ONLY HAVE 49% ADOPTIONS VS 60% LY (DOWN -11%)



OUR INVENTORY GOAL

100% READY 2 WEEKS PRIOR TO
THE 1ST DAY OF CLASS



USE FOLLET DISCOVER FOR ONLINE ADOPTION

EFFICIENT FOR FACULTY & OFFERS AFFORDABLE
OPTIONS E-MAIL & PAPER SUBMISSIONS OF
ADOPTIONS ALWAYS ACCEPTED



**LET'S TALK
ABOUT A
NEW IDEA**



“AUTO-ADOPTION” CONSIDERATION

FACT: OVER 70% OF ADOPTIONS REPEAT FALL TO FALL

*“Is This Process Now Outdated? Should We Change The
Adoption Process To Have Faculty Submit Adoptions **ONLY**
When There Is A “Change” In Their Course Materials?”*

PROMOTING ONLINE ORDERING TO STUDENTS

WE NEED TO “FLATTEN THE CURVE” AT YOUR RETAIL LOCATIONS



**PROMOTE ONLINE ORDERING
& SHIP TO HOME**



**ONLINE SHOPPERS
ORDER EARLIER**



**ONLINE ORDERS CAN'T HAPPEN
WITHOUT ON-TIME FACULTY ADOPTIONS**



**AVOIDS CAMPUS
MAILROOM CONGESTION**



**REDUCES CUSTOMER
CONGESTION @ STORE**



**FOLLETT IS SUBSIDIZING
SHIPPING CHARGES
CAMPUS CAN CHOOSE TO OFFER
FREE SHIPPING & COVER COSTS**

TRAFFIC DRIVERS & PROMOTIONS FOR FALL

FOLLETT OFFERING INCENTIVE TO CELEBRATE
YOUR BRAND & SCHOOL SPIRIT

CAMPUS BRAND & SPIRIT IMPACTED AS
STUDENTS ARE MORE DISCONNECTED
FROM CAMPUS & CANCELLED EVENTS



FOLLETT IS OFFERING **\$10.00**
OFF APPAREL, SUPPLIES &
GIFTS ON ALL ONLINE
PURCHASES OVER \$25

*eGIFT WILL BE SENT IN SEPARATE
COMMUNICATION AFTER THEY CHECK OUT*



CONNECTING STUDENTS TO THE ONLINE CAMPUS STORE

STUDENTS AND PARENTS START WITH YOUR INSTITUTION'S .EDU WEBSITE TO SEARCH FOR INFORMATION ON WHERE TO BUY THEIR TEXTBOOKS & APPAREL

- .EDU Sites & Links Build Trust And Authority In The Search Engines.
- The Bookstore Website Reach A Wider Audience Via Organic Search.
- Frustrating When No Search Results Turn Up For Keywords As Familiar As “Bookstore” Or “Textbooks”.
- This Causes Some Students To Give Up And Head To An Online Competitor

