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What is First Day™ by Course?

First Day™ by Course is Barnes & Noble's inclusive access program for specific courses.

- Only digital course material
- Access from Day One
- Reduces Cost to Students
- Preserves Academic Freedom



Pilot Program – Spring ‘25

4 courses, totaling 20 sections, which utilized Pearson course materials.

Math 1101 **CSCI 1000**

Math 1111 **PSYC 1101**

776 Enrollments





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Game Time

What was the Participation Rate?

85% Participation Rate

661 Participating

What were the Estimated Student Savings?

\$29,231





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Lessons Gained from Pilot Program

Survey Results:

- 1. The program works**
- 2. The majority were satisfied**
- 3. There was confusion about the First Day™ by Course program**

So, we:

- 1. Improved Communications with Students & Faculty**
- 2. Provided additional training for the support staff**





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Fall '25

6 courses, totaling 31 sections

Math 1001

CSCI 1000

Math 1101

PSYC 1101

Math 1111

BIOL 1107

1,184 Enrollments



Game Time

What was the Participation Rate?

99% Participation Rate

1,178 Participating

What were the Estimated Student Savings?

\$44,210





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Expansion - Spring '26

Open to all publishers

2,500+ Participants

\$80,000 Estimated Student Savings





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THUNDER'S STEPS
TO COLLEGE SUCCESS