



Addendum Number 02

Date: November 08, 2024

Reference Request For Proposal Number:	R24-014
Commodity:	Bookstore Management & Operation Services
Dated:	September 25, 2024
For Delivery To:	Radford University Agency, Commonwealth of Virginia 501 Stockton Street Radford, Virginia 24142
Proposal Due Date/Time:	November 20, 2024 by 3:00 PM EST

The following attachments are included with this addendum. Due to the size of some attachments, they may be uploaded separately in the solicitation posting. All attachments referenced below are incorporated as a part of Addendum 02.

1. Excel spreadsheet entitled: “Radford University Adoption Report Fall 23 to Fall 24” (will be uploaded as separate attachment);
2. Radford Athletics Official Brand Identity – Usage and Style Guide; and
3. Architectural Drawing Sheet Set, dated February 22, 2016 (A-000, A100, A101, A102, A103, A-200, A-700, A-701, A-702, and A-800) in PDF format.

Request for Information:

1. The University received a total of 73 Request for Information (RFI) questions. University responses to all RFI's are attached hereto.

Procurement Officer of record:
Kathryn Dicken, CUPO, VCCO
Senior Procurement Officer
Telephone: (540) 831-5090
Email: KDicken@Radford.edu

R24-014 RFI QUESTIONS RECEIVED & RESPONSES

1. What is the enrollment growth rate projection for the next 5 years?
Radford Response: Radford University has experienced a gradual decrease in undergraduate enrollment since 2015. In the Fall 2024, Radford experienced our first increase in undergraduate enrollment in many years. We hope this trend will continue. More enrollment information can be found on the following site: <https://ir.radford.edu/electronic-fact-book/>.
2. Please provide a list of the college-owned FF&E (*furniture, fixtures & equipment*) that will remain in the store if the College transitions to a new bookstore provider.
Radford Response: Please see Section 10.F.2. of the RFP.
3. Where is the nearest accessible dock?
Radford Response: There is dock access located on the first floor of Dalton Hall, which is shared with the Dining facilities, Post Office, and the Bookstore.
4. What other school expenses must the campus store pay for and what are those costs?
Radford Response: Please see Section 10.F. of the RFP.
5. Are there any plans to move or alter the current bookstore location?
Radford Response: Please see Section 5.B.2. of the RFP.
6. Is it the desire of the institution for the chosen vendor to retain the bookstore’s current full-time employees? If so, please provide a listing of the current full-time employees and each of their attributable annual salaries.
Radford Response: Please see Section 10.G. of the RFP.
7. Please provide sales data for fiscal years ending 2022, ending 2023, and 2024: *Please see the table below*

Bookstore Gross Sales by Year			
	2021-2022 (05/01/21-05/31/22)	2022-2023 (06/01/22-05/31/23)	2023-2024 (06/01/23-05/31/24)
Other	\$275,088	\$182,574	\$206,818
Digital Textbooks	\$271,076	\$822,273	\$681,120
New Textbooks	\$1,091,659	\$491,235	\$311,696
Used Textbooks	\$150,038	\$120,667	\$99,600
General Books/ Non-emblematic	\$13,068	\$15,278	\$25,531
Textbook Rentals	\$399,116	\$257,008	\$173,556
TOTAL BOOK SALES:	\$2,200,045	\$1,889,035	\$1,498,321
School Supplies	\$128,441	\$116,934	\$91,407
Apparel & Gifts	\$741,414	\$783,328	\$623,019
Athletics	\$16,408	\$16,290	\$19,738
Graduation Regalia	\$44,958	\$52,279	\$49,170
Convenience	\$36,693	\$40,688	\$26,183
TOTAL GENERAL MERCHANDISE REVENUE:	\$967,914	\$1,009,519	\$809,517
TOTAL GROSS SALES:	\$3,167,959*	\$2,898,554	\$2,307,838

* 2021 – 2022 Total gross sales adjusted to include digital textbook category total

8. Please provide the booklist in excel format for the past academic year including Fall 2024, Spring/Summer 2024, and Fall 2024 semesters including course number, ISBN, and enrollment by course?

