



Lake Sumter State College

**REQUEST FOR PROPOSAL
FOR MANAGEMENT OF
LAKE-SUMTER STATE COLLEGE
ONLINE COURSE MATERIALS STORE**

RFP ISSUE DATE: January 8, 2024
PROPOSAL DUE DATE: February 12, 2024
ISSUED BY:

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REQUEST FOR PROPOSAL (RFP) OVERVIEW

Lake-Sumter State College (“LSSC” or the “College”) invites your company to submit a Proposal for Management of the Lake-Sumter State College Online Course Materials Store (“OCMS’.) In order to meet the needs of LSSC Students and the College community, this Request For Proposal (RFP) seeks creative Proposals to provide Online Course Materials Store services at Lake-Sumter State College.

Contractors are invited to submit Proposals for an Online Course Materials Store that will provide comprehensive Course Materials Services to Lake-Sumter State College.

The LSSC Bookstore is currently contracted (i.e. managed and operated by a contract management firm.

The Bookstore, under the direction of the Director of Procurement & Auxiliary Services, will transition to a Hybrid Model which will include the following:

- **Self-Operation of the LSSC Campus Stores (e.g., South Lake Campus and Leesburg Campus)**
- **Online Course Materials Store Services managed and operated by a third-party**

(NOTE: To simplify the review process for Lake-Sumter State College and to assist with making valid comparisons between the Proposals, the format for all Proposals must be consistent with the format outlined in Section 5, “Online Course Materials Store Proposal Submittal Requirements.” In addition, the “Online Course Materials Store Sales Projections Form,” Attachment A, and the “Online Course Materials Store Financial Bid Form,” Attachment B, must be completed and signed by an authorized company representative.)

SECTION 1: INSTRUCTIONS & TIMELINE

1.1 General Information

- a. Lake-Sumter State College invites your company to submit a Proposal for Management of the Lake-Sumter State College Online Course Materials Store.

The Online Course Materials Store, as defined in this RFP, includes the following:

- Online Course Materials Store Services for Lake-Sumter State College, which includes the Leesburg Campus, the South Lake Campus, and all LSSC Academic Programs
- Course Materials Service Centers, located in the LSSC Campus Stores, with supporting services for Sumter Center and Four Corners
- Online Course Materials Store Website

(Note: Throughout this RFP, the Online Course Materials Store Services, the Course Materials Service Centers, and the Online Course Materials Store Website, are referred to, collectively, as the “Online Course Materials Store.”)

The term will be for five (5) years, beginning June 1, 2024, with the College having the option to renew the Contract for additional 1-year renewal terms.

- b. By submitting a Proposal, your company acknowledges complete understanding of, and willingness to comply with, all of the instructions, conditions, specifications, and requirements contained in this RFP.
- c. By submitting a Proposal, your company agrees that neither you nor any other agent or representative of your company will initiate any communications to promote or advertise your Proposal to any LSSC Staff or Faculty, or to any LSSC Board of Trustees Members, except in the course of LSSC sponsored inquiries, briefings, interviews, or presentations.
- d. Signing and submitting a Proposal constitutes an offer to perform in accordance with the terms and specifications as stipulated herein.

1.2 Timeline

The Timeline of key dates is as follows:

ACTION	DATE
RFP Issue Date	Monday, January 8, 2024
Contact Ross Wilson, Director of Procurement & Auxiliary Services, to Confirm Receipt of the RFP and to Confirm Attendance at the Bidders Conference	No later than 4:00 p.m. ET, Thursday, January 11, 2024
Bidders Conference (via Video Conference)	Tuesday, January 16, 2024
Bidders Written Questions Due	No later than 4:00 p.m. ET, Friday, January 19, 2024
LSSC Issues Responses to Written Questions	Thursday, January 25, 2024
Proposals Due	No later than 4:00 p.m. ET, Monday, February 12, 2024
Review of Proposals by LSSC	February 2024
Presentations by Contractors	February 2024
Contract Negotiations / Preparation of Contract	February / March 2024
Begin Transition / Sign Contract	March / April 2024
Contract Commencement	June 1, 2024

The College reserves the right to revise the Timeline at its sole discretion.

1.3 Bidders Conference

- a. **The Bidders Conference will take place on Tuesday, January 16, 2024, at 2:30 p.m. ET via Video Conference.** A link to the Video Conference will be provided at a later date.
- b. **Contractors should confirm receipt of the RFP and attendance at the Bidders Conference by contacting Ross Wilson, via e-mail, no later than 4:00 p.m. ET, Thursday, January 11, 2024.** Attendance at the Bidders Conference, including the names of company representatives who will attend, must be confirmed via e-mail with Ross Wilson. Contact information is as follows:

Ross Wilson
Director of Procurement & Auxiliary Services
Lake-Sumter State College
9501 U.S. Highway 441
Leesburg, FL 34788
email: wilsonr@lssc.edu
telephone: 352-365-3502

1.4 Questions And Requests For Additional Information

- a. Questions regarding clarification to the contents of this RFP will be accepted, via email, from the time of RFP receipt by prospective contractors until **4:00 p.m. ET, Friday, January 19, 2024.**
- b. All inquiries **MUST** be made in writing.

- c. One hundred percent (100%) of the communication from contractors during this entire RFP Process must be solely with Ross Wilson.

1.5 **Proposal Receipt**

- a. Proposals received by **4:00 p.m. ET, Monday, February 12, 2024**, will be considered. Proposals received after the due date will not be considered. All Proposals must be submitted electronically and must be executed by an authorized officer of the prospective contractor. An electronic version of the Proposal must be submitted via email to Ross Wilson- email: wilsonr@lssc.edu.

