

Walsh College Bookstore Services RFP

Walsh College of Accountancy and Business
Administration
3838 Livernois Road
Troy, MI 48083

Issue Date: February 1, 2022
Due Date: March 1, 2022, 5:00PM EST
Response Format: Via email to
cstout@walshcollege.edu

Contact:
Christine Stout, AVP Facilities and Auxiliary Services
cstout@walshcollege.edu
248.823.1230

INSTRUCTIONS AND TIMELINE

Scope of Work:

Walsh College is seeking Proposals for outsourced bookstore services.

Barnes and Noble College Bookstores has been the outsourced bookstore vendor for Walsh since 2001. Prior to that, Walsh was a self-operated bookstore. In 2001, Walsh decided that a retail bookstore operation was not one of the core competencies that Walsh wanted to focus on, so a bookstore RFP process was conducted, and Barnes and Noble was the chosen vendor. Renewals have been negotiated at the end of each contract term.

The current bookstore contract provides:

- All related textbook services for students and staff –
 - Providing textbooks in all modalities and all delivery methods
 - Textbook adoption coordination with faculty and staff
 - Custom course packs and copyright clearance
- All logo merchandise (exclusively) including:
 - Walsh Wear
 - Gifts
 - Diploma, cap and gowns and graduation supplies
- Payment acceptance for the above including financial aid, credit cards, etc.
- An annual donation contractually specified for the Walsh College scholarship fund
- Commission back to Walsh as a percentage of sales.

Barnes and Noble has been a good partner with Walsh over the years. They have supported Walsh events, such as the annual golf outing and contributed their assistance with welcome week activities and various student activities on campus. Barnes and Noble has been flexible during the pandemic in meeting the needs of the situation and the students, including free shipping and curbside pickup.

Institutional Background:

Walsh College is a private, not-for-profit, independent, and upper-division business college that has evolved from a certificate and diploma-granting institution known as the Walsh Institute of Accountancy. Mervyn B. Walsh, a certified public accountant, founded the Institute in 1922 when he purchased a Pace & Pace franchise and introduced the Pace Accounting Method – an innovative, practical way of teaching accounting – exclusively in Detroit.

By 1968, Michigan's community college system was developing rapidly, and trustees made a pivotal decision about the Institute's mission. Rather than competing with community colleges, they decided to partner with them by becoming a degree-granting upper division college offering a business education to juniors and seniors who had finished two years of college. The Walsh Institute became the Walsh College of Accountancy and Business Administration and assumed the name Walsh College in 2012.

In 1970, as the State of Michigan authorized Walsh College to grant degrees, the College relocated its main campus to Troy, Michigan, and continued to strengthen partnerships with Michigan community colleges. The NCA accredited the College's first undergraduate degrees, the Bachelor of Accountancy and Bachelor of Business Administration, in 1975.

Walsh holds a distinctive place in the local higher education market. With its singular focus on business education, Walsh prepares graduates for successful business careers.

Celebrating 100 years in 2022, the institution has grown from a small accounting program with an initial enrollment of 23 students to an institution with 19 business degrees, including dual and doctoral degree programs. Walsh is the only institution in the state of Michigan that exclusively offers upper-division undergraduate education. Long-standing and productive relationships with community college partners and other community stakeholders have helped to form the guiding framework to Walsh's overall approach to instruction that includes having practitioners and subject matter experts in the classroom.

Walsh Mission Statement:

Walsh provides a transformative business education that combines theory, application, and professional experience to prepare graduates for successful careers.

<https://www.walshcollege.edu/mission>

NOTABLE ACCOMPLISHMENTS

Walsh continues to invest in the technological future, both inside and outside of the traditional classroom. The learning management system is Moodle. Walsh uses the EAB Navigate system as the tool for faculty to refer at-risk students to advisors. Tutoring and advising sessions are also available live via the Navigate system. Zoom technology has been deployed since the pandemic, with much success.

At the Troy Campus, there is a 40-seat Library Information Commons area that acts as an open computer lab. All rooms at the Troy campus are equipped with LCD projectors that are used during presentations by instructors, facilitators, and students. Troy location classrooms are also equipped with SMART Podiums™ and wireless presentation technology, giving presenters freedom to interact with participants and present multiple sources through a wireless transmission to the projectors. In addition to in person instruction in the classroom, each classroom contains wide angle cameras and stereo in ceiling speakers that allow remote presentations and instruction using cloud-based video conferencing.

Walsh offers most courses as asynchronous online courses. However, many courses are being offered as a synchronous Zoom session in which an instructor is teaching live on campus and students can choose to attend either remotely or on campus. This mode will be tested more once campus operations are able to fully resume.

In 2020, Walsh received 10-year reaffirmation from both its regional accreditor, Higher Learning Commission, and its specialized accreditor, Accreditation Council for Business Schools and Programs. The institution is celebrating 100 years of excellence throughout 2022.