Radford Response: See attached spreadsheet titled “Radford University Adoption Report Fall 23 to Fall 24.”

9. Are there any state laws preventing the institution from enacting an Equitable Access model on campus?

Radford Response: Please see Section 11.P. which has hyperlinks to applicable laws and policies. Radford University has not evaluated Equitable Access models but is interested in reviewing any innovative proposal you might have. An Equitable Access model would require additional review from a variety of constituents and potentially Board of Visitors’ approval.

10. What % of courses use a textbook?

Radford Response: See response to Question 8 above.

11. What % use courseware materials (i.e., My Pearson Lab, Cengage Now, Wiley Plus, etc.)?

Radford Response: See response to Question 8 above.

12. What % of courses with materials use Open Educational Resources (OER)? What is the goal of OER % for the following 4 years of the contract?

Radford Response: There are a small number of courses that utilize OER. However, because these courses do not list a textbook or require adoption by the bookstore, the exact number is unknown.

13. What is your current level of inclusive access or equitable access courses?

Radford Response: For Fall 2024, there were 47 course sections participating in inclusive access. Those course sections are as follows:

First Day Inclusive Access Courses for Fall 2024

MGNT 428 (All Sections): ISBN 9780078112706 and ISBN 9781265220976

NUTR 214 (All Sections): ISBN 9780357727683

MATH 100 (All Sections): ISBN 9798385141920

MATH 125 (All Sections): ISBN 8220126532229

MATH 121 (All Sections): ISBN 8220127085342

MATH 122 (All Sections): ISBN 8220127085342

MATH 132 (All Sections): ISBN 9781138047624

MATH 168 (All Sections): ISBN 9780357683361

MATH 169 (All Sections): ISBN 9780357683361

STAT 130 (All Sections): ISBN 8220117022807

STAT 200 (All Sections): ISBN 8220124612374

PSYC 121 (Sections 01-07): ISBN 9781319516055

14. Please provide a course schedule with course material information (including enrollment) report including required course materials listed for each class.

Radford Response: See response to Question 8 above. The course schedule and course materials are unique for each faculty member and semester. The course adoption list would be the best indicator for this requirement. The course catalog can be found [HERE](#).

15. Can you please provide your brand guidelines? Is your merchandise licensed? If so, do you work with a third-party licensing agency?

Radford Response: The Radford Brand Guide can be found [HERE](#). Additionally, the Official Brand Identity (Usage & Style Guide) for Radford Athletics is attached to this addendum. Brand Licensing will be granted as specified in Section 10.C.4. of the RFP and Attachment A, Section II.9. of the Terms and Conditions of the RFP. All merchandise in the current bookstore is officially licensed. The University partners with Collegiate Licensing Company (CLC) as our third-party licensing agency. All licensees are renewed annually and all art must be submitted and approved through the brand manager website prior to production.