1.6 **Presentations**

- a. After review of the Proposals, qualified prospective contractors may be invited to make oral presentations of up to ninety (90) minutes in length in **February 2024** (Date TBD for each invited contractor).

SECTION 2: INTRODUCTION

2.1 Invitation

Lake-Sumter State College has initiated this Request for Proposal Process to seek an innovative and proactive partner to provide Online Course Materials Store Services to effectively serve the College community.

The College's goal is to provide an Online Course Materials Store that will result in the following:

- Improved Course Materials Services to the LSSC Community through the following:
 - Improve affordability for Lake-Sumter State College Students by reducing course materials costs and providing innovative course materials solutions and market share growth
 - Provide comprehensive course materials services to all LSSC academic programs, including dual enrollment
 - Continued development of an Inclusive Access Course Materials Program
 - Ongoing evaluation of an Equitable Access Course Materials Program
 - Support the expansion of LSSC's OER Course Materials Program
 - Provide a seamless and efficient course materials adoption process
 - Provide timely reporting of adoption data, course materials affordability data, and financial data
- Improved customer satisfaction through utilization of technology and seamless transactions for students
- A state-of-the-art website
- A seamless customer experience through effective collaboration between the Online Course Materials Store and the LSSC Campus Stores
- A financial contribution to Lake-Sumter State College, while achieving LSSC's qualitative and service goals

2.2 Proposal Evaluation Criteria

The Criteria that will be used by LSSC to evaluate Proposals include, but are not limited to, responses submitted to the "Online Course Materials Store Proposal Submittal Requirements" in Section 5 of this RFP, and are as follows:

(Note: The following Criteria are not in priority order)

Proposal Criteria

- Operations
- Online Course Materials Store (Course Materials Program)
- Course Materials Adoption Tool
- Course Materials Affordability / Pricing Policies
- Customer Service
- Staffing / Personnel
- Marketing Strategy
- Financial Projections

- Financial Proposal
- Website / Technology Program
- Transition Plan
- Company History And Background
- Exceptions To The RFP / Acceptance Of Requirements

SECTION 3: LAKE-SUMTER STATE COLLEGE / BOOKSTORE BACKGROUND INFORMATION
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3.1 **About Lake-Sumter State College**

Founded in 1962, Lake-Sumter State College is consistently ranked in the top 150 community colleges nationwide and among the best in the state of Florida. LSSC takes pride in providing a high-quality education at an affordable price, and has four locations in the rapidly expanding suburbs of the Orlando metropolitan area. The Leesburg Campus, South Lake Campus (Clermont), the Sumter Center (Sumterville) and Four Corners collectively serve over 6,000 students annually. As a member of the Florida College System, LSSC is part of Florida’s workforce engine with programs and certificates designed to support and prepare students for today’s dynamic workforce.

For additional information regarding Lake-Sumter State College please visit:
<https://www.lssc.edu/>.

3.2 **Enrollment**

Enrollment figures for the past five (5) years are as follows:

Headcount Enrollment

	2018-19	2019-20	2020-21	2021-22	2022-23
Total	6,477	6,462	6,199	5,799	6,150

Fall FTE Enrollment

	2018-19	2019-20	2020-21	2021-22	2022-23
Total	1,471	1,510	1,429	1,269	1,383

3.3 **Academic Calendar**

LSSC operates on Fall, Spring, and Summer Semesters. Details can be found at:
<https://www.lssc.edu/academics/academic-calendar/>.

3.4 **Current Bookstore Store Operation**

The Bookstore currently consists of the following operations/programs:

- Bookstore located on the LSSC Leesburg Campus
- Bookstore located on the South Lake Campus
- Bookstore Website

3.5 **Sales**

Total Bookstore sales figures for the past two (2) fiscal years are as follows:

TOTAL SALES	FY '22	FY '23
TOTAL (\$)	\$730,465	\$800,735

Leesburg Bookstore sales figures for the past two fiscal years are as follows:

LEESBURG	FY '22	FY '23
TOTAL (\$)	\$488,017	\$531,084

South Lake Bookstore sales figures for the past two fiscal years are as follows:

SOUTH LAKE	FY '22	FY '23
TOTAL (\$)	\$242,450	\$269,650

SECTION 4: ONLINE COURSE MATERIALS STORE PROGRAM REQUIREMENTS
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4A. Operations

4.1 Operations Requirements

- a. Right To Operate Online Course Materials Store. The contractor shall have the right to operate the Online Course Materials Store for the College at the commencement of the Contract, scheduled for June 1, 2024.

The College shall coordinate with the contractor to establish links to accommodate integration to a variety of College systems (e.g., Concourse Syllabus, Canvas, Banner, etc.) to the contractor's Online Course Materials Store Website.

The contractor must recognize that LSSC is focused on course materials affordability for LSSC Students. As part of this focus, LSSC will continue to explore all options regarding the digital delivery of course materials and course content, including Open Educational Resources (OER), Inclusive Access, etc. It is LSSC's hope that the contractor will bring value-added programs and services with respect to digital delivery and/or other innovative course materials programs and services.

- b. Online Course Materials Store Name. The name of the Online Course Materials Store that shall provide course materials to the College community shall be mutually agreed upon between the College and the contractor.
- c. Course Materials Services. The contractor shall provide LSSC with a full range of course materials, new textbooks, used textbooks, digital textbooks, custom-published materials, open educational resources (OER), inclusive access course materials, textbook rentals, etc., via the Online Course Materials Store.
- d. Course Materials Service Centers. The Online Course Materials Store Program shall include Course Materials Service Centers located within the Campus Stores at both the Leesburg and South Lake Campuses, with supporting services for Sumter Center and Four Corners locations. The Course Materials Service Centers shall accommodate in-person customer service requests from LSSC Faculty and Students with respect to course materials services, including, but not limited to, the following:
- Assisting faculty with adoption services
 - Assisting students with course materials ordering
 - Assisting students with course materials online order pickups and refunds

The contractor shall work collaboratively with the College's Campus Store Staff or designated College Staff to ensure Online Course Materials Store Services are seamlessly delivered to the LSSC community via the OCMS Website and at the Course Materials Service Centers.

