

Kent State University Request for Proposals no. 1976 (University Bookstore Operations)

Vendor Questions and University Answers

Vendor 1

1) Please provide a breakdown of sales by product category for the past three (3) years of sales for the Kent and Stark Campus Stores. Product Categories are as follows:

- New Textbooks
- Used Textbooks
- Textbook Rental
- Digital Course Materials
- Inclusive Access programs defined as FlashBooks within the RFP
- Clothing
- Gift
- Supplies
- Convenience Products
- Graduation Products and Services
- Technology
- Miscellaneous

Merchandise Category	Campus	FY24	FY23	FY22
Digital Products	Kent	\$ 3,707,975	\$ 3,110,383	\$ 3,067,136
New Textbooks	Kent	\$ 968,048	\$ 1,168,409	\$ 1,293,353
Textbook Rentals	Kent	\$ 308,368	\$ 399,030	\$ 499,528
Trade Books	Kent	\$ 39,955	\$ 44,014	\$ 54,281
Used Textbooks	Kent	\$ 273,035	\$ 336,225	\$ 399,859
TOTAL BOOK MERCHANDISE	Kent	\$ 5,297,381	\$ 5,058,061	\$ 5,314,157
Café & Convenience	Kent	\$ 7,773	\$ 5,697	\$ 9,695
Computer Products	Kent	\$ 481,319	\$ 690,687	\$ 754,132
Emblematic Clothing & Gifts	Kent	\$ 956,001	\$ 1,047,963	\$ 1,198,565
Other	Kent	\$ 387,117	\$ 495,702	\$ 708,360
School Supplies	Kent	\$ 154,492	\$ 162,970	\$ 168,643
TOTAL GENERAL MERCHANDISE	Kent	\$ 1,986,703	\$ 2,403,020	\$ 2,839,395
3rd Party Revenue	Kent	\$ 308	\$ (904)	\$ (70)
Marketing Commissions	Kent	\$ 17,117	\$ 12,657	\$ 20,294
Ring/Announcements Commissions	Kent	\$ 8,259	\$ 6,920	\$ 6,222
TOTAL OTHER REVENUE	Kent	\$ 25,684	\$ 18,673	\$ 26,446
Digital Products	Kent	\$ (3,707,975)	\$ (3,110,383)	\$ (3,067,136)
First-Day Sales (Non-Digital)	Kent	\$ -	\$ -	\$ -
Non-Commissionable Sales	Kent	\$ (514,294)	\$ (679,239)	\$ (693,754)
Uncollected Sales	Kent	\$ (65,914)	\$ (71,713)	\$ (77,702)
TOTAL ADJUSTMENTS	Kent	\$ (4,288,183)	\$ (3,861,335)	\$ (3,838,592)
GROSS SALES	Kent	\$ 3,021,585	\$ 3,618,418	\$ 4,341,406

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Merchandise Category	Campus	FY24	FY23	FY22
Digital Products	Stark	\$ 223,158	\$ 191,915	\$ 162,210
New Textbooks	Stark	\$ 86,929	\$ 122,934	\$ 135,279
Textbook Rentals	Stark	\$ 38,742	\$ 50,221	\$ 60,923
Trade Books	Stark	\$ 4,868	\$ 8,364	\$ 2,695
Used Textbooks	Stark	\$ 35,231	\$ 38,198	\$ 55,510
TOTAL BOOK MERCHANDISE	Stark	\$ 388,927	\$ 411,632	\$ 416,617
Café & Convenience	Stark	\$ 1,156	\$ 1,425	\$ 110
Computer Products	Stark	\$ 580	\$ 1,178	\$ 1,605
Emblematic Clothing & Gifts	Stark	\$ 21,876	\$ 20,011	\$ 29,164
Other	Stark	\$ 9,206	\$ 7,629	\$ 13,619
School Supplies	Stark	\$ 3,258	\$ 4,036	\$ 4,310
TOTAL GENERAL MERCHANDISE	Stark	\$ 36,075	\$ 34,278	\$ 48,809
3rd Party Revenue	Stark	\$ 16	\$ -	\$ -
Marketing Commissions	Stark	\$ 9,327	\$ 10,333	\$ 12,228
Ring/Announcements Commissions	Stark	\$ 42	\$ 32	\$ 132
TOTAL OTHER REVENUE	Stark	\$ 9,385	\$ 10,364	\$ 12,359
Digital Products	Stark	\$ (223,158)	\$ (191,915)	\$ (162,210)
First-Day Sales (Non-Digital)	Stark	\$ -	\$ -	\$ -
Non-Commissionable Sales	Stark	\$ (7,708)	\$ (2,016)	\$ (430)
Uncollected Sales	Stark	\$ (3,586)	\$ (5,321)	\$ (4,635)
TOTAL ADJUSTMENTS	Stark	\$ (234,452)	\$ (199,251)	\$ (167,275)
GROSS SALES	Stark	\$ 199,936	\$ 257,023	\$ 310,510