16. Are there any limitations on convenience offerings for food or beverage?
Radford Response: The university holds an exclusive beverage pouring rights contract (presently Pepsi), which requires only beverages of that brand may be sold on campus. Snack items are permitted. The University has a dining contract, which covers all hot food items.
17. Do all athletic merchandise sales go through the campus store? If not, who handles those sales?
Radford Response: The selected campus bookstore would have access to sell all University licensed hard/soft goods on campus including items with the athletic branded marks. We have other vendors locally, regionally, and nationally that have rights to sell licensed products as well.
18. What is the bookstore's role in selling/distributing graduation caps and gowns?
Radford Response: Please see Section 10.D.4. There is an expectation for our contracted vendor to host a "Grad Fair" for Spring and Winter commencement to allow students to purchase graduation items such as caps and gowns. The dates of these events are discussed with the contracted vendor in advance.
19. How many collegiate level athletic teams does the institution have?
Radford Response: Radford University is a NCAA D1 school that participates in the Big South Conference in 16 varsity sports.
20. With Inclusive Access: What is the student opt-out rate?
Radford Response: For Fall 2024, the opt-out rate was 1.3%.
21. With Inclusive Access: How many courses/sections are currently using adopted inclusive access materials. What is the annual sales volume of inclusive access? Are these sales included in the above reporting requested? If yes, where do they roll up into? If no, please provide.
Radford Response: See response to Question 13 above for courses in the Inclusive Access Program ("Program"). The sales volume is as follows:
A. For 2023-24: \$63,329 in Annual Sales from two courses in Program (MGNT 428 and NUTR 214).
B. Fall Semester 2024: \$164,334.51 in Annual Sales from twelve courses in Program (MTH 121, MTH 124, MTH 132, MTH 168, MTH 169, MGNT 428, NUTR 214, PSYC 121 (Sections 1-7), STAT 130, and STAT 200).
22. With Inclusive Access: Does IA go through the bookstore provider or direct through the publisher?
Radford Response: Inclusive Access is processed through the current Bookstore contractor.
23. Can you expand on any specific challenges with customer service you experienced in the past?
Radford Response: Radford's primary focus with this solicitation is to bring innovative solutions through e-commerce and our physical bookstore services that will enhance the services provided to our students, faculty, and staff. Radford and our bookstore management team must continually look for solutions and enhancements that improve positive student and faculty experiences, ensure accessibility, highlight affordability, and maximize convenience.
24. What are the current challenges with your existing bookstore operations that you would like to see addressed by this RFP?
Radford Response: See response to Question 23 above.
25. Are there any programs run by the incumbent bookstore provider that you would like to see continue that are outside of the normal operations of the college bookstore?
Radford Response: Yes. Inclusive Access Materials is a strategic and important program Radford wants to continue for the benefit of the students. Additionally, having a clearly defined price-matching policy or program is imperative.
26. Who is on the RFP Committee and what are their roles at the institution?
Radford Response: During the solicitation process, and until the time of award, all inquiries and responses pertaining to these services should be directed to the Senior Procurement Officer, Kathryn Dicken (kdicken@radford.edu). The names and identities of the committee members are not publicly disseminated to protect the integrity of the competitive procurement process.

27. Please describe how students utilize their financial aid in the campus store and if there are any restrictions.
Radford Response: The students receive a book voucher with allows the students to purchase textbooks and course materials. The dollar limit is \$600 per semester. The students are restricted to using the book voucher for textbooks and course materials only.
28. How many students currently live in on-campus housing?
Radford Response: There are presently 2,790 students residing in campus housing.
29. What percentage of overall sales in the bookstore came from financial aid?
Radford Response: For 2022-23, 29.5% of students received Federal Financial Aid Pell Grants. For the 2,277 Pell Recipients, individual aid packages determined if there were aid funds available for the \$600 maximum bookstore financial aid voucher.
30. Are there any sales reflected in the historical sales numbers that were a result of a one-time grant or other funding that will not occur in the future?
Radford Response: In 2020-21, students received Federal Higher Education Rescue and Relief Funds. These were one-time funds and are not included in the historical sales numbers.
31. Does Radford University have any direct agreements in place with publishers or other third-party course material providers?
Radford Response: No. All purchases for textbooks or course materials are supposed to be made through the bookstore vendor. Many of the publishers do reach out directly to faculty and encourage them to use their online access. We are not always able to identify these instances.
32. Is Radford 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?
Radford Response: Radford University is interested in reviewing any innovative proposal you might have. Please provide details of your proposed offering in your response.
33. Would Radford 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?
Radford Response: Radford University is interested in reviewing any innovative proposal you might have. Please provide details of your proposed program in your response. In this case it would be good for the vendors to submit a joint proposal outlining their offering. If the vendor wants to submit a joint proposal and a separate individual proposal that would be acceptable.
34. Does Radford University have any Inclusive Access course material adoptions? If so, how many courses have inclusive access adoptions?
Radford Response: See response to Question 13 above.
35. Would Radford University be interested in implementing an equitable access solution, an in-tuition solution where all course materials are automatically delivered to all students with the costs included as part of the cost of attendance?
Radford Response: Radford University has not evaluated Equitable Access models but is interested in reviewing any innovative proposal you might have. An Equitable Access model would require additional review from a variety of constituents and potentially Board of Visitors' approval.
36. What is the date on which the on-campus store will move to the temporary location?
Radford Response: The date for the renovation has not been solidified at this time. It is anticipated that this may take place in the Fall of 2026. Any changes in location would be discussed with the contracted vendor in advance of the relocation. Please provide any needs/requirements in terms of square footage and other need you would have in this temporary space or any innovative ideas you have for Bookstore operations knowing that this change will happen over the life of the contract.
37. Does Radford University own the current bookstore fixtures?
Radford Response: Please see Section 10.F.2. of the RFP.

