

Case study: Beckfield College



Location: Florence, Kentucky

Providing the right laptop packages, protection and support for students.

How Best Buy® Education helps one higher ed institute improve processes in making it easier for students to get the right tech and support for learning.

The Client

Beckfield College opened its doors in 1984 under the school name Kentucky Career Institute. It is a degree-granting institution of higher learning dedicated to preparing students for relevant professional, technical and business careers in a diverse, ethical student-centered environment. Beckfield offers a variety of Bachelor's Degree, Associate Degree and Diploma programs, most notably in Nursing. Courses are offered at their greater Cincinnati/Northern Kentucky campus and online.



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— Kim Villaverde,
Beckfield College Corporate Director of Financial Aid

of manpower. To complicate matters further, students initially picked up their laptops at the IT department on campus and went to them in the event of an issue. They just weren't prepared to handle that kind of volume. It became apparent rather quickly that a change from this process was necessary, which evolved into where we are today.” Ultimately, Kim was able to work with her Best Buy Education Account Manager to perfect the process.

The Challenge

Early on, Beckfield College had discovered that many students didn't have the means to purchase a laptop and other necessary tools for school. Kim Villaverde, Corporate Director of Financial Aid, explains, “Originally, it started with Netbooks when they were *the big thing*, which the college purchased in bulk and re-sold to our students. They were less than ideal; we encountered all kinds of problems, which forced us to look into better technology for our students.” That's when she decided to consult Best Buy in an attempt to source better laptops for their students. It was admittedly only a first step, as Kim continues, “This turned out to incorporate issues as well, as students thought they were purchasing from Beckfield instead of Best Buy. We ran into warranty issues; and inventory control was a mess due to lack

Beckfield's laptop and tech support package

- Laptop
- Microsoft® Office
- Geek Squad® Protection
- IT Support from Best Buy®



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The Solution

Prior to establishing the current relationship with their Best Buy Education® Account Manager, Beckfield was completely responsible for everything from sourcing to student contact to distribution and support. Kim states emphatically, “It was a major concern because the process lagged; students weren’t getting their laptops until week three or sometimes even week five, which was totally unacceptable.” Today, thanks to working on a long-term solution with Best Buy Education, the entire process of providing technology packages is completely automated, whereby the student is able to pick up their laptop at a local Best Buy location in a timely manner.



With regard to solving IT issues and support, Kim explains, “As part of these packages, each student receives tech support and service from any Best Buy store, empowering students to be responsible for their own package and their needs. They’re given a GSP (Geek Squad® Protection) number and are taken care of in store, when and where they need it.”

Currently, Beckfield deploys about a hundred packages per quarter (many of them online students) at no incremental cost to the student, since it is built into their financial aid. Another added benefit of the program is that there is no lag with technology upgrades, offering the latest models necessary for online testing, which has been highly successful to date. Kim adds, “Ultimately, the student owns the computer, so it is quite an achievement that we’ve been able to come so far to where we are today. It even goes beyond them having the right tools for school. I mean, thirty-to-forty percent of Beckfield’s student body is receiving technology for the first time. That’s really quite powerful. I honestly feel this is an amazing opportunity for students to get the tech they need, affordably, in order to become more successful in school. Our partnership with Best Buy Education has really allowed us to help students achieve that goal for themselves.”

We make it easy for your students to get the correct devices. Locally.



We work with your institution to help identify the best tech devices and packages for students’ needs.



Your institution works with Best Buy Education to identify the students approved for the technology package.



We work with the local store, supplying a list of students picking up their devices. A Microsoft license is emailed to student for easy self-install.



We then send an email to students notifying them to pick up their device in store. Additionally, they can visit any in-store Geek Squad® precinct for IT support.