Flashbooks

	FY22	Total Courses	FY23	Total Courses	FY24	Total Courses
Summer	\$177,731.00	162	\$229,205.00	232	\$233,237.00	216
Fall	\$1,597,455.00	778	\$1,744,457.00	848	\$2,057,364.00	901
Spring	\$1,342,679.00	670	\$1,525,515.00	727	\$1,896,139.00	872
	\$3,117,865.00		\$3,499,177.00		\$4,186,740.00	

- The University has expressed interest in renovation and capital investment as identified on pages 23 and 26 of this RFP. To meet this requirement, it will be important that [Vendor] has the opportunity to visit the current Campus Store operations at the Kent and Stark campuses as identified within the RFP. In addition, please provide an AutoCAD, preferred, or a pdf file of the current and proposed Campus Store footprint.

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Attached. Please note that all information should be field verified as KSU is not responsible for background accuracy or field conditions not reported.

- 3) Please identify who owns the present fixtures within the respective Campus Stores and if owned by the University would these be available for use by the selected contractor?

At Stark Campus, any office equipment, safes, furniture, and fixtures, filing cabinets, telephone equipment and wiring, and office machines owned by the University will be made available for Bookstores' use. At Kent Campus, there is a mixture of fixtures, and the contractor will remove them at a point of severance. Any remaining office equipment, safes, furniture, and fixtures, filing cabinets, telephone equipment and wiring, and office machines are owned by the University and will be made available for Bookstores' use.

- 4) Are there any unamortized dollars that would be due from the University to the current contractor should you end your current partnership? If so, how much would be due, and would the University look to the new contractor to pay this sum?

There are no unamortized dollars due from the University to the current contractor as the contract ran the full term of the agreement.

- 5) Are the Campus Bookstores integrated with the University for the use of financial aid funds? What is the amount of sales attributable to the use of financial aid at the Campus Bookstores?

This needs to be collected.

- 6) Please provide the current SIS and LMS used by the University.

SIS is Banner, LMS is Canvas.

- 7) The University has requested that current full time Kent State University Bookstore employees (one employee at the Kent Campus on page 21 of the RFP and one employee at the Stark Campus on page 22 of the RFP) be retained as University employees, and that the selected contractor will reimburse Kent State University for their respective salaries and benefits. On page 26, the salary and benefits for the Kent Campus Bookstore employee are listed as \$64,500. Could you please provide the equivalent total for the Kent State University Bookstore employee on the Stark campus for whom the University is requesting reimbursement, so we can incorporate it into our offer?

The manager at Stark Campus has an approximate cost of \$63,000 annually for salary and benefits.

- 8) On page 29 of the RFP the University outlines the importance of supporting in-venue Athletics events. Please define the current retail operations support for game day events, any physical retail locations, and sales attributable to sales at Athletics events. This detail enables us to meet the needs as expressed by the University for a commission return as identified on page 29 of the RFP.

