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**REQUEST FOR PROPOSALS
MANAGEMENT AND OPERATIONS
YOUR INSTITUTION UNIVERSITY
BOOKSTORE**

JULY 1, 2010

**Your Institution
Street Address**

General Information

Your Institution University (“University”) seeks proposals for the management and operation of the Your Institution University Bookstore (“Bookstore”) from qualified contracting bookstore operators (“External Respondent”) as well as current internal management (“Internal Respondent”), collectively referenced as “Respondents.”

Respondents should be mindful to conform to this Request for Proposal (“RFP”) completely and concisely and should respond to all requirements whether phrased as a statement or a question. Emphasis should be on completeness, clarity of content and conciseness. Failure to submit a complete response may result in disqualification of Respondent’s proposal. The cost of preparing the Proposal will be borne by the Respondent.

About Your Institution University

Your Institution University is Full description of the University

The Your Institution University Bookstore

The Bookstore is located in the University Center, The Bookstore is operated as a University auxiliary service. In 2008-09, sales totaled approximately \$2.4 million, including \$1.6 million in new and used textbooks, \$440,000 in clothing, \$40,000 in trade books, and \$320,000 in other sales. Online sales account for roughly 2% of all sales.

The physical footprint of the Bookstore contains approximately 11,550 square feet of retail space, 1,085 square feet of office space, and 1,445 square feet for storage. An additional 1,548 square feet is currently devoted to the Tower Café, which serves Starbucks coffee drinks and food items. The Tower Café is operated and managed by Aramark, the University’s contract food service provider, and should be considered as part of the overall space available for bookstore operations.

Proposal Expectations

Scope and Objectives

The University expects Bookstore management to fulfill the highest standards of customer service at the most reasonable cost to its consumer base. Convenience, quality, and value are primary considerations.

Bookstore management should:

- Provide a full range of merchandise and services expected from a quality university bookstore.
- Enhance visibility and marketing to present a welcoming, attractive, customer-friendly atmosphere to students, faculty, staff, prospective students, Woodlands residents, and other campus visitors.
- Provide required textbooks and other items for all courses offered through the University; collaborate with faculty to ensure optimal delivery of course materials.
- Offer a wide selection of current trade bestsellers, as well as academic and scholarly books.
- Offer a wide selection of quality University emblematic apparel and merchandise, memorabilia, school and office supplies, incidental household goods, personal care items, and other items typically sold in a campus bookstore.
- Provide ample options to fraternity and sorority members for clothing and merchandise.
- Provide for the sale or rental of graduation regalia; provide for the sale of Commencement announcements and class rings.
- Cooperate with the University's athletic and other auxiliary organizations to jointly market soft goods.
- Cooperate with Aramark, the University's food service contractor, to provide food service options within the Bookstore space.
- Offer full-service online ordering capability.
- Solicit feedback and input from faculty, students, staff, and other constituents.
- Participate in the academic, cultural, and social programs of the University, taking advantage of opportunities to offer special merchandising and other assistance.
- Embrace new technology and develop products and services in anticipation of market changes.

Proposal Content

General

The traditional bookstore landscape is changing rapidly and dramatically, not only on college campuses, but in the general marketplace as well. Describe your vision for the bookstore of the future.

Customer Service

Describe your customer service philosophy.

What methods will you use to evaluate the success of your customer service program?

What efforts will you make to assess the needs of and gather input from campus stakeholders?

Textbooks and Course Materials

Describe your textbook services.

How will you communicate with faculty or other designated academic officials to ensure required, recommended and suggested course materials are available in a timely fashion and in sufficient quantities?

Describe your course pack and custom publishing services. Do you offer digital delivery of course packs?

Explain your used textbook program.

Describe your textbook rental program, if any. If you do not currently have a textbook rental program, will you be developing one?

Describe how you will comply with the Higher Education Opportunity Act (HEOA) of 2008 Section 133.

Will you implement a plan to integrate registration and textbook purchases?

What are you doing to ease the financial burden on students and parents with regard to the cost of textbooks?

Describe any other student and faculty textbook services you offer.

Academic, Scholarly, and Trade Books

What is your approach to making available publications by the University's faculty as well as local community and alumni authors?

How do you select trade books that will be appealing to the University's students and other constituencies?

Do you accommodate special orders?

What other academic, scholarly, and trade book services do you offer?

Technology

Describe your commitment to investing in new technology and developing products and services in anticipation of market changes.

What digital delivery methods do you offer?

What features will the Bookstore website offer?

What online services do you provide with regard to textbook ordering and faculty textbook adoptions?

What is the future for e-books in the classroom? How has this technology changed how you do business as a college bookstore?

What opportunities do you see for retail sales of hardware and software in the Bookstore?

General Merchandise

Describe your merchandising philosophy.

Who makes the buying decisions?

How is selection of merchandise to offer made?