- e. Course Material Delivery/Pick-up Options. The contractor shall provide students with multiple course materials delivery/pick-up options, including, but not limited to, the following:
 - Pick-up in the Campus Stores (Free in-store pick-up) and at the Sumter Center and Four Corners locations, as defined by the College
 - Ship to home
- f. Shipping Options. The contractor shall provide multiple shipping options for students, including standard shipping, expedited shipping, overnight shipping, and free shipping.
- g. Reporting Requirement. The contractor shall report to LSSC's Director of Procurement & Auxiliary Services for matters pertaining to the Contract. The contractor's Regional Manager shall meet with LSSC's Director of Procurement & Auxiliary Services, or designee, on a quarterly basis, at a minimum, to review performance.
- h. ADA. The contractor shall comply with the Americans with Disabilities Act (ADA) and shall ensure the Online Course Materials Store is accessible and meets the requirements of the College's accessibility policies.

4B. Online Course Materials Store (Course Materials Program)

4.2 Online Course Materials Store (Course Materials Program) Requirements

- a. Online Course Materials Store Comprehensive Course Materials Services. The contractor shall provide comprehensive course materials services through an Online Course Materials Store at LSSC and shall work closely with the College to support all Academic Programs.
- b. Academic Freedom. College Faculty shall have academic freedom in their selection of course materials, and the contractor shall provide all adopted materials on a timely basis.
- c. Responsibility For The Collection Of Course Materials Adoptions. The contractor shall be responsible for the collection and compilation of course materials adoptions and shall provide course materials to students at the College. The contractor shall provide course materials, including all required, recommended, or suggested course materials and supplies, including textbooks, OER course materials, inclusive access course materials, coursepacks, software, and materials published or distributed electronically.

The contractor shall not include any additional course material content after an adoption has been collected, without approval from the College Deans.

- d. Course Materials Quantities/Timeliness. The contractor shall provide sufficient quantities of course materials, custom-published materials, OER course materials, software, and related academic supplies and materials, as required by the faculty for

course work. Course materials shall be available for purchase by students on a timely basis, according to the schedule established by LSSC.

- e. Distance Learning/Online Courses. The contractor shall provide course materials services for the College's current or future distance learning/online courses and other programs, as desired by the College.
- f. Dual Enrollment Program. The contractor shall provide course materials services for the College's Dual Enrollment Program, as directed by the College, and in accordance with Florida Law.
- g. Custom-Published Materials. The contractor shall provide custom-published materials (i.e., coursepacks). This includes the securing of copyright clearances in compliance with all copyright laws, production/printing, and sales.
- h. Textbook Rental Program. LSSC is committed to providing a textbook rental program in order to reduce the cost of course materials to students. The contractor shall make a significant effort to maximize the availability of textbook rentals for LSSC Students and shall provide a full-service textbook rental program.
- i. Used Textbook Program. LSSC is committed to providing a used textbook program in order to reduce the cost of course materials to students. The contractor shall make a significant effort to maximize the availability of used textbooks for LSSC Students.
- j. Digital Course Materials/Innovative Course Materials Delivery Mechanisms. The contractor shall provide a digital delivery program that addresses the changing types of course materials, including providing digital course materials, digital textbooks, etc. The contractor shall work with the LSSC Administration and Faculty to determine the best possible options for the introduction of new technology and delivery mechanisms. Throughout the Contract, the College will continually evaluate digital delivery programs in the marketplace and maintain the right to select alternate digital delivery programs at any time during the Contract, if it is determined that such programs are in the best interests of the College.
- k. Open Educational Resources. The contractor shall provide access to OER course materials to support academic programs as needed/required and will accommodate the adoption of OER as requested by LSSC Faculty.
- l. Inclusive Course Materials Access. The contractor shall operate an Inclusive Access Course Materials Program at LSSC, as defined and approved by LSSC Supervisors or other staff as designated by LSCC. LSSC expects the contractor to implement a strategy for organic growth of this Program. The contractor's Inclusive Access Course Materials Program must have the ability for students to opt-in and opt-out in a manner that is customer friendly and readily visible to students on the OCMS Website.
- m. Equitable Access Course Materials Program. LSSC may evaluate an Equitable Access Course Materials Program at some point during the Contract. The contractor shall implement an Equitable Access Course Materials Program at LSSC, if requested by LSSC. The contractor's Equitable Access Course Materials Program must have

the ability for students to opt-out in a manner that is customer friendly and readily visible to students on the OCMS Website.

- n. Students With Disabilities. The contractor shall provide required course materials services to students with disabilities through collaboration with LSSC.
- o. HEOA/Other Laws. The contractor shall work with LSSC to ensure compliance with the Higher Education Opportunity Act (HEOA) and all other relevant state, federal, and local laws, rules, and regulations.
- p. In-Store/Online Buyback. The contractor shall buy back books online through the Online Course Materials Store Website, and shall provide on-site course material buyback services at the end of each academic term for students, if requested by the College.

4C. Course Materials Adoption Tool

4.3 Course Materials Adoption Tool Requirements

- a. Adoption Solicitation And Collection. The contractor, working with LSSC Supervisors or staff designated by LSSC, shall make every effort to obtain early course materials adoption commitments in order to ensure course materials availability and to maximize the quantity of textbooks purchased from students for resale at the OCMS. The contractor shall provide timely reports to faculty members concerning the status of their adoptions.