Walsh strives to remain at the forefront of innovation and technology to serve the institution's stakeholders. Significant achievements include the following projects:

2015 Building Addition and Leed Certifications

Providing facilities that support the mission and values was a priority of the 55,000-square-foot renovation and addition in 2015. The current facilities include a designated room for veterans, a mother's room, a cyber lab, finance lab, student study and collaboration spaces, as well as a student lounge and one-stop student services reception area and a student success center. Walsh has received 2 LEED Certifications (Gold 2009 and Silver 2016) based on the redesign of existing facilities and construction of new facilities on the Troy campus.

Cyber and Finance Labs

Walsh's Finance Lab has research tools and databases that support students and instructors in accounting, economics and finance, marketing, and management courses.

The Cyber Lab provides modern IT infrastructure equipment where students can learn about the latest technologies used in business environments.

Connected Classrooms

Walsh introduced the Connected Classroom in fall 2021. The learning environment allows faculty and students to meet in real time either on or off campus using technology. Each classroom is equipped with a large monitor, cameras, and microphones to allow for interaction with those on campus and online.

Partnerships (Community and Academic)

Walsh has developed relationships with the College for Creative Studies, University of Economics and Culture, Kettering University and INSOFE. Each partnership is tailored to offer students a unique and personalized educational experience that combines Walsh business expertise with their chosen field of study.

RFP Timeline:

- February 1, 2022 - RFP Release Date
- February 4, 2022 - RFP vendor questions due to Walsh College by 5PM
In writing via email
- February 8, 2022 - Responses to vendor questions will be available to all by
5PM
- March 1, 2022 - RFP Responses due to Walsh College by 5PM EST*
- March 14,15 ,2022 - Vendors available for interviews if required
- March 28, 2022 - Proposal acceptance and start of contract negotiations.
- September 1, 2022
or October 1, 2022 - Transition to new vendor, if required, for Fall
Semester

Initial Contract Term – 3-5 years

**There will be no public bid opening*

Submittal Instructions:

Proposals are due to Christine Stout via email, cstout@walshcollege.edu by 5PM EST on March 1, 2022

Introduction:

Priorities for Walsh College Bookstore Operations -

- Excellent service, ease of use and affordability for our students is our first priority.
- Excellent support for our faculty and faculty support in the textbook adoption process is equally important for supporting the first priority
- An ongoing contribution to revenue is also exceedingly important.

We are open to proposals for creative solutions to address the priorities listed above, given the current challenging environment. Vendor proposals may include more than one of the three options below.

Option #1 Full-Service Bookstore

This proposal must include comprehensive course material services, emblematic merchandise, technology products, school supplies, convenience products, etc. The Full-Service Bookstore will include operation/management of the following:

- Course material services including all formats
- On site Location at 3838 Livernois Troy, MI 48083, including designated hours of operation
- E-commerce sites

Walsh is looking for:

- Innovative ideas to drive traffic to store/website
- Specific measures to reduce the price of course materials for students
- Excellent support of textbook adoption services

Option #2 Virtual Bookstore

This proposal must provide online access to comprehensive course material services as well as emblematic merchandise, technology products, school supplies, etc.

- Must include:
 - Online book buyback and adoptions
 - Easy access to order textbooks and course packs in all formats
 - Innovative ideas to drive traffic to website
 - Specific measures to reduce the price of course materials for students
 - Online support mechanisms for students and faculty adoptions
 - Shipping options for students
 - Technology integration needs (LMS integration, registration integration, financial aid integration, online textbook rental, etc.)

Option #3 Hybrid Bookstore

Some combination of online and on ground that best services the needs outlined above.

Current Bookstore Operation:

Current Vendor:	Barnes and Noble College Bookstores
Length of Tenure:	20 years
Physical location:	3838 Livernois Road Troy, MI 48083
Renovation Plans:	None currently, pending future contract decision If physical bookstore then vendor contribution would be expected
Current Hours of operation*:	M-TH 12 PM to 6PM, for student on site access M-TH 9AM to 6PM for staff, faculty access (student Online/phone access 9AM-12PM) F 9AM-5PM Remote access for all

**These hours reflect our pandemic limited access and on-site courses at this time*

Programs offered:

- Staff and Faculty Personal Discount of 10%
- Walsh authorized departmental discount of 20%
- Annual scholarship contribution of \$5,000
- Cengage Unlimited
- Participation in various campus events including
 - Annual golf outing
 - Welcome week for students
 - Commencement
 - Faculty development day
 - Graduation merchandise including
 - caps and gowns
 - class rings
 - graduation announcements
 - alumni apparel, diploma frames, etc.

Attachments include statistics on current and historical bookstore performance.

