



MURRAY

STATE COLLEGE

Murray State College

Request for Proposal
Bookstore Management Service

Proposal Due Date/Time:
September 29, 2022 by 3:00pm.

Instruction to Bidders

Invitation to Bid

Murray State College invites your firm to submit a proposal in accordance with this (RFP). Your response to this request will be evaluated to determine your qualifications of the firm. Proposals must adhere to the format and content of this RFP. Proposals will not be evaluated unless all parts requested are submitted in a complete package. The information requested is the minimum required in order to qualify for consideration.

To be considered, each firm must submit a complete response to this RFP in writing to:

Justin Cellum
Vice President of Business Affairs
Murray State College
1 Murray Campus
Tishomingo, OK 73460

As well as a digital copy to jcellum@mscok.edu

No other distribution of proposals is to be made by the submitter. An official authorized to bind the submitter to its provisions must sign the proposal in ink. The proposal must include a statement as to the period during which the proposal remains valid. This period must be at least 6 months from the due date for proposals to this RFP.

Proposal Contact

Any questions concerning this RFP and all correspondence must be submitted in writing to the following contact:

Justin Cellum
Vice President of Business Affairs
1 Murray Campus, Tishomingo, OK 73460
jcellum@mscok.edu
(580) 387-7211

Questions may *not* be submitted by telephone. All questions must be submitted in writing to the email address listed above, include contactors name, address and or email address. All questions must be submitted by September 16, 2022 at 5:00pm.

All questions will become a form of written addendum to the specifications, which will be e-mailed to all potential bidders and posted on the Murray State College website by September 19, 2022. All addenda issued shall become part of the RFP. Failure of the respondent to receive such addendum or clarification shall not release the respondent from any obligation of the proposal submitted.

All proposers are instructed not to contact any member of the management or staff other than the contact person indicated above. Any such contact in violation of this requirement will be cause for rejection of your proposal.

Rejection of Bid

Murray State College (MSC) reserves the right to reject any or all proposals, bids, quotes, or offers, wholly or in part without penalty and make awards or issue purchase orders in the best interest of MSC. MSC further reserves the right to reject any or all proposals, bids, quotes, or offers, wholly or in part, without penalty, that do not comply with the requirements and specification of the solicitation, however, MSC reserves the right to waive informalities and minor irregularities in proposals received. A proposal, bid, quote, or offer may be rejected when the submitter imposes terms or conditions that would modify requirements of the solicitation or limit the submitter's liability to MSC.

I. Summary

Murray State College is a two-year institution located in Tishomingo, OK with a fall 2022 enrollment head count of 2,471. The purpose of the Request for Proposal (RFP) is to solicit proposals from successful, reputable suppliers in the higher education bookstore management business who excel in delivering a customer friendly shopping and buying experience. The primary objective is to provide the highest caliber of services to the students, faculty, and staff at Murray State College. The intent is to award a contract to a Proposer to direct, manage, operate, and provide comprehensive bookstore services on the College’s campus sites in Ardmore, OK; Tishomingo, OK; and/or online. This RFP does not attempt to provide one standard process or one solution.

Currently, the bookstore is operated by the College. This includes book sales, apparel, supplies, etc. Book and supplies revenues for FY22 are as follows:

New Textbooks -	\$209,303.18
Used Textbooks -	\$63,003.53
Rentals -	\$ 2,767.20
Supplies -	\$46,292.35

II. Timeline

Date of Advertisement	September 8, 2022
Deadline for Submitting Written Questions	September 16, 2022
Questions Addressed	September 19, 2022
Proposal Due	September 29, 2022

III. Requirements

- A. Each supplier operator, including its owners, officers, managers, employees, agents, contractors and volunteers, is responsible for complying with all applicable College policies, safety requirements, local, state and federal laws.
- B. The vendor shall submit operating statements to Client for each accounting period and maintain books and records in accordance with generally accepted accounting principles.
- C. The service provider assumes complete liability for all taxes applicable to its property, income and all the transactions arising out of or in connection with the performance of this agreement.

- D. Proposals to provide understanding of company's / service's security posture. Please address management of security and compliance risks, such as overviews of security controls. Examples of control areas include, but are not limited to, physical security, access management, fraud prevention, cyber threats, data classification, and/or compliance standards, such as PCI or Safeguarding of customer data.
- E. Credit/Debit Card Transactions
- i. The Vendor shall process credit/debit card transactions
 1. Vendor must be compliant with the PCI Data Security Standards (PCI DSS) compliance level 2 or better at all times. This specifically includes the annual PCI DSS Compliance Self-Assessment Questionnaire (SAQ) Report on Compliance (ROC) and the quarterly compliant perimeter scan.
 2. As evidence of compliance, Vendor will provide yearly a current Attestation of Compliance (AOC), when requested by MSC.
 3. Vendor acknowledges and agrees that it is responsible for the security of all cardholder data
- F. Indemnification; each operator must indemnify MSC as set forth in this program. Vendor agrees to defend, indemnify and hold harmless the Board of Regents for Murray State College, its affiliated entities, and their respective officers, employees and agents from and against any and all claims, proceedings, liabilities, losses, demands, costs and expenses, including reasonable attorneys' fees, arising out of the acts or omissions of Vendor in any way arising from or in connection with this Agreement. This paragraph shall survive the termination or expiration of this Agreement.

IV. Proposal and Submission

Submit a proposal to include, but not limited to the following elements:

A. INTENT:

- i. It is preferred the bookstore offer course content to students and faculty at extremely favorable pricing.
- ii. Please describe the overall vision for the service with full and complete details for the program.
- iii. Your submitted proposal is your opportunity to design a turn-key operation.