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The University acknowledges the significance of supporting in-venue Athletics events. As this is a new area for us, we invite your detailed proposal on how you plan to support these events. Please include specifics on retail operations support for game day events and how you would plan to support any events.

- 9) Please provide detail so of your current contractual partnership including the # of years, commission rates, capital investment, etc. In addition, please provide the sum amount of Scholarship dollars as referenced on page 21, Goal #14 of the RFP.

Our current contract runs from May 13, 2015, through June 30, 2026. Ten-year term.

Commissions rates are as follows:

Gross Sales excluding Digital Course Materials

15.1 % of all gross sales up to \$9,000,000

16.1% of all gross sales from \$9,000,001 to \$11,000,000

17.1% of all gross sales from \$11,000,001 to \$13,000,000

18.1% of all gross sales over \$13,000,001

AND

Gross Sales of Digital Course Materials

7% of all gross sales of Digital Course Materials

Current Capital Investment Terms:

Contractor will "spend up to \$900,000 to design, construct, equip, and install fixtures (collectively "Renovations") in the Bookstores" and "amortize the Renovation Costs on a straight-line basis over the potential ten (10) year Term of this Agreement".

Current Scholarships: contractor will "provide \$25,000 for annual textbook scholarships to be awarded at the discretion of Kent State University."

- 10) Understanding the scope of the operation, [Vendor] needs to visit each of the Campus Store operations as mentioned above in Question #2. How can we coordinate this?

Kent State University is a public space, and you are free to visit either of the campuses as desired. Kent State university will not be arranging a custom visit for vendors. We are also supplying AutoCAD with the spaces for your review.

- 11) [Vendor] respectfully requests an extension of an additional two weeks for the due date of this proposal to December 20, 2024. This request is due in part that responses to questions from the University will be provided by November 22 which only provides three (3) working days to create a proposal based upon your response. This limited number of days is due to the Thanksgiving holiday break which occurs the week of November 25. Much like the University, [Vendor] will have many team members and resources off for the Holiday break. We thank you for taking this into consideration as we seek to provide a comprehensive proposal for your review and consideration.

We will extend the deadline by one (1) week to Monday, December 9, 2024, 4:30 PM Eastern.

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Vendor 2

- 1) Is KSU allowing hybrid proposals? Whereby two vendors present one bookstore management solution?

Kent State University seeks proposals that meet the criteria outlined in section 6.0 of RFP no. 1976 Bookstore Management and Services. Hybrid proposals will be considered.

- 2) Is KSU willing to consider a virtual bookstore model?

Yes.

- 3) Does KSU have plans to move their course materials program to an Equitable Access program?

This is under consideration and Kent State University is willing to explore an Equitable Access program for course materials.

- 4) Can you provide individual sales volume for the previous 3 fiscal years of the following items?
- a. new textbooks
 - b. used textbooks
 - c. text rentals
 - d. digital format text
 - e. computer hardware
 - f. software/licenses
 - g. computer supplies/accessories
 - h. emblematic apparel/accessories
 - i. non-emblematic accessories
 - j. general books (trade)
 - k. course-related supplies
 - l. gifts

Information above in first vendor question.

Vendor 3

- 1) Please provide a category breakdown of textbook sales information from the past few years, including new, used, rental, digital, and inclusive access.

Information above in first vendor question.

- 2) Please provide a category breakdown of retail sales information from the past few years, including, but not limited to, trade books, clothing, computers/technology, convenience, gifts, etc.

Information above in first vendor question.

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- 3) What percentage of overall sales in the bookstore came from financial aid?

This needs to be collected.

- 4) Are there any sales reflected in the historical sales numbers that resulted from a one-time grant or other funding that will not occur in the future?

There are de minimis amounts reflected in the overall sales figures. These included one-time efforts during the COVID-19 pandemic, University Housing incentive programs to encourage room buyouts, and other one-time items.

- 5) What percentage of the courses utilize free OER content?