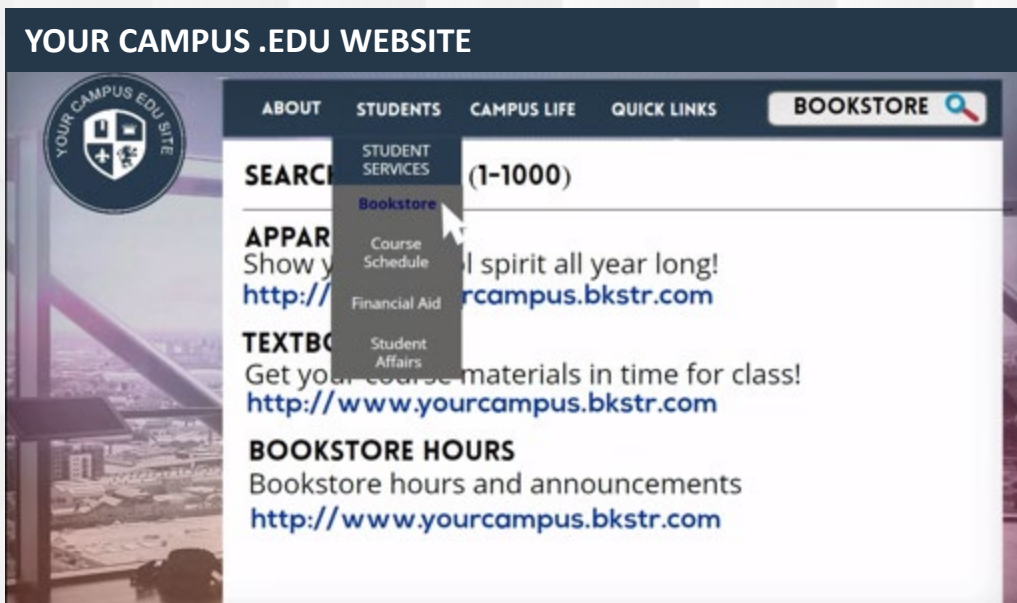


**40% OF
BOOKSTORE
SITE TRAFFIC
COMES FROM
THE
INSTITUTION'S
WEBSITE**

ENSURE YOUR SCHOOL BOOKSTORE IS FOUND ONLINE

FOLLETT KNOWS WHAT PARENTS & STUDENTS ARE SEARCHING FOR

**40% OF BOOKSTORE SITE TRAFFIC
COMES FROM THE INSTITUTION'S WEBSITE**



RECOMMENDED	
KEYWORDS	PAGES
Bookstore	Student Services
Book store	Academics
Campus store	Alumni
Textbooks	Directory
Store	Index
Books	Student Resources
Apparel	About
Shop	Visitor Info
Supplies	Maps/Directions
Clothing	Tours
Course materials	Campus Life
T-Shirts	Registration
Gifts	Financial Aid

WE NEED FINANCIAL AID ONLINE AND IN-STORE

NOT HAVING FINANCIAL AID AVAILABLE ONLINE & IN-STORE IMPACTS STUDENT ACCESS TO MATERIALS

OVER 33% OF TOTAL PURCHASES INSTORE & ONLINE USE FINANCIAL AID



**14 DAYS ACCESS PERIOD DRIVES
COMMISSIONABLE SALES AND
KEEPS SALES ON YOUR CAMPUS**



**FOLLETT ACCEPTS ALL LIABILITY
FOR FRAUD & AR RISK**



FINANCIAL AID MESSAGING
STUDENTS AND CAMPUSES ASK TO BE
NOTIFIED ABOUT AVAILABILITY AND BALANCES

**EARLY ACCESS TO FINANCIAL AID TO SHOP
AT STORE & ONLINE DRIVES PREPAREDNESS**

50% of COURSE MATERIALS ARE PURCHASED WITH FINANCIAL AID


STUDENT & FACULTY COMMUNICATIONS FOR ACADEMICS

SINCE 1995 FOLLETT LEADS IN DIGITAL COMMUNICATIONS ON 100's of COLLEGE CAMPUSES

**REDUCED STORE FOOT TRAFFIC IS
AFFECTING OUR ABILITY TO REACH
STUDENTS & FACULTY**

**IMPACT TO SALES & STUDENT
ACCESS TO AFFORDABLE COURSE
MATERIALS**

- **EMAILING YOUR STUDENTS DIRECTLY IS CRITICAL**
 - **TWO COMMUNICATION OPTIONS TO CONSIDER:**
 - Follett Will Email To Your Full List Of Students
 - Or Campus Agrees To Send On Behalf Of Follett 4 Times (5 Wks, 4 Wks, 3 Wks And 2 Wks Prior To Class Start Date).