B. SUPPLIER OPERATOR INFORMATION:

- i. Project team; including biographies and qualifications of lead team members.
- ii. Include an organization chart that includes the entire company as well as the local team.

- iii. Your current market and clients; number, type, location and duration.
 - 1. Include all current operations, and the operating permitting requirements and history of compliance with permitting, state and local law.
- iv. In detail, please describe your business, purpose, and business model including plan for successful operation, proposed services, revenue sharing, customer base and products / offerings. Additionally, please include all services for this College program.
- v. Provide up to five (5) references of current clients having similar size and scope

C. OPERATIONS:

- i. The College seeks resources experienced in serving each audience. Provide a system operations overview of daily operations and administration, including;
- ii. Financial Proposal
 - 1. Provide a detailed schedule of commissions to be paid monthly and an annual guarantee to the College from the right to operate the bookstore. It is expected that the schedule will establish thresholds to allow the College to participate in sales growth over time. It is further expected that commissions will be based on gross sales less voids, refunds, and allowances.
 - a. Potential range, scale, thresholds, etc.
 - b. Guarantee
- iii. Offerings
 - 1. All responses:
 - a. Demonstrated history.
 - b. Branding, attractiveness, performance, quality.
 - c. Highly branded, cohesive shopping experience.
 - d. Major risks and your experience in minimizing / overcoming them.
 - e. Examples of success at other institutions; photos, displays, links.
 - f. Understanding of the College's current status and future objectives.
 - g. Demonstrated knowledge and command of relevant markets and conditions.

- h. Primary suppliers and methods of delivery.
 - i. Merchandising philosophies, practices, successes, and failures.
 - j. PCI compliance.
 - k. Financial strength: audited financials for the most recent three (3) fiscal years.
 - i. Parent company and majority equity partners.
 - ii. Wherewithal / liquidity sufficient to protect the College.
 - l. Proposed financing strategy.
 - m. Anticipated project organization.
 - n. Implementation Schedule
 - o. Time frame for implementing program.
 - p. Extended Hours of availability, hours of customer service support
 - q. As scheduled, including evenings, weekends and holidays.
 - r. Staffing plan and responsibilities for operations.
 - s. Plan for resolution of on-going issues, daily complaints and emergencies.
 - t. Indicate the policies / programs / procedures proposed for use in the operation.
 - u. Refunds
 - v. Ability to charge and offer service to customers with a business services, credit card, financial aid and scholarships.
- iv. Textbooks, Materials and other Educational Products (Course Materials)
- 1. Buy back process for either online or on campus.
 - 2. Lowest cost for students.
 - 3. Student Experience: online or on campus.
 - 4. Instant availability; timely availability if not instant.
 - 5. Faculty experience for adoption and acquisition.
 - 6. Integration with College portals (MSC ERP is Ellucian Colleague).
 - 7. Exclusions at College's option.
 - 8. Transparency/Clarity in the pricing/markup process
- v. Other Products

1. Experience providing products that are not required course materials
 - a. Technology related purchases
 - b. Student Gift Baskets
 - c. Supplies
 - d. Apparel
- vi. Bookstore/Course Materials Providers:
 1. Non-commission costs for accompanying list of course materials.
 2. Product availability.
 3. Integrations - Course Materials purchasing/cost tools and student portal.

D. OTHER

- i. Other such information as the contractor deems pertinent for consideration by the College.

E. ENGAGEMENT:

- i. Describe the outreach and engagement program planned for MSC to include, but not limited to the following:
 1. Plan for MSC campus engagement
 2. Textbook Scholarship
 3. Comp product for events on campus
 4. Discounting for departmental, faculty and staff
 5. Fundraising
- ii. Marketing / Advertising Program.
 1. Preliminary marketing and promotional strategy.

F. TRANSITION MEETING:

- i. Transition
 1. A Transition Meeting shall be held between the Client and selected Vendor prior to contract date. Any time the Vendor has a change in leadership the Client and Vendor shall hold an appropriate meeting to outline services and expectations.
- ii. Objectives
 1. To transform individual Client(s) expectations into one set of prioritized institutional expectations.
 2. To start-up the new service in accordance with the institution's expectations.

3. To provide for a solid foundation upon which to build long lasting and mutually beneficial relationships.
4. To articulate and gain consensus of service providers objectives / expectations from the business relationship.

iii. Client

1. Client liaison(s) and at least one of the following executives: Vice President of Business Affairs, Vice President of Academic Affairs/Student Affairs, and/or Assistant Vice President of Academic Affairs.

iv. Vendor

1. District Manager or equivalent position responsible for the Agreement and the Director or Director candidate ultimately responsible for the Vendor performance.

G. Award

- i. Contractors who submit a proposal in response to this RFP may be required to give an oral presentation of their proposal to the College and/or be invited to meet with College officials for clarification and questions. The College will schedule the time and location for these presentations. Oral presentations are an option of the College and may or may not be conducted.

v. Evaluation Criteria

The evaluation methodology for this RFP will be “Best Value” as defined in the terms and conditions. Following are the evaluation criteria that will be used for proposals received in response to this solicitation:

A. Revenue Evaluation:

- i. Financial Proposal
 1. Potential scale, range, etc.
 2. Guarantee
- ii. The average of all bids will be utilized to determine the baseline and establish a competitive range of revenue share proposals. The revenue component will be evaluated utilizing the competitive range. The top scoring bid based on qualitative metrics will be compared to the competitive range. If the revenue share is within the competitive range or is justified with performance information, the award process continues to the highest qualitative score. If performance metrics and information do not support an award, the evaluation process will continue on to the next highest qualitative score.

B. Qualitative evaluation:

- i. Online offerings
- ii. Textbooks, Materials and other Educational Products (Course Materials)
- iii. Bookstore/Course Materials Provider
- iv. Student and MSC Employee Customer Service