The contractor shall work collaboratively with the College's Campus Store Staff or designated College Staff to ensure LSSC Supervisors and Faculty have the appropriate level of support regarding course materials adoptions.

- b. Course Materials Adoption Tool. The contractor, at its sole expense, shall provide LSSC with a comprehensive state-of-the-art Course Materials Adoption Tool. The Adoption Tool shall include, but not be limited to, (i) providing LSSC Supervisors, or staff designated by LSSC, the ability to submit textbook adoptions online and (ii) resulting in LSSC Students being able to obtain their complete list of textbooks, course materials, and course-related supplies.

Database Search. The Adoption Tool must include a robust search capability to locate books and other materials from all sources, and display information (i.e., availability, formats, price, etc.) about course materials to users.

Adoption Reporting Capabilities. The Adoption Tool must include, at a minimum, the following reporting capabilities:

- Historical adoption data and reports
- Overall adoption numbers and percentages for a semester/session
- Adoption numbers and percentages per course for a semester/session
- Adoptions without required course materials, including OER course materials
- Adoption compliance reports (with ability to sort by date, course, department, etc.)

- Other adoption reports as requested by the College
- c. LSSC Rights Re: Adoption Data. Course materials adoption data, whether received in paper form, electronically, or otherwise, provided to the contractor by LSSC's Faculty or Staff, is the property of the College. The contractor shall provide course materials adoption data and/or adoption forms to LSSC within forty-eight (48) hours of LSSC's request for copies of such adoption data and/or adoption forms, or in a manner that allows LSSC to access data as needed.
- d. Course Materials List. At the end of each semester/session, or as directed by the College, the contractor shall provide the College with a complete Course Materials List for that semester/session in electronic format (Excel). The Course Materials List shall include course, subject, course section number, course title, section instructor, textbook author, textbook title, ISBN, edition, publisher, usage (required, recommended, or optional) and retail price.

The list of required and recommended textbook and instructional materials must meet the requirements of Section 1004.085(5)(a), F.S., and must be searchable by:

1. Course subject;
2. Course number;
3. Course title;
4. Name of the instructor of the course;
5. Title of each assigned textbook or instructional material; and
6. Each author of an assigned textbook or instructional material.

(b) The list of required and recommended textbook and instructional materials must be easily downloadable by current and prospective students.

(c) Sections where no textbook is required or no-cost open educational resources are used must have an icon to indicate their status as zero cost. The Zero Textbook Cost Indicator developed by the Florida Postsecondary Academic Library Network may be used for this purpose pursuant to Section 1006.73(4), F.S.

4D. Course Materials Affordability / Pricing Policies

4.4 Course Materials Affordability / Pricing Policies Requirements

- a. Course Materials Affordability. LSSC is extremely committed to making course materials affordable to LSSC Students. The contractor's course materials pricing policies should be innovative and prices cannot exceed the pricing policy requirements as described in Section 4D, 4.4b, c, and d of this RFP.
- b. Pricing Policies-Course Materials. The contractor shall adhere to the following course materials pricing policies:
- "List-Priced" new textbooks shall be sold at the lesser of the list price or a twenty-five percent (25%) gross profit margin no higher than the list price.
 - "Pre-Priced" new textbooks shall be sold at no higher than the pre-price.
 - "Net-Priced" new textbooks shall be sold at no higher than a twenty-five percent (25%) gross profit margin.

- "Net-Priced" bundled packages of course materials (i.e., textbook, workbook, CD, passcode, etc., bundled together) shall be sold at no higher than a twenty-five percent (25%) gross profit margin.
 - Course-related supplies shall be sold at no higher than a twenty-five percent (25%) gross profit margin.
 - Digital course materials sold by publishers to the contractor at net-price shall be sold at no higher than a twenty percent (20%) gross profit margin.
 - Digital course materials sold by publishers to the contractor via the agency fee pricing model shall be sold at no higher than the retail price established by the publisher.
(Note: Some digital course materials shall be sold at less than a twenty percent (20%) gross margin. See definition of Pure Digital Course Materials Gross Sales, Section 4K, 4.11b, of this RFP.)
 - Used textbooks shall be sold at no higher than seventy-five percent (75%) of the current new textbook retail price.
 - Coursepacks and custom-published materials (i.e., materials requiring copyright permissions) shall be sold at no higher than a twenty-five percent (25%) gross profit margin.
 - Textbook rentals shall be rented at competitive national prices, and on average shall not exceed fifty percent (50%) of the retail price.
- c. Inclusive Access Course Materials. Course content available through an Inclusive Access Program, if authorized by the College, shall be sold at no higher than a twenty percent (20%) gross profit margin.
- d. Surcharges/Handling Fees. There shall be no add-ons or surcharges, handling fees, digital access fees, etc., to cover freight, handling, publisher re-stocking fees, digital access fees, etc. (i.e., Pricing policy formulas shall be applied to the actual price listed on the publisher's invoice in order to determine the selling price of a particular textbook/course material.) Furthermore, there shall be no handling fees applied to online orders.
- e. LSSC Audit Rights. LSSC shall have the right to audit the contractor's records, vendor invoices, and publisher invoices, to verify adherence to the established pricing policies. The contractor shall provide copies of vendor/publisher invoices to the College within forty-eight (48) hours of the College's request.
- f. Shipping. The contractor shall provide free shipping, or if shipping charges apply, the contractor shall establish fair and reasonable shipping charges.
- g. Free Shipping For In-Store Pickup. The contractor shall provide free shipping for in-store pickup of customer orders.

4E. Customer Service

4.5 Customer Service Requirements

- a. Customer Service Expectations. The contractor shall provide excellent customer service with respect to the operation of the Online Course Materials Store.