**SCHOOLS WHO DO
NOT PARTICIPATE IN
EMAIL
COMMUNICATION
WILL HAVE
COMPROMISED
SALES AND
COMMISSION
REVENUES THIS
FALL**

SINCE 1995 FOLLETT LEADS IN DIGITAL COMMUNICATIONS ON 100's of COLLEGE CAMPUSES

- 100% FERPA/ PIPEDA Compliant Procedures
- Currently Manage 14M e-mail addresses
- Deploy 200M+ E-Mails Year For 1200+ Campaigns
- Low Email Frequency Compared To Other Retailers
- The Lowest E-Mail Unsubscribe Rates In The World!
- One Click Instant Unsubscribe
- Lists Are NEVER Shared With Third Parties
- We NEVER Buy 3rd Party Email Data



FOLLETT E-MAIL PERFORMS

WE LEAD THE EDUCATIONAL SEGMENT IN STUDENT COMMUNICATIONS



UNIQUE SITE VISITS ARE UP 95%
COMPARED TO THE LAST THREE WEEKS



EMAIL REVENUE IS UP 135%
COMPARED TO THE LAST THREE WEEKS

30%

OPEN RATE
INDUSTRY AVERAGE IS 13.9%

7.1%

CLICK RATE
INDUSTRY AVERAGE IS 2.1%

24.5%

CLICK-TO-OPEN RATE
INDUSTRY AVERAGE IS 15.2%

0.5%

**UNSUBSCRIBE
RATE FOR NEW
LISTS RECEIVED
SINCE 4/20**

444K

**NEWLY ADDED
EMAIL ADDRESSES
SINCE APRIL 1ST**



**BOOKSTORE
LOGO**

CLOTHING

TEXTBOOKS

GIFTS

ELECTRONICS

SALE

WE HAVE YOUR REQUIRED TEXTBOOKS & MATERIALS FOR YOUR COURSES.

Textbooks are available in
several formats including
rental and digital.

[Shop Required Textbooks >](#)

HOME DELIVERY AVAILABLE

Your course materials in hand,
contact-free.

PARTNERSHIP - ACCESS TO STUDENT EMAIL ADDRESSES

ALIGNED COMMUNICATION PRIORITIES – OUR RESULTS

Major University In Florida

Provided a list on 4/28

EMAIL REVENUE UP

167%*

Predominate School in New York

Provided a list on 4/28

EMAIL REVENUE UP

265%*

Predominate University in Texas

Provided a list on 4/28

EMAIL REVENUE UP

362%*

SAFETY IN-STORE

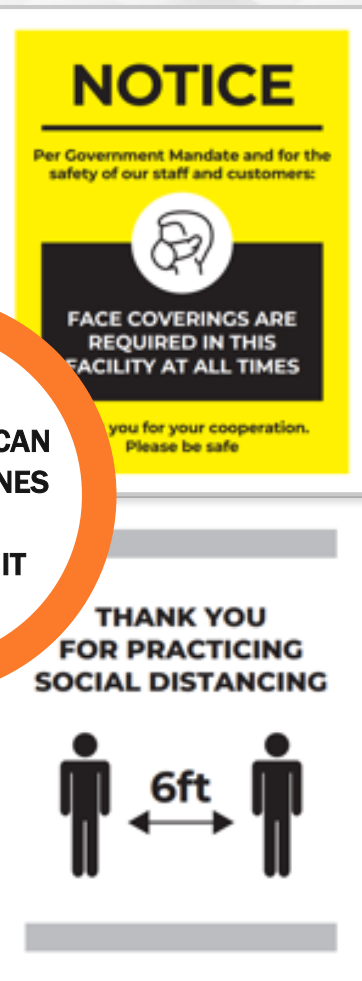
PREPARING FOR SAFE AND EFFICIENT CUSTOMER & STAFF EXPERIENCE

THE HEALTH AND SAFETY OF OUR TEAM MEMBERS, CAMPUS COMMUNITY ARE OUR PRIORITY

OUR STORES ARE FOLLOWING COVID-19 PROCEDURES IN OPERATING SAFELY BASED ON CURRENT INFORMATION, APPLICABLE LAWS AND RECOMMENDED BEST PRACTICES.