38. Can you provide the CAD file of the current store space(s) and if possible the potential location for future?
Radford Response: The University does not possess the CAD files for the current bookstore layout. However, more in depth plans/drawings have been included with this addendum. The site for the future bookstore has not yet been determined.
39. Is there an un-amortized/un-depreciated balance from prior store renovations or from any one-time contractual contributions? If yes, will a subsequent vendor be expected to cover this cost and how much will that amount be at anticipated transition month?
Radford Response: There are no unamortized/undepreciated renovations or outstanding contractual contributions.
40. Are the current store fixtures owned by the University and available to potential subsequent vendors?
Radford Response: Please see Section 10.F.2. of the RFP. At the conclusion of the current contract, the University may have the option to purchase some of the fixtures owned by our vendor. However, that has not been contemplated to date.
41. How many courses, sections and titles are in the inclusive access program?
Radford Response: Please see response to Question 13 above.
42. Is the current Inclusive Access only digital materials or are there print materials in the current offering?
Radford Response: The current Inclusive Access courses are all digital materials, with students accessing them via the learning management system.
43. What is the percentage of digital v. print?
Radford Response: See response to Question 8 above.
44. Does the amount listed in the sales report of \$19,738 reflect sales collected at athletic venue sales? If no, what is that amount?
Radford Response: Yes, that is the figure for sales collected at athletic venue sales.
45. Who is on the RFP Committee and what are their roles at the institution?
Radford Response: See response to Question 26 above.
46. What is your current level of inclusive access or equitable access courses? Are books included in tuition or a separate billed fee?
Radford Response: See response to Question 13 above. Per Section 10.E. of the RFP, the cost of course materials and textbooks is billed as an additional course fee through the Bursar's office.
47. In an Equitable Access Model, the vendor charges a standard per student/per text cost. The institution can then consider adding (or not) additional revenue to the vendor price and consider this auxiliary revenue. Is this model suitable for consideration?
Radford Response: See response to Question 36 above.
48. What are the current auxiliary revenues and/or commissions generated by the bookstore?
Radford Response:
- | Annual Commissions | |
|--------------------|-----------|
| Year | Amount |
| 2023-2024 | \$330,978 |
| 2022-2023 | \$388,692 |
| 2021-2022 | \$450,040 |
| 2020-2021 | \$429,083 |
49. Does the Institution require the ability for students to “Opt Out” of Equitable Access/First Day of Class models?
Radford Response: Yes, there should be an option for students to opt out of any inclusive access or equitable access program.

