

AKADÉMOS CASE STUDY:
The College of Mount Saint Vincent
Riverdale, New York



Enrollment: 1,800
School: Private, Liberal Arts
Established: 1847

AKADÉMOS

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Beyond the Bookstore.™

The College of Mount Saint Vincent Chooses Akadémos and Launches the “No Bookstore”

Overview

At many colleges, the campus bookstore has been providing course materials for as long as anyone can remember. What happens to the store when a school partners with Akadémos? In the case of the College of Mount Saint Vincent, the old textbook space was repurposed for something of greater value, a “no book” convenience store. In addition to no longer having to deal with the guesswork, expense and hassle of managing book inventory, store profits increased and the school became better positioned for the future.

The Problem

Students at CMSV were facing high book costs, out of stock inventory and poor customer service at the campus bookstore. Many were taking textbook purchases off campus and school administrators knew that a change was necessary. The full-service, reliable online solution from Akadémos impressed school officials. The only lingering question was what to do with the existing book space which occupied a prime piece of campus real estate.

“Realizing that students were going online already for their books, it seemed like a no brainer. The committee felt that Akadémos was the best move for us, but also felt that we needed something on campus for students to buy pens, pencils, or some gear.”

*Dianna Dale,
VP for Student Affairs & Dean of Students*

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The Solution

After exploring a variety of on-ground and online options, the answer was clear; CMSV would partner with Akadémos for course materials and repurpose the bookstore space as a campus convenience store. In addition to significantly lower book costs, executives at the school saw value in the deep supply chain and high touch customer service that came with the Akadémos solution. The store space became the “No Bookstore” with stationery, imprinted spirit gear, gifts, cards, toiletries, beverages, candy, snacks and more. The students got a one-stop-convenience shop and the school got a new profit center.

“We turned the physical bookstore space into a place where students could come to buy shirts and gear as well as medicine and anything else they needed. We have a captive audience being on a campus, and students now have a place to go for things other than books.”

*Jean Walker,
Manager of the “No Bookstore”*

The Results

After just one semester and over \$24,000 saved on course materials, CMSV students were thrilled. The school sanctioned, online store from Akadémos was a tremendous success and the “No Bookstore” was deemed a perfect (and profitable) solution.

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