We know of 67 courses that used OER content during FY23. This is less than 1%, but we don't have strong mechanism for gathering this data and believe it's underreported.

- 6) Does Kent State University have direct agreements with publishers or other third-party course material providers?

Historically Kent State University had direct agreements with publishers and other third-party course material providers, however these have been shifted to the current contractor for student purchasing. Currently, Kent State University has engagements for Learning Tools Interoperability (LTIs) with various vendors for our LMS (Canvas). Listing available upon request.

- 7) Is Kent State University open to self-operating a spirit store (apparel, merchandise, sundry items, etc.) with an online bookstore vendor providing all student-purchased materials shipped directly to the campus bookstore for student pickup?

Kent State University desires to solicit proposals and award to one (1) contractor to provide on-site Bookstore Management and Services to include "General Retail Merchandise". However, we are willing to consider hybrid models.

- 8) Would Kent State University consider two separate vendors with two separate agreements to work in partnership to provide textbook operations and retail services if it is deemed more beneficial to the institution than a single vendor?

Kent State University desires to solicit proposals and award to one (1) contractor to provide on-site Bookstore Management and Services. However, we are willing to consider hybrid models.

- 9) Does Kent State University own the current bookstore fixtures?

At Stark Campus, any office equipment, safes, furniture and fixtures, filing cabinets, telephone equipment and wiring, and office machines are owned by the University will be made available for Bookstores' use. At Kent Campus, there is a mixture of fixtures and contractor will remove theirs at a point of severance. Any remaining office equipment, safes, furniture and fixtures,

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filing cabinets, telephone equipment and wiring, and office machines are owned by the University and will be made available for Bookstores' use.

10) What is Kent State University's Student Information System?

Banner

11) What is Kent State University's Learning Management System?

Canvas

12) Does Kent State University have any Inclusive Access course material adoptions? If so, how many courses have inclusive access adoptions?

Answered above in first question from first vendor.

13) Would Kent State University be interested in implementing an Equitable Access solution, an intuition solution where all course materials are automatically delivered to all students with the costs included as part of the cost of attendance?

This is under consideration and Kent State University is willing to explore an Equitable Access program for course materials.

14) Can we arrange a site visit to view both bookstore spaces, including backrooms, storage areas, etc.?

Kent State University is a public space, and you are free to visit either of the campuses as desired. Kent State university will not be arranging a custom visit for vendors. We are also supplying AutoCAD of the spaces for your review.

Vendor 4

1) Will there be any scheduled site visits prior to the RFP due date?

This can be coordinated through collaboration with the Procurement Department, please contact them directly and we can plan arrangements.

2) If asbestos containing materials (ACMs) or any other hazardous materials (HAZMATS) are discovered in the course of any Bookstore remodel, will KSU take responsibility for handling (abatement and/or encapsulation) and funding of same?

There are asbestos containing materials (ACMs) or any other hazardous materials (HAZMATS) in the ceilings of the Kent State University bookstore at Kent campus. Any remodel would be mutually agreed to in contract negotiations and may include abatement and/or encapsulation by Kent State University. Kent State university would take responsibility for 'white boxing' the

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space and removing ACMs and HAZMATS. For the Stark Campus we do not have any ACMs or HAZMATS in the bookstore space.

- 3) Would KSU be open to considering exterior signage concepts? Kindly outline internal/external review and approval guidelines.

Kent State University is open to considering exterior signage concepts. Signage guidelines can be found here: <https://www.kent.edu/ucm/architectural-signage-standards>

- 4) Apart from any approved Bookstore remodel project to be undertaken by the Bookstore Operator, does KSU have any plans to upgrade any of the existing Bookstore base building infrastructure (e.g. LED lighting upgrades, HVAC upgrades, HAZMAT abatement, ceiling replacement, etc.) within the terms of the Contract period?

There are no current plans to upgrade any of the existing Bookstore base building infrastructure items without collaboration with the selected contractor.