50. Are there any state laws preventing the institution from enacting an Equitable Access model on campus?
Radford Response: See response to Question 9 above.
51. What is the current enrollment for concurrent high school students (Dual Enrollment/Dual Credit)?
 A. Do these students use the same course materials as the other students at the institution?
 B. Do these students receive their materials through the bookstore vendor?
 C. Is the institution able and interested to include Dual Credit Students as a part of the scope of content coverage through a vendor?
Radford Response: The number of students in these programs is very minimal.
52. What is the enrollment growth rate projection for the next 5 years?
Radford Response: See response to Question 1 above.
53. Will you provide these most recent Text Adoptions booklist - preferably in Google Sheet or Excel format?
Radford Response: See attached spreadsheet.
54. What % of courses have content?
Radford Response: See response to Question 8 above.
55. What % use courseware materials, i.e. content with codes (i.e., My Pearson Lab, Cengage Now, Wiley Plus, etc)?
Radford Response: See response to Question 8 above.
56. What % of courses with materials use OER? What is the goal of OER% for the following 4 years of the contract.
Radford Response: See response to Question 12 above.
57. What additional challenges with your existing bookstore operations would you like to see addressed not mentioned in this RFP?
Radford Response: See response to Question 23 above.
58. What signing bonus, scholarships, sponsorships or other financial incentives have been offered and/or paid by the incumbent bookstore vendor? In what year was this paid?
Radford Response:
 One time payment: \$100,000 year one signing bonus
 Annual financial incentives: \$20,000 annual scholarship funds
 \$5,000 annual licensing fees
 Faculty and Staff and Departmental Discounts (20% with select exceptions)
 Veteran Discounts (10% textbooks, 20% on other items, with select exceptions).
 Negotiated financial incentives: For contract terms 2021-2022 and 2022-2023, there was a negotiated \$20,000 renewal bonus paid.
59. Please provide the last three years' worth of sales data including category breakdowns. (new books, used books, digital, rental, clothing, gift, convenience, technology etc.)
Radford Response: See response to Question 7 above.
60. Please describe how students utilize their financial aid in the campus store and if there are any restrictions.
Radford Response: See response to Question 27 above.
61. Of the fixtures that currently reside in the bookstore, will all remain for use by a new partner? Is there any unamortized expense the new partner must absorb upon commencing operations?
Radford Response: See responses to Questions 40 and 41 above.
62. What other school expenses must the campus store pay for (utilities, phone, internet trash etc.) and what are those costs?
Radford Response: Please see Section 10.F. of the RFP.

63. Is there any other provider of campus store services or merchandise sales that the school works with? (Off campus store, athletic website, publisher content provider etc.)
Radford Response: The University works with Athletes Thread, an ecommerce team store that offers NIL player gear. The University also utilizes radfordteamshop.com, which is provided by our current bookstore vendor.
64. Are there any limitations on convenience offerings for food or beverage?
Radford Response: See response to Question 16 above.
65. Are there any limitations on graduation related sales?
Radford Response: See response to Question 18 above.
66. What is your SIS on campus?
Radford Response: Ellucian Banner is the University's system.
67. What is your LMS on campus?
Radford Response: As outlined in the RFP documents, the University utilizes D2L Brightspace as the LMS.
68. Would you desire to retain the current staff in place in the store?
Radford Response: See response to Question 6 above.
69. Are there any plans to move or alter the current bookstore location?
Radford Response: Please see Section 5.B.2. of the RFP.
70. Please provide CAD drawings of the bookstore.
Radford Response: See response to Question 39 above.
71. What is the target start date for operations under the new contract?
Radford Response: Ideally the new vendor would be in place prior to the beginning of the New Student orientation program which starts June 4, 2025.
72. Will the vendor be responsible for the cost of relocating the bookstore into temporary space?
Radford Response: Yes, the vendor will be responsible for the costs of relocating the bookstore.
73. During construction of the new bookstore space, would you be interested in a temporary eCommerce only solution?
Radford Response: Radford University is interested in reviewing any innovative proposal you might have. Please provide details of your proposed program in your response. The construction process will be a multi-year project, so we anticipate we would still need a physical presence during construction.

End of Addendum 02.