

The College Store

SEPTEMBER | OCTOBER 2020

The Official Publication Of The National Association Of College Stores

Fast-Tracking the Future



Caesar Wood
Director of
Auxiliary Services
Cloud County
Community
College

How a Global
Pandemic
Accelerated the
Move to Inclusive
Access for Cloud
County Community
College

**See reverse to
learn more.**

 RedShelf

Adapt and Thrive in the Digital Age with RedShelf

We've helped thousands of campus stores transition efficiently to digital course materials to ensure an affordable, engaging, and consistent learning experience whether students are on-campus, online, or somewhere in between.

If you're looking to launch or expand your POS, eCommerce, or Inclusive Access efforts, our team is here to support you every step of the way. You'll have a dedicated account team providing hands-on support, plus comprehensive online resources and turnkey tools, to help you turn your vision into reality in just a few short weeks.

Ready to set up a comprehensive digital course materials solution for your campus? Reach out to RedShelf at sales@redshelf.com



RedShelf's Ten Steps to Swift Implementation of an Inclusive Access Program

Get Started

1. Establish the need
2. Integrate with campus systems
3. Plan communications

Prepare for Term

4. Collect adoptions
5. Validate pricing and data
6. Communicate with students and faculty

Manage & Grow

7. Go live!
8. Manage billing and reporting
9. Evaluate and improve
10. Prepare for next term

Accelerating the Shift to **Inclusive Access**

Cloud County Community College - Concordia, Kansas, had been prepping for a three-course Inclusive Access pilot for Summer 2020—then the global pandemic hit. It quickly became clear to Caesar Wood that, as the learning environment shifted to a virtual format, Inclusive Access was the most viable solution for their course materials delivery.

In a matter of weeks, the campus decided to expand its pilot to an all-in Inclusive Access program for the summer term. With the help of RedShelf, students in more than 100 courses received guaranteed, first-day access to their digital course materials to set them up for success.



Read an interview later in this issue to learn how they pulled it off.