

**RFP 5-1718
Online Bookstore
PRESENTATION TOPICS**

February 12, 2018

RFP - ONLINE BOOKSTORE PRESENTATIONS TOPICS

The College has set aside Friday, March 2, 2018 for presentations from the top vendors selected based on their written proposals. Presentations will be kept at ninety minutes, including time for Q and A. If your company receives an invitation to present your Online Bookstore to Mohave Community College, notice will be sent via email following the initial review of the proposals received.

Presentations should include Your Company Bookstore @ Mohave Community College website views that demonstrate access, communication, customer service, support, textbook/course materials pre-order process as completed by department of instruction personnel, and student textbook purchase, rental, online access, buy-back and return (rental, wrong book, dropped class) processes. Specifically:

PLEASE DEMONSTRATE THE FOLLOWING PROCESSES:

1. Transition to your company: Should Mohave Community College transition from its current Bookstore to your company, MCC must be assured that the course adoption process for the Fall 2018 semester will be in place by mid-April, 2018, and that students will have ample time to order course materials prior to the start of the fall semester in August, 2018, including having all technology scripting, links and adaptations in place.

- a. Present the timeline showing how your company will be ready to meet dates specified above.
- b. Demonstrate how you have handled similar transitions for other clients, particularly Community Colleges.

2. The online course materials adoption process: Mohave Community College uses the same course materials for all course sections. Generally, an office of instruction designee will be the person who submits course material information for each semester or session.

- a. What does the course adoption process look like: how is the College expected to share course material information with the Bookstore? What is the process where there are no changes? How does the Bookstore determine how many books to have available?
- b. What is the Bookstore's process from adoption notification to availability to students for ordering as far as assuring availability?
- c. How does the Bookstore communicate edition challenges to the College?
- d. What is the Bookstore's process for finding earlier edition materials if that is the College's request? (Note: As a general rule, the College does NOT change editions mid-year; edition changes happen for the Fall semester.)
- e. What is the process for notifying the College/students when course materials are on back order or unavailable?
- f. Would the bookstore be able to identify an approximate number of copies they would be able to obtain of an old edition before asking the College to make a decision to switch to a newer edition?
- g. Show the mechanics for making last minute changes to course materials adoptions?
- h. Demonstrate the process for correcting Bookstore mistakes regarding course material adoptions.

3. Your Online Bookstore @ Mohave Community College (MCC) Website: Mohave Community College can provide a link from its webpages to your company's MCC web pages, and needs to be able to link to specific course materials from MCC's student enrollment site.

- a. Demonstrate what the MCC online bookstore will look like to students browsing and shopping
- b. Demonstrate how students locate course materials for specific courses on the Bookstore Website
- c. Demonstrate how students reserve, buy (new, used, e-book) and rent course materials using your online Bookstore website:
 - i. Demonstrate the shipping process: cost, options for delivery of materials (to individuals, in bulk to the campus, express delivery options, notification to students that material has shipped)
 - ii. Demonstrate how students can pay for their course materials via the Online Bookstore and show what options they have for payment.
 - iii. Demonstrate how students who have Financial Aid, Veteran's Benefits, Scholarships or other third party payers purchase/rent course materials.
 - iv. Demonstrate how faculty and staff can order academic regalia, with both purchase and rental options, including cost of rentals. Include how regalia is expected to be returned and in what timeframe.
- d. Demonstrate how the College can pull specific course textbook materials from the Bookstore website to its student registration/enrollment portal (Student Information System is Jenzabar EX) and to each specific course section to meet the statutory requirements that the College provide textbook information and cost for all courses.
- e. Demonstrate how faculty can use your website to get up-to-date information on relevant course materials (including cost to students and packaging options), including upcoming editions, other textbook options, etc.

4. Customer Service

- a. Demonstrate how students can get help searching for, ordering or paying for course materials.
 - i. Show how students get information about receiving communication assistance as well as how students can receive communication assistance (i.e. email, phone) and the timeliness of the assistance.
- b. Demonstrate how students return course materials:
 - i. Demonstrate your process when a student drops a class and wants to return course materials for a full refund.
 - ii. Demonstrate your customer service process when a student ordered the correct course materials but was sent the wrong course materials (error on the part of the Bookstore). How are shipping costs handled? How is the matter expedited?
 - iii. Demonstrate your buy-back program: How do students participate? How is the value calculated? How are payments made? Who pays for shipping the materials to the Bookstore?
- c. Demonstrate how students file a complaint, offer a suggestion or communicate to the Bookstore regarding other matters? What is your turn-around time from communication to response? What is your turn-around time from communication to fixing the problem? Show how you manage communication during this process.
- d. Show what type of customer services and sales reports are available to the college, and how they are provided (web access, email, etc.): Sales, types of sales/rentals, buy backs, customer complaints, etc.
- e. Demonstrate your plan for continued and ongoing communication regarding Bookstore matters, including sales, service, contract, third-party billing, etc., with the MCC administration

5. Marketing and Student/Faculty Promotions

- a. Demonstrate how your company will market a new Bookstore opportunity to Mohave Community College students and faculty.
 - i. Show examples of how your company will reach out to MCC students using various social media and other communication means during an initial kick-off program.
 - ii. Show how you communicate with students to remind them of upcoming important dates such as rental returns due, buy back dates, special offers, sales, cap & gown availability, etc.
 - iii. Demonstrate how you will survey students and others at MCC regarding services, products, customer service, etc.
- b. Present how your company will promote planned Bookstore and/or College promotions.
 - i. Demonstrate how your company has sponsored/offered promotions with other clients and

how you will sponsor and offer promotional activities with MCC.

ii. Does your company offer discounts or loyalty rewards to students and/or faculty?

iii. Demonstrate your marketing and promoting spirit items for the College.

6. Technology

a. Demonstrate how the Bookstore will link to MCC's student information system, particularly the course enrollment process to provide course text materials and costs, including those courses where open resources are used and students are not required to purchase course materials.

b. Demonstrate how your company techs will work with the college's techs (or tech support from our SIS) to set up and maintain necessary links and scripting needed so students can access textbook information through the SIS web link.

7. Internet Marketplace

a. Demonstrate how students access, use, purchase and return items when shopping from your bookstore "marketplace".

b. Can student financial vouchers be used in the "marketplace"? How does that work?

c. Show how the bookstore's customer service applies to "marketplace" transactions.