

It is the intent of Brunswick Community College (BCC), through this informal Request for Proposal (RFP), to fully investigate the operations of our campus store in hopes of providing the best possible service to our diverse student body. Our current contract for store operations expires on October 31, 2023 and we are welcoming proposals for store operations. We hope to review two forms of operations to see what might work best for us moving forward. The first option would be to continue to operate our bookstore as we currently do relying on the work of an outside party to run all facets of our operation. Those companies proposing this model of operation are requested to submit a proposal that would help achieve the goals of the Brunswick Community College Bookstore program, the contractor shall adopt the following objectives in managing the physical bookstore:

1. To provide the BCC community with a full range of merchandise and services through outstanding customer service expected from a quality academic Bookstore.
2. Enhance BCC's goal to provide an inviting student environment through the design and implementation of a modern, appealing bookstore experience including a point-of-sale system, and active website and social media accounts. All, while maintaining normal, agreed upon operating hours and accommodating the occasional special event.
3. To have sufficient quantities of textbooks and related supplies and materials, as required or recommended by the faculty for academic courses available for purchase by students at the specific times the items are needed, usually on (financial aid is available or before the first day of class.
4. To create and implement effective strategies to reduce the cost of textbooks/course materials to students by offering textbook rentals, a strong used textbook program, an innovative digital textbook/course materials program, and any new emerging technologies as appropriate.
5. To ensure that the specific requested editions of texts are available for sale.
6. To minimize out-of-stock textbook situations.
7. To integrate with our campus learning environment, Moodle, and our campus data management software Datatel/Colleague which will eventually be migrated to Banner.
8. To provide a wide selection of current trade, academic, and technical literature in support of required material for the academic disciplines of BCC.
9. To assist BCC's goal to enhance college marketing/branding efforts through the sale of emblematic apparel and memorabilia and other items that promote college identification and school spirit.
10. To offer a significant selection of "soft goods" such as office supplies, personal care items, and other miscellaneous items.
11. To provide timely response to customers requiring special order literature and other such materials.
12. To provide textbooks and academic materials in accordance with your current Textbook Pricing Policy (include with proposal.)
13. To provide other quality merchandise to the college community under pricing policies that are both fair and competitive for like or similar quality, as compared to other college bookstores and also with retail establishments in the surrounding area.

14. To keep apprised of new merchandise of interest to the BCC community.
15. To provide for efficient customer traffic flow during rush periods and minimize time spent by customers waiting in lines.
16. To meet the needs of persons with disabilities. ADA requirements shall be adhered to in all aspects of the management and operation of the Bookstore.
17. To become involved in the academic, cultural, and social environment of BCC, taking advantage of opportunities to offer special merchandise and other assistance based upon BCC's ongoing and unique activities.
18. To provide a student-friendly textbook buyback program, provide effective integration with financial aid, and provide an online bookstore service.
19. To provide a smooth and employee-friendly transition between current operations to new operations.
20. To work with the College especially through data development and programmatic innovations to enhance student success rates in persistence, retention, and graduation.
21. To investigate the possibility of in person customer service at BCC's remote locations.
22. To support BCC's promotion and use of Open Educational Resources (OER).
23. To responsibly protect customer data which shall not be shared or sold by the contractor without the express written approval of the customer. The contractor shall notify BCC promptly of any security breach that results in the unauthorized access, disclosure, or misuse of customer data.
24. To keep BCC informed of store operations by routinely communicating with college's point of contact, the VP for Budget and Finance or their designee.

For the second version of possible bookstore operation we would ask the vendor to provide the needed course materials including digital content, books, study guides, and study kits while the institution runs a version of a physical location that provides convenience items and college branded items. The College is very open to suggestions with this option. In this instance we would at least expect our partner:

1. To provide the BCC community with a full-service online bookstore with outstanding customer service.
2. To have sufficient quantities of textbooks and related supplies and materials, as required or recommended by the faculty for academic courses available for purchase by students at the specific times the items are needed, usually on or before the first day of class.
3. To create and implement effective strategies to reduce the cost of textbooks/course materials to students by offering textbook rentals, a strong used textbook program, an innovative digital textbook/course materials program, and any new emerging technologies as appropriate.
5. To ensure that the specific requested editions of texts are available.