- b. Customer Feedback. The contractor shall seek customer feedback on a regular basis through methods that include, but are not limited to, online customer surveys, customer comment opportunities, etc. Customer feedback results shall be shared with the College Administration for evaluation and input.
- c. Online Customer Service Support. The contractor shall provide comprehensive online customer service support, including, but not limited to, the following:
 - 24/7 customer service support via the Online Course Materials Store Website (i.e., staffed call hours during defined business hours, live chat customer service assistance, etc.)
 - Customer friendly website (i.e., ease of use, clear and concise navigation, etc.)
 - Rapid response time to problem resolution
- d. Refund Policy. The contractor's refund policy shall be sensitive to the needs of LSSC Students and customers.
- e. Online Course Materials Store Advisory Board. The College may establish an Online Course Materials Store Advisory Board. The contractor shall meet regularly with the Online Course Materials Store Advisory Board (if established) to review operations and to improve programs, services, and policies.

4F. Staffing / Personnel

4.6 Staffing / Personnel Requirements

- a. Staffing. The contractor shall be responsible, at its sole cost and expense, to employ all personnel necessary for the efficient operation of the Online Course Materials Store.
- b. Faculty Liaison. The contractor shall be responsible, at its sole cost and expense, to provide a Faculty Liaison to coordinate the functions necessary to provide an efficient Online Course Materials Store in accordance with the requirements established by the College (e.g., course materials adoption coordination, etc.).

The contractor's Faculty Liaison shall work collaboratively with the College's Campus Store Staff or designated College Staff to ensure the College has the desired level of support for Online Course Materials Services, including comprehensive training for LSSC designated staff.

- c. Employee Conduct. The contractor shall be responsible for the actions of its employees, agents, and independent contractors hereunder and for the payment of all taxes, wages, benefits and other costs associated with such persons. If on LSSC's premises, all employees, agents, and independent contractors of the contractor shall comply with all applicable College policies and procedures.
- d. Employment Laws. The contractor shall comply with all state and federal employment laws and requirements.

4G. Marketing Strategy

4.7 Marketing Strategy Requirements

- a. Marketing/Communication. The contractor shall develop and implement a comprehensive Online Course Materials Store marketing/communications plan.
- b. Marketing Approvals. The College shall approve all promotional communications that go out to students, faculty or staff regarding course materials.

4H. Website / Technology Program

4.8 Technology Program Requirements

- a. Technology. The contractor shall provide state-of-the-art technology (e.g., Online Course Materials Store computer system, course materials inventory management system, technology necessary to comply with HEOA, alternative technology for course materials, etc.) to deliver the desired level of service. The contractor shall own and operate, and shall be responsible for all expenses associated with, all technology and systems necessary to operate the Online Course Materials Store.
- b. Technology Integration. The contractor's systems shall have the ability to interface, at the contractor's sole expense, with current and/or future College systems. The College currently utilizes Concourse Syllabus, Canvas, and Banner.
- c. Website. The contractor shall manage and operate an Online Course Materials Store Website customized for LSSC. The website shall conform to the College's accessibility policies and design guidelines and link to and from the College's Website and the Campus Store's Website. The website shall include, but not be limited to, the ability for customers to order course materials and course-related supplies. The website shall offer registration integration, online buyback, and the ability for faculty to submit textbook adoptions online.

The website must be mobile device friendly, that is, be responsive in design, load quickly on mobile devices, and work equally well across desktop computers, tablets, and smart phones.

- d. URL Website Ownership. The College shall be the sole owner of all right, title, and interest in all existing and future URLs related to the Online Course Materials Store Website.
- e. LSSC Campus Card. If requested, the contractor shall provide at its sole expense the hardware, software, and interfaces necessary in order to accept the LSSC Campus Card and/or other smartcards utilized by LSSC, currently and in the future, on the Online Course Materials Store Website.
- f. PCI Compliance. To ensure all possible steps are taken to secure student, faculty, staff, and customer personal data, all technology and e-commerce processing must be PCI compliant with the current or future PCI Data Security Standards. The contractor

must provide a statement acknowledging they are in PCI Compliance and shall provide any PCI Certification documentation that may be required annually. Credit card processing must be through a third-party and must be encrypted.

- g. Computer Equipment Compliance. The contractor's computer equipment/software must be certified and approved by the College's IT Department in order to be put on the College's network or communication systems.
- h. FERPA Compliance. The contractor agrees that all processes fall within FERPA guidelines, and must be approved by the FERPA compliance officer at LSSC.
- i. Customer Data. The contractor shall notify the College promptly of any security breach that results in the unauthorized access, disclosure, or misuse of customer data. The contractor shall, within twenty-four (24) hours of discovery, report to the College any use or disclosure of customer data not authorized in writing by the customer. The contractor's report to the College shall identify: (i) the nature of the unauthorized use or disclosure, (ii) the customer data used or disclosed, (iii) who made the unauthorized use or received the unauthorized disclosure, if known, (iv) what the contractor has done or shall do to mitigate any deleterious effect of the unauthorized use or disclosure, (v) what corrective action the contractor has taken or shall take to prevent future similar unauthorized use or disclosure, and (vi) such other information as reasonably requested by the College. The above provisions shall be extended by contract to all subcontractors used by the contractor who are provided access to customer data by the contractor.

All customer data must be kept confidential and shall not be shared or sold by the contractor.

- j. Accessibility Guidelines. The contractor shall warrant that the products or services to be provided under the Contract comply with the accessibility guidelines of "Section 508 of the Rehabilitation Act of 1973," and the "Web Content Accessibility Guidelines (WCAG) 2.0 or 2.1 whichever is applicable as of the date of the Contract, Level AA Conformance" published by the World Wide Web Consortium, www.w3.org, at <http://www.w3.org/TR/WCAG20/>.