What school spirit and emblematic merchandise do you typically offer? How are brands selected?

What items will be made available specifically related to fraternity and sorority organizations?

Describe other general products you will offer.

Do you offer Commencement invitations and graduation regalia for sale or rent? Describe this process.

Marketing, Advertising and Promotions

What marketing, advertising, and promotional strategies will you employ to effectively and profitably serve students, faculty, staff and other university constituents?

What events do you typically host during a year?

Describe your book promotions as well as book and author events, such as signings, readings, etc.

How will you elevate the visibility of the bookstore and become integrated in campus activities?

How will you participate in the academic, cultural, and social programs of the University to take advantage of opportunities for special merchandising and other assistance?

How will you cooperate with University athletics, the Alumni Association, the Student Government Association and others to provide a presence at events and market soft goods?

Policies

Describe your pricing policies.

Describe your operating policies, including

- Textbook buyback policy
- Refunds and Exchanges
- Methods of payment

Will you offer discounts to faculty and staff and to departments making authorized departmental purchases? If so, what is the amount of the discount that will be offered and under what terms and conditions?

How will you accommodate students with financial aid? Will you explore integrating your Point of Sale (POS) system with financial aid or is that process manual?

What are your proposed hours of operation?

Describe your commitment to the environment and sustainability, both philosophically and operationally. How is this commitment incorporated into the daily operations of the bookstore?

What support will you give to the University in the form of gifts for scholarships and internship opportunities? What other philanthropic activities do you support?

Transition – External Respondents Only

Describe your process and guidelines for purchasing the University's current bookstore inventory and terms of payment.

Provide a detailed transition plan and timeline to ensure uninterrupted bookstore operation.

What steps and processes will be necessary to install your POS system? Will University Computing and Information Services staff be needed to assist with the installation?

Facilities and Store Design

The University desires for the Bookstore to be a destination and a center of activity for students, faculty and staff, as well as the community at large, and is interested in a physical reconfiguration of the area.

Respondents should describe the best use and configuration of the space to take advantage of its prime location and views.

How will you take advantage of the spacious footprint of the bookstore to invite browsers to linger and students to study? How will you attract lakeside and walking trail visitors to the Bookstore? Describe how you will incorporate sustainable features into the re-design.

External Respondents should indicate the level of capital contribution that will be made toward a physical reconfiguration.

Respondents should describe what food service options they recommend within the Bookstore space (in cooperation with Aramark).

Financial Consideration

External Respondents should provide a detailed schedule of commissions to be paid to the University from the right to operate the Bookstore. It is expected that the schedule will establish thresholds to allow the University to participate in sales growth over time. It is further expected that commissions will be based on gross sales less, voids, refunds, and allowances. External Respondents should also state what level of commission is guaranteed.

Internal Respondent should provide a detailed five-year financial plan.

Other

The external bookstore operator shall be responsible for payment of all applicable state and local sales, use, and other taxes.

All utilities and custodial services to the spaces utilized by the external bookstore operator, including lights, heat, air conditioning, water, sanitary waste, cleaning and trash removal, will be the responsibility of the external bookstore operator.

The external bookstore operator will be allowed to use all furniture, fixtures, and equipment now being utilized by the Bookstore.

All respondents should include a detailed description of background, experience, and qualifications to operate the University Bookstore.

Internal Respondent should include résumés of Bookstore management.

External Respondents should include:

- A description of its management structure
- The résumés of key personnel and potential bookstore manager
- A description of its staff training and development policies
- A summary of its benefits plan

- Its most recent audited financial statements
- Its current college/university client list, including contact information
- A list of any college/university clients with which a contract was terminated within the past three years, including reasons for contract termination
- A disclosure of any known University Board of Trustees member, officer, director, employee or agent who is also an employee, agent, or consultant of the External Respondent or has, directly or indirectly, any financial interest in the External Respondent.

Respondents should provide one electronic copy of the response to this RFP by email to Name, email address. A scanned signature within this electronic document will be considered an original signature. The proposal should be logically organized with a table of contents for ease of reference in locating required data. An Executive Summary should be included as the first section of the document.

Evaluation Criteria

The University will evaluate all proposals fairly and equitably based on its opinion of the Respondent's overall qualifications, customer service record, financial return to the University, fit into the culture of the institution, as well as, compliance with the requirements of the RFP.

Projected Timeline

July 1, 2010	RFP Issued
July 9, 2010	Pre-proposal conference, 10:00 a.m. – 2:00 p.m. Tower Café
July 23, 2010	Proposals Due by 5:00 p.m.
July 26 – August 13, 2010	Review of Proposals
August 14, 2010	Notification of Results

Contact Information

All correspondence and communication regarding this RFP should be directed to:

Namd
Chair, Bookstore Committee
Your Institution University

Street Address

Phone:

Fax:

Email:

No other source is authorized to explain, interpret, or give information concerning this RFP for Bookstore operations.