

CASE STUDY

Georgia Southern University: Day 1 Access Made Easy With Willo

Overview

After a decade of challenges working with inadequate providers to implement an early access program, Georgia Southern University Interim Director of Retail Services, Derick Robertson's search came to an end when he met the team at Willo Labs.

For years he tried working with multiple partners but with their inflexible fee structures and processes that involved manual uploads, multiple inevitable system-wide crashes, and a continuous strain on the department, he was left without a reliable, transparent, and effective partner. Then he discovered Willo.

Georgia Southern Discovers the Willo Difference

When GSU began building their Day 1 Access program, Derick had a small team and only two early access provider options available on the market. They made it work as best they could with what they had but until Willo Labs entered the market their problems went unsolved.

Willo Labs has designed a first-of-its-kind system, providing instant digital access and real-time data to support all-inclusive access programs. It requires no access codes, enables student choice, has simplified integrations, and maximal visibility for business intelligence and program management.

PROBLEM

Most providers have **fixed pricing** and don't allow any negotiation or customization in pricing models.



SOLUTION

Willo offered GSU the most **control and transparency** over fees and pricing.



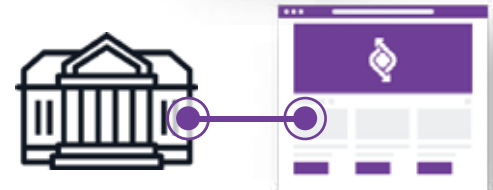
PROBLEM

Most providers require a complex back-end system with **individual integrations** for every publisher.



SOLUTION

With Willo, there is **one integration**.



PROBLEM

Administrators, parents, staff, and students are increasingly **concerned about privacy and data sharing**.



SOLUTION

Willo protects students' data with **best-in-class security** measures for PII and information sharing.



One Solution

Derick's goal was always to give students access the first day of class, give instructors a frictionless process, and provide it all at the most affordable price possible. Once he came to Georgia Southern University, he immediately encountered the same issues of implementation he had in other contexts.

But this time, there were more partners to choose from, and one stood out above the rest.

Day 1 Access Essentials

GSU found that there are three key parts essential to running a successful Day 1 access program.

Take out any of those pieces, and it doesn't work. These three components were only made possible by Willo.

1 Teachers and students have access the first day of class

2 All students have equal access

3 Everyone gets the lowest price possible for course materials

GSU & Willo Partnership Timeline

Derick and team are creating custom solutions and using manual processes to provide students with access, all while searching for (and not finding) a reliable vendor.

Derick meets the Willo team at a conference in Jacksonville, FL and, after a series of additional meetings and conversations, contracts Willo.

The program has saved more than \$1.7 million, with a projected annual cost savings of \$1 million per year.

Inclusive access has been achieved for every participating course, reducing the burden on administrators, instructors, and students.

EARLY 2000'S

2018

2020 - 2021

With Willo, Everyone Wins

Derick's freshly empowered team launched the new program with every stakeholder in the room. He assembled the provost, financial aid department, bursar's office, IT department, student success, and any personnel who would possibly be involved. His team thoroughly explained what the process would be and the many benefits it would provide, enlisting all of their full support.

ADMINISTRATION



With Willo, theft is reduced to zero, there is no leftover inventory of dead books, operational hours decrease, and there's 100% sell-through.

INSTRUCTORS



Willo takes the guesswork out and ensures all products are the newest edition at the lowest possible price.

IT TEAMS



Willo replaces manual processes with automation and seamless integration with ongoing additions possible with virtually no additional effort.

STUDENTS



With Willo, students get access to their course materials on day one of class which sets them up for success in their studies.

“With Willo, we have the same goals for student success and we’re all in it together.”

Derick Robertson
Interim Director Retail Services
University Store



Dramatic Results for GSU

The outcome of this partnership was immediately positive and measurable:



Springboard for New Initiatives

Now that the core tactical considerations are solidified and running smoothly, it has freed Derick's team up to think about what's next and how to provide even more for the student body.

The impact of Willo's solution on administrators, instructors, IT departments, and students is overwhelmingly positive, making it easier to get what they need with no barriers.

Derick is now pioneering a new strategy that addresses parental frustration for the delayed charge for access. Often, parents pay the tuition bill, but the fee for access isn't issued until after drop/add. Derick's team at GSU is shifting that: for every student in a class with Day 1 Access, they are charged the first day of the semester. They still have until drop/add to opt out, at which point a clean-up census is activated that credits back for students who have left the class.

"We're not launching a space shuttle, but you have to be as accurate when you're working with zeros and ones. I didn't want anyone to have to touch the system. I wanted to do whatever we could do to turn it on and let it run, and we accomplished that."



Derick Robertson

Interim Director Retail Services
University Store



Willo provides a superior digital learning experience for every kind of institution. The platform clears the big hurdles between digital delivery and real learning by day one of class.

Digital learning that's smooth.



GET WILLO

