

University of Georgia Orientation Program

ENHANCING ADMISSIONS ENGAGEMENT WITH FOLLETT



The University of Georgia (UGA) is committed to fostering a welcoming and engaging environment for incoming students. To support its orientation program, UGA partnered with **Follett's Campus Direct Program** to provide essential items for both student leaders and incoming freshmen. This collaboration ensures every new student starts their journey with a strong sense of school pride and belonging.



Goal

The initiative aimed to support UGA's Orientation and Admissions team by providing *branded apparel and accessories* for student orientation leaders, welcome giveaways for all incoming freshmen, and a *streamlined ordering and fulfillment process* to make sure all materials arrived on time.

Solution

Follett collaborated closely with UGA's Orientation Staff to understand their unique **orientation program needs** and ensure **timely fulfillment**. Campus Direct provided student leaders with two branded polos, Nike backpacks, and other promotional items, as well as all incoming freshmen with UGA-branded lanyards during campus tours. The program also offered an easy-to-use platform for placing bulk orders, simplifying procurement for the university. Orders were able to be processed efficiently, guaranteeing all materials were available when needed.

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Results

New students received **branded items** that enhanced their sense of **school pride**, and **orientation leaders** were fully equipped with apparel and accessories before the start of the program. After a seamless execution of the initiative, UGA has decided to expand its program with Follett this year by working to provide 9,200 “Welcome to UGA” T-shirts to new students. Campus Direct will continue to be efficient and comprehensive in its ability to meet evolving program needs.



Impact Highlights

The Campus Direct Program strengthened **student engagement** through well-branded orientation materials and boosted **campus connectedness** with lanyards for all incoming students. This collaboration demonstrated Follett’s ability to provide **customized solutions** for campus-wide initiatives.

This initiative underscores Follett’s commitment to delivering **high-quality, tailor-made solutions** that enhance the **student experience** and support university admissions efforts.

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“The University of Georgia Bookstore has been an outstanding partner in supporting our New Student Orientation program. Their responsiveness, attention to detail, and commitment to personalizing service ensure we have the materials we need on time. Their proactive communication and dedication make collaboration seamless, and we appreciate their continued efforts to go the extra mile. We look forward to our ongoing partnership for years to come.”

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Jansen Rouillard, M.S.
 Director, New Student Orientation,
 University of Georgia