FULL-SERVICE BOOKSTORE SUBMITTAL INSTRUCTIONS

1. Company History
 - a. Company background:
 - i. Describe your qualifications and experience in managing college/university bookstores.
 - ii. Describe your company's experience serving colleges with a primarily on-line student body.
 - b. References: Provide at least 5 (five) current accounts as similar as possible to Walsh College. Include contact person information, phone, email, sales volume, and length of contract.
 - c. Discontinued Client List: Provide a list of all college/university accounts that have been discontinued or not renewed during the last three years, including the reason for termination. Include length of service, sales volume, and the name and telephone/email address of the administrator responsible for the account.
 - d. Financial statements: Include your company's financial statements that demonstrate financial ability to execute the terms of this RFP. A letter of financial standing from your current bank is encouraged.
 - e. Proposed company organizational chart as it pertains to operation of a contract at Walsh.
2. Operations
 - a. Describe your operations plan for full-service bookstore operation to include:
 - i. Plan for store organizational chart and description of positions
 - ii. Commitment to student labor
 - iii. Security measures and policies
 - iv. Refund/return policies
 - v. Qualifications of bookstore manager and selection process
 - vi. Describe corporate and regional support available.
3. Customer Service
 - a. Describe your company's commitment to customer service, to include:
 - i. Customer service training
 - ii. Methods of receiving and reacting to customer feedback
 - iii. Other methods of ensuring excellent customer service
4. Course materials
 - a. Describe your company's course materials program, to include:
 - i. Course adoption tool, capabilities, regulatory compliance, and support
 - ii. Course adoption deadlines related to semester start and measures to ensure adoption information is available in a timely fashion

- iii. Course pack/custom published works capabilities and procedures
 - iv. Describe the types of course materials offered and estimates of percentage of inventory (new, used, digital, rental, OER, etc.)
 - v. Inclusive access/course fee program description options (if offered)
 - vi. Accessibility measures for students with disabilities
 - vii. HEOA compliance measures
 - viii. ADA compliance measures
 - ix. Buyback process and program description
 - x. Plan to drive traffic into the store and away from the consumer marketplace
5. Course material affordability
 - a. Describe your company's commitment to addressing textbook affordability for college students at Walsh
 - b. Provide specific detail of how your company will lower costs of course materials to students in an "Amazon" environment
 6. General merchandise program
 - a. Describe merchandising plan for emblematic and non-emblematic merchandise to address specific student needs and desires (specifically address a variety of price points for all types of students)
 - b. Describe the general merchandise selection that will be available in your store.
 7. Facility Plan
 - a. Describe in detail your plan, if any, for proposed renovations or facility upgrades for the space provided.
 - b. Address specifically who will own the upgrades (can be broken down individually) at the end of the contract.
 - c. Address any penalties/amortization schedule should the contract end prematurely caused by either party.
 8. Financial reporting
 - a. Describe in detail the frequency and makeup of all financial reporting that will be made available to Walsh, at a minimum monthly commission and sales statements. Describe the commission payment schedule (monthly, quarterly, annually, etc.)
 - b. Provide a 5-year financial projection based on historical sales, enrollment projections, and your company's specific strategies to increase foot traffic and market share in the store. If projecting increases, address specific evidence as to how you will achieve these increases.
 9. Financial Proposal

- a. Financial Return (please provide a commission table that addresses the following:
 - i. Minimum annual guarantee
 - ii. Course materials commission (percentage)
 - iii. Pure digital course materials commission (percentage)
 - iv. General merchandise commission (percentage)
 - v. Any exclusions to these commission parameters should be described in detail.
- b. Signing bonus and/or transition payment (if any)
- c. Technology investment (if any)
- d. Facility investment (if any). If specific terms are attached to these dollars, please address those in detail.
- e. Departmental and faculty/staff discounts.
- f. Annual scholarship donation.
- g. Additional financial incentives (if any)
- h. Describe in detail and include any exclusions.

10. Technology

- a. Describe in detail website/e-commerce capabilities, including but not limited to registration integration, LMS integration, Financial Aid integration, tender types accepted, and a general description and illustration of the user experience)
- b. Describe all compliance measures to protect student data (i.e., PCI, FERPA, EMV).
- c. Describe specific technology initiatives your company will implement to enhance the student experience (such as: online reservation, digital initiatives, online textbook adoption, online buyback, online ordering of merchandise, etc.)

11. Transition plan

Provide the timeline with dates, responsible parties, and description of items to be achieved to ensure a smooth transition.

12. Exceptions to the RFP

If any exceptions to the RFP are taken, please list the section and suggested alternative language for Walsh to consider.

