



Communication

eCampus Intro | Summer 2024

Audiences

- Current students & fall 2024 students

Tactics & Timeline

Timing	Tactic	Notes
7/2/24	Email sent	

Subject: Introducing eCampus, Our New Textbooks and Campus Store Partner!

Dear %%=v(@properFirstName)=%%,

As you may already be aware, Ivy Tech is transitioning from Barnes & Noble to a new course materials and retail partner beginning Fall 2024. eCampus will be our new textbook provider and assume operations of our campus stores.

What does this mean for you?

Reduced Ivy+ Textbook Fee

- Ivy Tech's per-credit-hour Ivy+ Textbook fee will be decreasing from \$17 to \$16.50 for the 2024-2025 academic year.

While this 50 cent difference may not seem like much, both the College and eCampus are dedicated to finding ways to continue to decrease this number and save students money over the course of their academic career!

Refreshed Campus Stores & Custom Online Bookstore

- eCampus will re-open 10 improved campus stores across Ivy Tech's campuses beginning July 15th.



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- Additionally, **eCampus's online bookstore will be fully operational on July 15**, and will include campus-specific pages with refreshed Ivy Tech apparel and merchandise!

These include the following locations: Columbus, Evansville, Fort Wayne, Indianapolis, Lafayette, Lake County, Lawrence, South Bend, Terre Haute, and Valparaiso. Campuses without a physical campus store will have alternative solutions for receiving materials.

Improved Service

- Automatic delivery of digital materials—no confirmation necessary!
- Dedicated customer service
- Extended store hours during high-traffic times, such as the start and end of terms.

With a focus on customer service and the student experience, as well as their many years of experience working with equitable access programs, Ivy Tech is excited to launch this new partnership with eCampus and look forward to exploring new opportunities to support our students throughout their academic journey!

Fall Dates & Materials

Excited to order your materials for courses this fall? Please check your email! **eCampus will be sending out student confirmations for fall courses starting July 22nd.**

This email will include a link to a student dashboard to show which of your materials will be automatically delivered to you digitally. It will also ask you to confirm any required print materials and how you'd like them to be delivered. Delivery options will include pickup at an Ivy Tech campus store or shipment to your address of choice. If you require scrubs, uniforms, or additional supplies, you'll also have the opportunity to purchase them through the online bookstore at this time using any available financial aid.

Have Questions?

We've put together this [Student FAQs PDF](#) just for you! And more information on textbooks and materials will be coming over the next few weeks. If you have questions in the



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meantime, please visit the [Ivy+ Textbooks help page](#) where you can submit an [eCampus help ticket](#).