

success story

MBS DIRECT

BELLARMINE COLLEGE PREPARATORY

San Jose, CA

success story

SCHOOL PROFILE

FOUNDED

1851
A Jesuit secondary school for young men.

ENROLLMENT

1550

LOCATION

San Jose, CA

MBS DIRECT CLIENT

Since 2007



866-638-5954
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WE WANTED TO HAVE A SEAMLESS TRANSITION FOR OUR first year with MBS Direct, and the EZ Drop Buyback was the best option, since our parents were used to coming to campus for buyback.

Dmitri Conom, Director of Student Activities and Textbook Manager
Bellarmine College Preparatory – San Jose, CA

client challenge

At Bellarmine College Preparatory, textbook buyback was an area that school administrators knew could be improved. According to Bellarmine's Director of Student Activities and Textbook Manager, Dmitri Conom, "We would send out a letter to parents telling them what books we'd buy back." Out of the three hundred book titles the students used, the school typically bought back only 30-40 of those titles each school year. Parents and students would bring in the books during the two-week buyback, which was staffed by just two faculty members and several student volunteers. When Bellarmine chose to partner with MBS Direct for its textbook operations, new opportunities became available for the school's book buyback as well.

solution

Administrators knew that an online buyback would be the most efficient choice, but also recognized the need to maintain convenience for parents and students. "We wanted to have a seamless transition for our first year with MBS Direct," said Conom, "and the EZ Drop Buyback was the best option, since our parents were used to coming to campus for buyback." The school sent out postcards and emails, provided by MBS Direct, which instructed parents on how to create an online quote and informed them of the date and location to drop-off the books and quote. Administrators and student volunteers took care of packaging and sending the books to MBS, and the school was able to earn a commission for operating the buyback. But the best part was, students were able to sell the majority, if not all, of their books back – putting more money back in the hands of parents and more used books on the shelves for students next year. Utilizing the EZ Drop Buyback Program helped familiarize parents with Direct's online quote process, which will make it easier for students and parents as the school transitions to Direct's Online Buyback in the coming years.

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