4I. Tender Types

4.9 Tender Types Requirements

- a. Tender Types. At a minimum, the contractor shall accept major credit cards, Apple Pay, Google Pay, Campus Card, Online Course Materials Store gift cards, bank debit cards, student financial aid charges, scholarship charges/vouchers, and third-party agency charges/vouchers. The contractor shall be solely responsible for all expenses and collection of debts resulting from credit cards, and bank debit card transactions.

4J. Financial Reporting

4.10 Financial Reporting Requirements

- a. Monthly Reporting. On a monthly basis, the contractor shall submit a sales report to the Director of Procurement & Auxiliary Services, including sales by category (e.g., new, used, rental, digital, Inclusive Access, etc.) and total sales for the Online Course Materials Store.
- b. Annual Reporting. On an annual basis, the contractor shall submit a detailed Online Course Materials Store financial statement to the Director of Procurement & Auxiliary Services. At a minimum, the Online Course Materials Store financial statement shall include the following:
 - Sales by Category/Department
 - Unit Sales by Category/Department
 - Total Sales
 - Commission Paid to the College
 - Other Financial Data, as Requested by the College
- c. Course Materials List. At the end of each term/semester, the contractor shall submit a Course Materials List in electronic format, as described in Section 4C, 4.3d of this RFP.
- d. Contractor's Financial Statement. The contractor shall provide the College Finance Department with a copy of its audited company financial statement on an annual basis.
- e. LSSC Audit Rights. The College reserves the right to request an audit of all or any components of the arrangement between the College and the contractor.

4K. Financial Proposal

4.11 Financial Proposal Requirements

One of the goals of the College is to maximize the Online Course Materials Store financial return by increasing sales and generating commissions.

- a. Financial Projections. The Financial Projections shall include sales projections by department, including the following:
 - Course Materials Sales Projections (e.g., new textbook sales, used textbook sales, digital product sales, textbook rental sales, etc.)
- b. Financial Return. The financial return that the selected contractor shall remit to the College will be comprised of the following components:
 - The Commission As A Percent Of Course Materials Commissionable Sales (see definition, below)

- The Commission As A Percent Of Pure Digital Course Materials Commissionable Sales (see definition, next page)
- **"Course Materials Gross Sales"** shall be defined as all course materials sales of the contractor and revenue received by the contractor based upon all business conducted in or from the Online Course Materials Store for any course materials product or service offered by the Online Course Materials Store, including revenue received from textbook rentals and revenue received from Inclusive Access course materials. This includes all course materials orders taken or received via the Online Course Materials Store Website or orders placed at the Campus Store.
- **"Course Materials Commissionable Sales"** shall be defined as Course Materials Gross Sales less:
 - Voids
 - Customer refunds
 - Handling fees associated with the non-return of textbook rentals
 - Pure Digital Course Materials Sales
 - Discounts (provided that the discount amount thereof was included in Gross Sales)
 - Sales tax paid by the contractor to any government agency which was collected from customers
- **"Pure Digital Course Materials Gross Sales"** shall be defined as digital-only content that is adopted by LSSC Faculty as course materials for academic instruction, and sold at a gross margin less than twenty percent (20%). Pure Digital Course Materials Gross Sales, regardless of margin amount, shall not include sales of Net-Priced Bundled Packages or any other bundled packages of course materials adopted by LSSC Faculty that include physical content and digital content, including, but not limited to, textbook, workbook, course packets, custom-published printed materials or other physical course materials bundled with a passcode for digital only content. These bundled course materials of physical and digital content as well as Digital Course Materials with a gross margin exceeding twenty percent (20%) shall be included in the calculation of Course Materials Commissionable Sales for the full commission rates.
- **"Pure Digital Course Materials Commissionable Sales"** shall be defined as Pure Digital Course Materials Gross Sales less:
 - Voids
 - Customer refunds
 - Discounts (provided that the discount amount thereof was included in Gross Sales)
 - Sales tax paid by the contractor to any government agency which was collected from customers
- The contractor shall pay the College the greater of (i) the Minimum Annual Guarantee or (ii) the sum of the Commission As A Percent Of Course Materials Commissionable Sales, plus the Commission As A Percent Of Pure Digital Course Materials Commissionable Sales.
- Payments shall be made to the College based upon the Online Course Materials Store's Commissionable Sales on a monthly basis via electronic funds transfer (EFT). Payment of any amount due to achieve the Minimum Annual Guarantee shall be made annually within thirty (30) days following the end of each contract year.
- The contractor shall be solely responsible for the collection of any debts resulting from checks, credit cards, charge cards, debit cards, etc.

- The contractor shall maintain complete and accurate records of all transactions in accordance with generally accepted accounting standards and principles. The contractor shall make all records available for inspection by authorized College representatives.
- c. Additional Financial Incentives. Contractors have the opportunity to propose additional financial incentives (e.g., Signing Bonus, Textbook Scholarships, etc.).

**SECTION 5: ONLINE COURSE MATERIALS STORE PROPOSAL
SUBMITTAL REQUIREMENTS**

(Note: To simplify LSSC's review process, the format for all Proposals must be consistent with the information requested in the Submittal Requirements of this Section.)

This Section includes the Online Course Materials Store Proposal Submittal Requirements. Contractors are required to respond to all **Submittal Requirements** in this Section.

Acceptance Of Requirements

- 5.1 **Acceptance Of Requirements**. Acknowledge acceptance of all Online Course Materials Store Program Requirements as described in Sections 4, 6, and 7 of this RFP.

Financial Projections

5.2 **Financial Projections Submittal Requirements**

- a. **Financial Projections**. Provide financial projections for each of the next five (5) years of operation of the Online Course Materials Store. Projections must include the following:

- Course Materials Sales by Category/Department (e.g., new, used, rental, digital, etc.)
- Total Sales

(Note: In addition, contractors are required to complete the "Online Course Materials Store Sales Projections Form," Attachment A.)

