

Virginia Tech Technology Refresh

EMPOWERING FACULTY THROUGH FOLLETT + CAMPUS DIRECT



At Virginia Tech, the Professional Development Network (PDN)—a unit within Technology-enhanced Learning and Online Strategies (TLOS)—drives campus-wide efforts to strengthen digital literacy and teaching excellence. One of its most impactful initiatives is the annual faculty technology refresh, which rewards participation in PDN programs with access to cutting-edge Apple devices.

By leveraging Campus Direct, Follett supported this project with a streamlined ordering and fulfillment process, helping Virginia Tech deliver meaningful technology upgrades to faculty and staff across departments.



Goal

The TLOS team sought to *modernize the university's computing infrastructure by providing faculty and staff with high-performance Apple devices* tailored to their roles. The program also aimed to elevate engagement with PDN's workshops, certificates, and learning communities—making technology accessibility a direct extension of professional development.

Solution

To build awareness and excitement, Follett helped coordinate a "Reading Day" Tech Fair—giving faculty and decision-makers the **opportunity to interact with the latest Apple hardware** and select their preferred devices.

Orders were processed through the university's internal purchase order system using Follett's listing within the platform. Thanks to credits earned through PDN programming and departmental assistance, many faculty and staff received devices at no cost. Fulfillment included **hundreds of customized Apple products aligned with academic and operational needs**.




“Virginia Tech has built a thoughtful program that encourages faculty and staff to continue growing their skills—and rewards that commitment with updated technology to support their work. Campus Direct has proven to be a reliable and efficient way to deliver those devices at scale, making the entire process easier for everyone involved.”

Shawn Gibson

Apple Manager, Hokie Shop – Hokie Centric

Results



The 2025 refresh generated \$517,000 in Apple product sales across MacBooks, iMacs, and iPads. Hundreds of faculty members and staff received **advanced technology specialized for their work**, while **reinforcing engagement** with PDN programming and **boosting operational excellence** across the university.

Impact Highlights

Through its collaboration with Follett, Virginia Tech **elevated departmental technology** while promoting professional development and faculty engagement. The deployment of Apple devices **contemporized instructional tools** and **improved day-to-day operations** across campus.

With \$517,000 in sales and efficient delivery, this initiative showcases the value of strategic partnerships in bolstering innovation and educational success.

The project exemplifies Follett's ability to deliver tailored, high-impact solutions that align with campus goals, enhance academic excellence, and enable **scalable, future-ready technology ecosystems**.