

FACTS & MYTHS

About Online Learning,
And How Your Store Can Help

Campuses across the US are now being faced with the challenges that come along with the COVID-19 pandemic and have had to make some swift changes in the way they operate. Many campuses have turned to online learning which put an immediate change on instructional teaching practices and in the way students are learning.

THREE ADVANTAGES OF ONLINE LEARNING



Customization

adaptive learning with individualized pathways



Motivation

more engaging content with an emphasis on modalities that produce persistence



Equalization

24/7/365 access to quality content and great teachers for all students

MYTH vs REALITY



MYTH

Students don't take Online Learning seriously



REALITY

Students are more engaged with their learning and teachers



MYTH

Online Learning is easy and students are isolated



REALITY

Online Learning is challenging and often includes meetings via video chat



DRIVERS OF ONLINE LEARNING



Work from a place that works best for them



Work at their own pace



Instantly access course materials, schedules, assignments, and lessons



Easily track their progress

HOW IS YOUR CAMPUS BOOKSTORE ABLE TO HELP YOUR STUDENTS



Enhance College Affordability

If there's one thing that generation Z students and nontraditional students are good at, it's being financially aware. They know how to get the best value for their education and where to shop for the best deals. Make your store into a prominent voice in the campus discussion by sharing and explaining how your store can help students.

How you can help: Build a trusting relationship with your students and faculty by using your knowledge to help students understand how maximize savings on course materials. You know more than they do on this front, and you know more than the faculty does.

Keep communication open with faculty

Your store can offer more options to assist with affordability, but affordability starts with the faculty. Unfortunately, researching these options can take some time and this might not be a priority for them when they can be spending time doing other required tasks. But if you keep a line of open communication you can help your faculty with the latest adaptations of their course materials and help them understand that if they can select their materials in a timely manner, this can actually help with the affordability of the materials.



Use Technology, Your Students Are Expecting it

Gen Z is the face of the truly digital age. Coinciding with being money savvy, they know that digital versions of content is often more affordable. Make sure that the digital content is interactive across multiple devices. The interactive functionality will ensure a better learning experience for all students and will give them a more personal approach to online learning.

Of course, you should still provide the option to have printed materials. Some students and faculty still prefer this method of learning, so it's wise to still offer this. But make sure there's a digital offering too to maximize access to learning methods.



Improve the Student Experience

Even during times that your campus and bookstore may be closed, it's still important to maintain your presence. Your store's online presence correlates with the impression of the campus.

Offer textbook pickup: Everything is about customer service and convenience right now. By improving the checkout process and pickup options, you'll be able to keep the business at your store instead of students looking for other options.