- **Safety Procedures**
 - Team Member Safety Training
 - Store And Individual COVID-19 Certification
 - Personal Protective Equipment (PPE) Usage
 - Cleaning And Disinfecting Of High Touch Surfaces
 - Social Distancing And Store Capacity Limit Requirements
 - Customer Directional Signage

**WORKING
TOGETHER WE CAN
REDUCE THE LINES
AND STORE
CAPACITY LIMIT
IMPACT**



NEW ORDER PICK UP OPTIONS ON CAMPUS

STUDENTS CAN CHOOSE PICK UP LOCATION ONLINE

- Reducing Store Congestion for Online Order “Pick Up”
- Flexibility Online to Plan Multiple Campus Temporary “Pop Up” Pickup Locations
- Online Your Students Choose Location at Checkout
- Location, Date & Time
- Campus Partnership Required to Permit Order Pick Up In New Areas



PERSONAL PROTECTIVE EQUIPMENT

FOLLETT IS DISTRIBUTING FACE COVERINGS TO PROTECT EMPLOYEES AND PARTNERS IN ADDITION TO OFFERING RETAIL OPTIONS FOR OUR CUSTOMERS.



FACE COVERING FOR OUR COMMUNITIES: We are in this together.

Our Communities are a key part of our culture here at L2 and we need to do what we can to help protect them.

WE ARE HERE TO HELP.

We're doing our part to flatten the curve and keep our communities safe. We have a clean production facility utilizing our state of the art laser bridges to produce up to 15,000 face coverings a day with zero sewing.

We're taking what we have and adapting it for what our communities need right now. Doing the right thing has always been a part of life at L2, and we do not plan to change that anytime soon! We will be distributing these face coverings to those on the front lines fighting this fight.



- 100% Breathable and Soft Fabric (laser cut fabric, may have slight burnt odor)
- Multi Ear Loops for an Easy Adjustable fit
- Full Chin and Nose coverage
- Wearable and washable for multi time use
- Zero sewing

 **LEAGUE | LEGACY**

Disclaimer: The device created as part of this project should NOT be used as a replacement for conventional and approved Personal Protective Equipment. The device has not been industry tested nor has it been NIOSH approved. The decision to use this device is solely your own.

PERSONAL PROTECTIVE EQUIPMENT

OUR RETAIL STRATEGY IS FOCUSED ON SERVING THIS DEMAND IN THREE AREAS FROM A VARIETY OF VENDOR PARTNERS:

- 1. Non-emblematic:** Cloth face coverings carried in-store, warehouses, and DSV that can easily sold and routed via our ecommerce sites.
- 2. Emblematic/Licensed:** Officially licensed versions of face coverings are in development, but schools and agencies are being careful about licensing due to increased insurance requirements and legal concerns.
- 3. Medical:** As PPE production catches up with demand, Follett will be supply resource to our University Medical facility partners for a variety of PPE needs. We believe that critical medical supplies should first be directed to healthcare workers and first responders.



AREAS REQUIRING YOUR PARTNERSHIP TO SUCCEED

OUR CALL TO ACTION



**CREATE
URGENCY
FOR FACULTY
ADOPTIONS**

**USE ONLINE
ADOPTION TOOL**

**MORE
ADOPTIONS =
MORE SAVINGS**



**PERMIT DIRECT
COMMUNICATION
WITH FACULTY &
STUDENTS**

**OUR BEST
PERFORMING
CAMPUSES ALLOW
FOLLETT TO
COMMUNICATE
DIRECTLY WITH
STUDENTS &
FACULTY**



**OFFER
FINANCIAL
AID ONLINE
& IN-STORE**

**50% OF COURSE
MATERIALS ARE
PURCHASED
WITH FINANCIAL
AID**



**SEARCH TERMS
& LINKS ON
YOUR .EDU
WEBSITE**

**40% OF YOUR
ONLINE TRAFFIC
COMES FROM
YOUR .EDU.**

**BOOKSTORE
LINKS & KEY
SEARCH TERMS
MATTER**

**Your Regional
Manager and Store
Manager Will Contact
You To Create an
Action Plan.**