Financial Proposal

5.3 **Financial Proposal Submittal Requirements**

- a. **Financial Return**. Submit your company's Financial Return for the Online Course Materials Store:

- Commissions
 - Commission As A Percent Of Course Materials Commissionable Sales
 - Commission As A Percent Of Pure Digital Course Materials Commissionable Sales
- Additional Financial Incentives (e.g., Signing Bonus, Textbook Scholarships, etc.)

(Note: In addition, contractors are required to complete the "Online Course Materials Store Financial Bid Form," Attachment B.)

Operations

5.4 Operations Submittal Requirements

- a. Operations/Management Plan. Describe your company's operations/management plan for the Lake-Sumter State College Online Course Materials Store.

Online Course Materials Store (Course Materials Program)

5.5 Online Course Materials Store Submittal Requirements

- a. Online Course Materials Store Experience. Describe your company's Online Course Material Store experience and business strategy including, but not limited to, the following:
 - Inventory sourcing strategy and plan
 - Logistics/processing/fulfillment of customer orders
 - Operations/management plan
 - Order processing standards and metrics
 - Online support
 - Package distribution to customers
 - Marketing/communication with Faculty
 - Marketing/communication with Students

5.6 Course Materials Program Submittal Requirements

- a. Course Materials Market Share Strategy/Services. Describe your company's plan to develop and implement an active strategic plan to increase course materials market share. Include your company's plans to develop strong relationships with faculty, market and promote course materials to LSSC Students, and provide comprehensive course materials services to LSSC Students and Faculty, including, but not limited to, the following:
 - Registration integration
 - Custom publishing
 - OER
 - Digital delivery
 - Textbook rentals
 - Used textbooks
 - Distance learning
- b. Inclusive Access Course Materials Program. Describe your company's Inclusive Access Program, including the following:
 - Plans to grow the Inclusive Access Course Materials Program at LSSC
 - Strategy and ability to negotiate low-cost Inclusive Access course materials
 - Opt-In and Opt-out process, and provide assurance that the opt-in and opt-out process is readily visible, simple, efficient, and user friendly for students

- Communication and marketing plan with Faculty to drive organic growth of the Inclusive Access Program
 - Billing, operational, and technical processes
- c. Equitable Access Course Materials Program. Describe your company's Equitable Access Course Materials Program, including your company's ability to implement an Equitable Access Course Materials Program at LSSC, if requested by LSSC.

Course Materials Adoption Tool

5.7 Course Materials Adoption Tool Submittal Requirements

- a. Course Materials Adoption Tool. Describe your company's Course Materials Adoption Tool, including the following:
- Adoption Tool overview
 - Database search
 - Adoption reporting

Course Materials Affordability / Pricing Policies

5.8 Course Materials Affordability / Pricing Policies Submittal Requirements

- a. Course Materials Pricing Strategies. Describe your company's plan to address the pricing concerns of students at LSSC. Include a detailed description of your company's Price Match Guarantee Program, Price Comparison Software, dynamic pricing, or similar programs that your company will implement in order to provide value, compete with online booksellers, and increase market share.
- b. Shipping Policies/Programs. Describe your company's Shipping Policies including, but not limited to, the following:
- Standard Shipping Charges
 - Standard Shipping Delivery Times
 - Expedited Shipping Charges
 - Expedited Shipping Delivery Times
 - Free Shipping Program(s)- Include your company's commitment to free in-store pickup, along with other free shipping programs your company offers
 - Free Shipping Delivery Times

Describe any additional promotional programs your company has implemented to reduce course materials shipping costs.

Customer Service

5.9 Customer Service Submittal Requirements

- a. Customer Service Strategy. Describe in detail your company's strategy to provide excellent customer service at the Online Course Materials Store.

Marketing Strategy

5.10 Marketing Strategy Submittal Requirements

- a. Marketing Plan. Describe your company's marketing and advertising plan for the Online Course Materials Store.
- b. Social Media Plan. Describe your company's social media plan for the Online Course Materials Store.

Staffing / Personnel

5.11 Staffing / Personnel Submittal Requirements

- a. Company Organization Chart. Provide your company organization chart.
- b. Staffing Plan. Provide your company's proposed staffing plan for the Online Course Materials Store.
- c. Faculty Liaison. Describe your company's plan to provide a Faculty Liaison who will collaborate with LSSC Campus Store Staff and LSSC College Staff, as designated by LSSC, as described in Sections 4A, 4.1d, 4C, 4.3a, and 4F, 4.6b of this RFP.
- d. Requirements Of College Staff. Describe the College Staff support that will be necessary to coordinate and communicate with your company regarding course materials adoptions, problems, out-of-stocks, etc.
- e. Corporate Support Services. Describe your company's corporate support services and regional management support.

Website / Technology Program

5.12 Website / Technology Program Submittal Requirements

- a. Technology Plans. Describe your company's plan for computerization, automation, technology, etc., and explain how implementation of these plans will benefit LSSC and the Online Course Materials Store.
- b. Website/E-Commerce Plans. Include a detailed description of your company's plan to offer the following:
 - Online course materials ordering program
 - Online textbook adoption program
 - Online buyback program
 - Registration integration program
 - Compliance with HEOA (i.e., textbook ISBN number availability)

Transition Plan

5.13 Transition Plan Submittal Requirements

Describe your company's Transition Plan, including the following:

- a. Transition Plan. Provide a detailed transition plan and timeline that includes information on how your company will accommodate a Contract start date on or about June 1, 2024.
- b. College Resources. Describe the required or assumed College resources necessary for an efficient and effective transition.
- c. Technology Implementation Plan. Describe your company's Technology Implementation Plan, including, but not limited to, the following:
 - Systems integration/collaboration with the LSSC Administration
 - Staff training
 - Equipment installation
 - Online Course Materials Store Website implementation
 - Online Adoption Tool implementation
- d. Corporate Support. Describe your company's corporate support during the first ninety (90) days of the transition.
- e. Miscellaneous/Other. Provide any additional information relevant to the transition.

