

>> GEORGIA COLLEGE

Students save \$105,000 with B&N First Day Program

With the spring 2026 semester underway and campus roaring back to life, Georgia College & State University students are choosing the cost savings and convenience of the Barnes & Noble First Day by Course program. Entering its third semester of implementation on campus, First Day has collectively saved students an estimated \$105,000 on course materials.

Offered through Barnes & Noble at Georgia College, the First Day program gives students easy access to discounted digital course materials like courseware and

e-textbooks, starting from the first day of class. No searching online retailers or finding time in a busy beginning-of-semester schedule necessary.

"We really want students to be ready for class and to take some of that pressure of cost away from them," said GCSU bookstore manager Sophia Peterson. "Convenience is also one of the biggest benefits. The student automatically knows what they need for the class. They're not having to search elsewhere."

"The main objective is to position students for academic success by providing them

with their course materials the first day of class at the lowest possible price," said John Jackson, GCSU interim director of Auxiliary Services.

Faculty exercise their academic freedom to adopt textbooks and other materials required or recommended for their courses. As Georgia College's official bookstore management partner, Barnes & Noble then scours information from over 280 publishers to see which materials are available digitally at a discounted rate, usually between 20% and 40% savings from the physical format.

GCSU students enrolled in one of the more than 40 course sections that align with First Day are automatically in the program and receive an access code for their digital materials through the GeorgiaVIEW learning management system. Costs are charged to students' accounts, making it easy to pay with financial aid. Students can confidently walk into the classroom on the first day knowing that the information needed to tackle any early assignments is already at their fingertips.

Students are able to opt out of the First Day program and find the materials on their

own if they choose, but statistics from fall 2025 show that 99.5% of them remained opted in. A survey among First Day participants at colleges nationwide says 83% preferred the convenience of digital materials and 78% reported that they were better prepared for the academic term.

Future plans for First Day at Georgia College, according to Jackson, include expanding availability to the summer semester and graduate level, opening the program up to even more Bobcats.

— Courtesy of University Communications