

FIRST DAY® INCLUSIVE ACCESS SERVICES PROFILE

First Day overview

- LTI Integration with institutions LMS for both eBook and courseware offerings
- Coordinated development plans for any third-party LTI integrations
- Collection of student registration information via SIS integrations and/or data share
- Collection, reporting and storage of student usage data
- Coordination of charges related to student usage for all types of inclusive access products

System and backend capabilities

- Customer-specific reporting via SaaS
- Review student order data
- Access performance ratings
- Review open backorders*
- Real-time order activity
- Proxy ordering*
- Secured account management
- PCI and SOX compliant information management
- Enhanced customized reporting
- Create/request customized reports based on individual needs
- Voucher maintenance
- Multiple payment methods
- Opt-in/out management

*Applies when print materials are part of the inclusive access program

Barnes & Noble College's First Day® inclusive access LMS integration will wrap customer service fees and student support fees into a markup per item. Delivered content will be invoiced at the lowest acquisition cost plus a markup.

The services and teams assigned to oversee and manage the inclusive access program are outlined below.

Team: Customer Success

A single point of contact for all account management inquiries coordinating all teams.

Ongoing Tasks

- Course material list planning and revisions
- Course pairings for LTI integration and correct billing and usage reporting
- Manage project plans for each term coordinating with all other parties to include publishers and internal groups
- Contract management and compliance





Team: Implementation

Implementation team assigned to oversee transition from previous services.

Initial Tasks

- Inventory transition
- Integration requests
- SFA/voucher needs
- Account setup for branded inclusive access platform
- Initial transition marketing campaigns
- Coordination of third party integrations within the LMS for additional content delivered outside of the First Day platform
- Establish terms with more than 50 publishers for DOE-approved inclusive access pricing

Ongoing Tasks

- Data sharing

Team: Centralized Digital AP/AR

Handles all accounts payable and accounts receivable for the institution.

Initial Tasks

- Review return windows and initiate chargebacks*

Ongoing Tasks

- Update and maintain records of expenditures by student
- Respond to vendor invoices for all adoptions
- Resolve payment/pricing discrepancies and disputes on behalf of the institution
- Ensure all payments are made in accordance with school/publisher agreements
- Custom invoicing to institution
- Communicate problem titles
- Confirm all orders for inventory counts, proper fulfillment, and proper pricing
- Reconciliation with publishers on billing and student access

Team: eContent

Dedicated to digital delivery of access codes and eBooks.

Initial Tasks

- Establish new publisher relationships based on content needs

Ongoing Tasks

- Coordinate delivery models for all digital product
- Work with publishers to ensure correct delivery of materials and courseware including pricing models, distribution rights, and license lengths
- Manage all coordination of third-party distributors
- Pricing and database management for DOE compliance

Team: Customer Support

24/7 US-based customer support team.

Ongoing Tasks

- Support inquiries via phone, email, and live chat
- Tier 1 & 2 support for all digital inquiries
- Inquiries answered in less than 60 seconds (on average)
- Multiple language specialists waiting to help

**Applies when print materials are part of the inclusive access program*



Process flow

Overview of the First Day program for both eBook and courseware content delivered via Barnes & Noble College or via third party:

