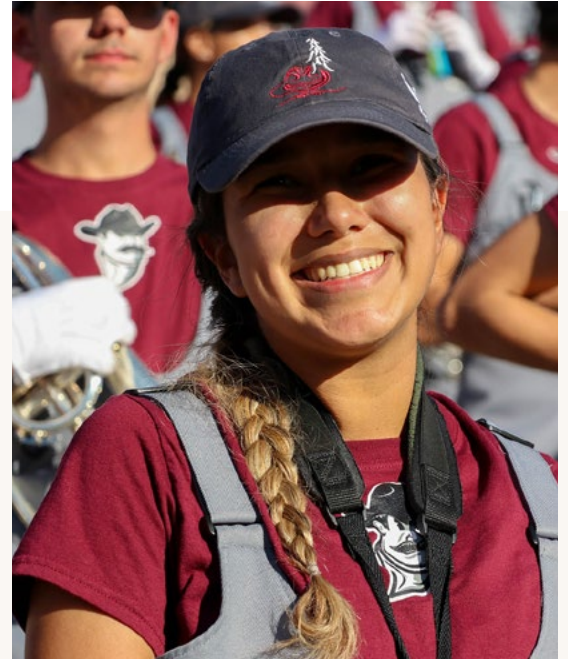


New Mexico State University Band Uniform Program

SIMPLIFYING SCHOLARSHIP ADMINISTRATION WITH FOLLETT



New Mexico State University's (NMSU) **Pride of New Mexico Marching Band** sought a solution to reduce the administrative burden of managing scholarships and gear distribution for its members. By partnering with Follett's Campus Direct program, they successfully streamlined their scholarship process while improving the student experience and driving significant sales through the campus bookstore.



Goal

The marching band aimed to *simplify scholarship administration and inventory management*. Previously, students received a \$500 scholarship but had to purchase their practice and alternate uniforms directly from the band, which required the band to manage stock and handle gear distribution. By shifting the program to the campus bookstore, NMSU sought to eliminate these administrative challenges while *enhancing efficiency and convenience for both the band and its students*.

Solution

Follett worked closely with NMSU band administrators and bookstore staff to **deliver a smooth, collaborative solution**. The Campus Direct program enabled the bookstore to order and stock practice and alternate uniforms (shorts, T-shirts, hats), uniform backpacks, and branded ¼ zip hoodies, **alleviating the band's administrative workload**. This tailored assortment of uniforms and gear also met the needs of band members, allowing them to purchase required gear using their \$500 scholarship, and leaving them with additional funds to spend on books and supplies.

CONTACT US TO GET STARTED



Results

The impact of Campus Direct has been overwhelmingly positive, demonstrating both **operational and financial benefits**. By transitioning inventory management to the bookstore, the band eliminated the need to stock and distribute gear themselves, saving time and reducing overhead. Students appreciated the **convenience of purchasing all required items at the bookstore** and having remaining funds for other educational needs. This program generated over \$20,000 in uniform-related sales and an additional \$70,000 in in-store sales beyond the 220 uniforms sold. With two successful years of implementation, the program is set to continue into its third year next fall.

Impact Highlights

This program **reduced administrative workload for the band** by eliminating inventory management responsibilities, and **provided students with a convenient, centralized shopping experience** for their uniforms and supplies. It's success boosted campus store revenue while supporting the band's scholarship goals.

This case study exemplifies Follett's ability to deliver tailored solutions that simplify processes, enhance student outcomes, and drive campus engagement.



“Follett has been excellent in assisting the NMSU PRIDE of NM marching band in obtaining quality merchandise for our 266-member band. We are thankful to them for making our yearly branded merchandise available for purchase at their store and for streamlining the process for our students to purchase it. We will continue to partner with them in the future for all our needs.”

—
Trista L. Pior
*NMSU Bands & Choir
 Administrative Assistant*