6. To minimize out-of-stock textbook situations.
7. To integrate with our campus learning environment, Moodle, and our campus data management software Datatel/Colleague which will eventually be migrated to Banner.
8. To assist BCC's goal to enhance college marketing/branding efforts through the potential sale of emblematic apparel and memorabilia and other items that promote college identification and school spirit.
9. To provide timely response to customers requiring special order literature and other such materials.
10. To provide textbooks and academic materials in accordance with your current Textbook Pricing Policy.
11. To meet the needs of persons with disabilities.
12. To provide a student-friendly textbook buyback program, provide effective integration with financial aid, and easily accessible online bookstore services.
13. To provide a smooth and employee-friendly transition between current operations to new operations.
14. To work with the College especially through data development and programmatic innovations to enhance student success rates in persistence, retention, and graduation.
15. To support BCC's promotion and use of Open Educational Resources (OER).
16. To responsibly protect customer data which shall not be shared or sold by the contractor without the express written approval of the customer. The contractor shall notify BCC promptly of any security breach that results in the unauthorized access, disclosure, or misuse of customer data.
17. To keep BCC informed of operations by routinely communicating with college's point of contact, the VP for Budget and Finance or their designee.

Vendors may submit multiple proposals if interested in partnering with Brunswick Community College under both options. All proposals should highlight ways to provide course materials while helping the college maximize profits by understanding our unique student body.

More information on Brunswick Community College can be found at brunswickcc.edu, some campus highlights:

- Projected FTE for the 2023-24 academic year - 2138 (a 7% increase over 2022-23)
- Enrollment has grown by over 5% FTE from 2022-23 to 2021-22.
- Students range in age from 14 – 83
- We offer four locations – our main campus in Bolivia, and additional locations at Southport, Leland and Supply
- We are located in one of the fastest growing counties in the nation

Our current store operates one location on the main campus in Bolivia and:

- Did \$594,741 in sales last contract year
- Operates in a space of about 1945 square feet (total including office and storage space)
- Has one full-time employee with a couple of additional part-time staff
- Current fixtures are owned by the current store vendor
- Is run by a national store management firm that we have had a relationship with since the mid 2000's

As mentioned this RFP is "informal" because the college is open to investigating multiple ways to run a successful retail operation. The institution is willing to consider suggestions and will encourage creativity in your proposals. The creative nature of this approach does not absolve us from meeting certain standards and expectations. These expectations include completing and submitting with your proposal the:

- North Carolina Instructions to Vendors
- North Carolina General Terms and Conditions
- HUB Supplement Vendor Information
- Customer Reference Form (please use North Carolina Community College references if at all possible)
- Location of Workers Utilized by Vendor
- Certification of Financial Condition

All proposals must include:

- A narrative highlighting which option you are proposing and your overall philosophy/approach to our specific operation
- How you plan to meet our students needs
- How you plan to meet faculty needs
- Highlight current existing operations and how they might translate to Brunswick Community College
- Describe how you will integrate with Moodle and Colleague
- A breakdown of commission and any additional compensation
- A transition plan for your proposal including store fixtures plan, and point of sale issues
- How your approach is unique
- At least three references preferably from community colleges

Proposals will be evaluated by:

- The plan that best fits with the College's approach moving forward
- How well your narrative addressed the items highlighted above in "All proposals must include:"

- Commission and other compensation plans

The calendar of our process:

- Visits/Discussions, if interested, must be held before August 9, 2023 (Contact Bill Allen at allenb@brunswickcc.edu to arrange times)
- Questions submitted by August 11, 2023 by 4 pm (email Bill Allen, allenb@brunswickcc.edu , answers will be completed by August 15, 2023)
- Proposals due by 3:00 pm August 18, 2023 (in person, by email or mail - vendors responsible for getting them to the College Business Office (allenb@brunswickcc.edu) on time)
- Our decision may take some time as we work on understanding the proposals especially if they depart radically from our existing operation.