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## Barnes & Noble College Named New Operator of Winthrop Bookstore

Winthrop University

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# Barnes & Noble College Named New Operator of Winthrop Bookstore

## Quick Facts

- The new five-year management contract with Barnes & Noble College went into effect May 1.
- Renovation of the bookstore is slated for completion this summer so as not to disrupt any fall semester activities.



ROCK HILL, SOUTH CAROLINA — **Barnes & Noble College** has been named the new operator of Winthrop University's campus bookstore, replacing Follett Higher Education Group which had previously served as the bookstore's operator. The new five-year management contract with Barnes & Noble College went into effect

May 1 following a lengthy competitive bidding process overseen by the state Materials Management Office.

"Barnes & Noble College is recognized for its ability to bring innovative programs and solutions to college and university campuses," said **Frank Ardaiole**, vice president for student life. "The new Winthrop Bookstore will offer a variety of affordable choices for course materials, including a robust in-store and online rental textbook program, an extensive selection of used and new books, as well as digital content through the Barnes & Noble Yuzu™ digital platform."

In addition to a variety of cost-saving textbook options, students will enjoy a campus bookstore that includes Winthrop apparel, snacks, laptops and other technology products, as well as gifts for alumni, friends and family. The bookstore also will carry school supplies and other educational materials.

Barnes & Noble College will manage the university's online bookstore website – delivering a customized shopping experience and giving students, faculty and alumni the choice and convenience to shop both in-store or online.

With Barnes & Noble College's Campus Connect technologies, students and faculty will have access to the largest selection of course materials in several cost-saving formats, including new and used rentals, used, digital and new. These innovative solutions include course fee programs, multi-platform Learning Management System integration strategies, real-time student financial aid modules, and Barnes & Noble's simple Registration Integration online ordering system.

Faculty will also gain access to an online community, **FacultyEnlight**, an innovative textbook adoption platform that combines advanced search capabilities with detailed information on course material formats and pricing as well as feedback from faculty.

Renovation of the bookstore is slated for completion this summer so as not to disrupt any fall semester activities.

"This transition comes at an already exciting time for Winthrop," noted Ardaiole. "Barnes & Noble College is planning bookstore renovations that will benefit the entire Winthrop community. We're very appreciative to them for demonstrating such a substantial investment of resources into Winthrop at the very beginning of our partnership."

Ardaiole said the contract included provision for existing bookstore staff to have the opportunity to stay on and transition to new management.

“We’re grateful for our longtime relationship with Follett and the wonderful bookstore employees who have become like members of the Winthrop family,” he said.

Student and faculty course needs will continued to be handled by current bookstore staff until June 1 when the transition to Barnes and Noble will be completed. Students will still be able to participate in buy-backs and fulfill rental returns.

For more information, contact **Judy Longshaw**, news and media services manager, at 803/323-2404 and [longshawj@winthrop.edu](mailto:longshawj@winthrop.edu).

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