Company History And Background

5.14 Company History And Background Submittal Requirements

- a. Company Background. Provide your company's qualifications and experience in providing online course materials services. Describe your company's experience serving large community colleges.
- b. Client List. Provide a client list of online course materials stores operated by your company, including the following information for each account:
 - Date of contract commencement
 - Annual sales volume
 - Total student enrollment
 - Total number of students living on campus
 - Name and email address of the administrator responsible for the relevant online course materials store
- c. Discontinued Client List. Provide a list of all accounts that were canceled or not renewed during the past three (3) years, including the reason for termination. Include length of service, sales volume, and the name, telephone number, and email address of the administrator responsible for the relevant online course materials store.

- d. Financial Statements. Include your company's audited financial statements for the past two (2) years, along with your company's S&P or D&B rating.

Exceptions To The RFP

5.15 Exceptions To The RFP Submittal Requirements

- a. Exceptions To The RFP. Identify any exceptions to the RFP that are included in your company's Proposal.

SECTION 6: INVENTORY PURCHASE REQUIREMENTS

6.1 Course Materials Inventory Purchase

The selected contractor shall purchase the Bookstore's current course materials inventory at the current contractor's cost. The selected contractor shall purchase the Bookstore's course materials inventory as follows:

- New textbooks that have been adopted for an upcoming semester or session shall be purchased by the contractor up to the quantity of anticipated enrollment at the actual cost to the current contractor (i.e., publisher's invoice cost).
- Used textbooks that have been adopted for an upcoming semester or session shall be purchased by the contractor up to the quantity of anticipated enrollment at the current new textbook retail price, less the standard industry purchase cost factor (i.e., fifty percent (50%) as of December 2023).

6.2 Inventory Payment

The selected contractor shall pay the current contractor for the Bookstore's course materials inventory within thirty (30) days from the commencement of the Contract.

SECTION 7: CONTRACT TERMS & CONDITIONS

7.1 Term

- a. Contract Term. The term ("Term") of the Contract (contract to be prepared by LSSC and signed by LSSC and the contractor) shall be for five (5) years beginning June 1, 2024, and ending on May 31, 2029. LSSC shall have the option to renew the Contract for additional one (1) year renewal terms ("each a Renewal Term").

7.2 Termination

The Contract shall contain the following clauses with respect to termination:

- a. Termination With Cause. The contractor shall perform in accordance with the terms and conditions as stated herein and in accordance with the highest standards and commercial practices for operation of the Online Course Materials Store. If the contractor shall fail to fulfill or perform any material obligation of the contractor under the Contract (to be established upon the selection of a contractor) and such failure shall continue for thirty (30) days following written notice (the "Default Notice") from LSSC to the contractor informing the contractor of its failure to fulfill or perform said material obligation, LSSC may terminate the Contract by providing the contractor with written notice (the "Termination Notice").
- b. Termination Without Cause. LSSC may terminate the Contract without cause at any time by providing the contractor with one hundred-fifty (150) days written notice.
- c. Termination For Bankruptcy/Insolvency. LSSC may terminate the Contract immediately upon written notice to the contractor if the contractor becomes (i) insolvent; (ii) seeks protection under any bankruptcy, receivership, trust deed, creditors arrangement, composition or comparable proceeding; or (iii) proceedings in bankruptcy or insolvency are instituted against the contractor, a receiver is appointed, or if any substantial part of the contractor's assets is the object of attachment, sequestration or other type of comparable proceeding, and such proceeding is not vacated or terminated within thirty (30) days after its commencement or institution.
- d. Termination For Non-Payment Of Commission/Other Payments. LSSC may terminate the Contract immediately upon written notice to the contractor if the contractor fails to make timely commission payments and other payments due to LSSC, as required by the Contract.

7.3 Contract Administrator

- a. Contract Administrator. LSSC's Director of Procurement and Auxiliary Services, or designee, will be the Contract Administrator, for any Contract that results from this RFP.

7.4 **Contract Award**

- a. Contract Award. If LSSC accepts a Proposal, a Contract will be prepared by LSSC, and signed by LSSC and the contractor.

ATTACHMENTS

- Attachment A- Online Course Materials Store Sales Projections Form
- Attachment B- Online Course Materials Store Financial Bid Form

**ATTACHMENT A
ONLINE COURSE MATERIALS STORE SALES PROJECTIONS FORM**

SALES PROJECTIONS (\$)					
CONTRACTOR- (INSERT NAME)					
	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Department					
New Textbook Sales					
Used Textbook Sales					
Digital Product Sales					
Textbook Rental Sales					
Total Course Materials Sales					

ATTACHMENT B
ONLINE COURSE MATERIALS STORE FINANCIAL BID FORM

(Note: Items listed on this Bid Form are in addition to all other financial requirements and obligations outlined in this RFP.)

1. COMMISSION AS A PERCENT OF COURSE MATERIALS COMMISSIONABLE SALES:

(%) _____

2. COMMISSION AS A PERCENT OF PURE DIGITAL COURSE MATERIALS COMMISSIONABLE SALES:

(%) _____

3. ADDITIONAL FINANCIAL INCENTIVES: (e.g., Signing Bonus, Textbook Scholarships, etc.)

(\$) _____

PROPOSAL SUBMITTED BY:

Company: _____

Company Address: _____

Federal I.D. #: _____

Authorized Signature: _____

Signer's Printed Name: _____

Title: _____

Date: _____