Scoring Table

Evaluation Category	Points Available
Experience and Qualifications <ul style="list-style-type: none">• Company History and Qualifications• References	10
Operations Plan <ul style="list-style-type: none">• Customer Service• Course Materials• Course Materials Affordability• General Merchandise Program	30
Facility and Technology Plans	20
Unique Benefits Not Listed in RFP	15
Financial Proposal	25
TOTAL	100

VIRTUAL BOOKSTORE SUBMITTAL INSTRUCTIONS

1. Company History
 - a. Company background:
 - i. Describe your qualifications and experience in managing college/university bookstores.
 - ii. Describe your company's experience serving colleges with a primarily on-line student body.
 - b. References: Provide at least 5 (five) current accounts similar to Walsh College. Include contact person information, phone, email, sales volume, and length of contract.
 - c. Discontinued Client List: Provide a list of all college/university accounts that have been discontinued or not renewed during the last three years, including the reason for termination. Include length of service, sales volume, and the name and telephone/email address of the administrator responsible for the account.
 - d. Financial statements: Include your company's financial statements that demonstrate financial ability to execute the terms of this RFP. A letter of financial standing from your bank is encouraged.
 - e. Company organizational chart as it pertains to operation of a contract at Walsh
2. Operations
 - a. Describe your operations plan for the virtual bookstore operation to include:
 - i. Plan for management of virtual bookstore, including textbook adoptions and compliance requirements
 - ii. Plan for delivery of course materials and shipping methods
 - iii. Security measures and policies
 - iv. Refund/return policies
 - v. Qualifications of bookstore manager and selection process
 - vi. Describe corporate and regional support available to Walsh
3. Customer Service
 - a. Describe your company's commitment to customer service, to include:
 - i. Customer service training
 - ii. Methods of receiving and reacting to customer feedback
 - iii. Online customer support methods for staff, students, faculty including hours
4. Course materials
 - a. Describe your company's course materials program, to include:
 - i. Course adoption tool and capabilities

- ii. Course adoption deadlines related to semester start and measures to ensure adoption information is available in a timely fashion
 - iii. Course pack/custom published works capabilities and procedures
 - iv. Description of types of course materials offered and estimates of percentage of inventory (new, used, digital, rental, OER, etc.)
 - v. Inclusive access/course fee program description (if offered)
 - vi. Accessibility measures for students with disabilities
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 - b. Describe the general merchandise selection that will be available on the website
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- a. Describe in detail the frequency and makeup of all financial reporting that will be made available to Walsh, at a minimum monthly sales and commission statements.
 - b. Describe the commission payment schedule (monthly, quarterly, annually, etc.)
 - c. Provide a 5-year financial projection based on historical sales, enrollment projections, and your company's specific strategies to increase market share and sales. If projecting increases, address specific evidence as to how you will achieve these increases.
8. Financial Proposal
- a. Financial Return (please provide a commission table that addresses the following:
 - i. Minimum annual guarantee
 - ii. Course materials commission (percentage)
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- v. Any exclusions to these commission parameters should be described in detail.
 - b. Signing bonus and/or transition payment (if any)
 - c. Annual scholarship donation
 - d. Technology investment (if any)
 - e. Additional financial incentives (if any)
 - i. Describe in detail and include any exclusions.
9. Technology
- a. Describe in detail website/e-commerce capabilities, including but not limited to registration integration, LMS integration, Financial Aid integration, tender types accepted, and a general description and illustration of the user experience)
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- Provide the timeline with dates, responsible parties, and description of items to be achieved to ensure a smooth transition.
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Scoring Table

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Operations Plan <ul style="list-style-type: none"> • Customer Service • Course Materials • Course Materials Affordability • General Merchandise Program 	40
Unique Benefits Not Listed in RFP	15
Financial Proposal	25
TOTAL	100

#3 Hybrid Bookstore

Some combination of online and on ground that best services the needs outlined above.

A creative approach that will meet the needs of Walsh students, faculty, and staff. This approach should address the submission requirements above and provide a detailed explanation of how services would be delivered.

Scoring Table

Evaluation Category	Points Available
Experience and Qualifications <ul style="list-style-type: none">• Company History and Qualifications• References	20
Operations Plan <ul style="list-style-type: none">• Customer Service• Course Materials• Course Materials Affordability• General Merchandise Program	40
Unique Benefits Not Listed in RFP	15
Financial Proposal	25
TOTAL	100

REQUIRED FORMS FOR SUBMISSION

1. Sample company contract for each proposed solution.
2. Proof of Insurance for
 - a. Comprehensive General Liability Coverage
 - b. Property Damage Liability Coverage
 - c. Motor Vehicle Liability Coverage

Attachments:

- Walsh College Bookstore 5-year Profit and Loss Summary
- Walsh College Sales Summary by category most recent full year
- Walsh College Commission statement most recent full year
- Percentage of students receiving financial aid
- Walsh College Bookstore photos
 - Sales Floor 1064SF, Office and storage 280SF, Locked storage in common area 120SF
- Student Profile Demographics