RFP 671-15 Online Textbook Provider

Addendum 001
Issued 10/01/15

Below are the questions we have received from various parties with respect to this Request for Proposal, along with our response (indicated in red font). Although we have endeavored to remove duplicate questions, we have presented the questions below in an unedited format. We hope this is helpful to you in preparing your proposal. Remember to allow a few extra minutes for any technical difficulties when submitting your proposal, it is recommended you submit a day before the due date. CMC cannot promise to acknowledge receipt of all proposals, you can assume your response has been received if you don't get an error message that is was not delivered. Thank you for your interest in this RFP and in our college.

1.   Please provide a breakdown for each of the past 3 years of bookstore purchases by the following book types:
    a. New
    b. Used
    c. Rental
    d. Digital/e-book
    e. Trade

This varies significantly and aggregated data may not be very helpful. For purposes of this RFP you can assume our students buy about 40% new, 30% used, 15% rental the rest in a miscellaneous category. If your pricing strategy is dependent on specific ratios we will work with shortlisted candidates to provide the specific information you need to sharpen your offereing.

2. Is it CMC's intent to make the new bookstore available to faculty and students for Spring 2016 classes or Fall 2016 classes?

We expect to award the contract in early 2016 for Fall 2016 implementation with a soft rollout for 16/SU.

3. What percentage of the CMC students are on Financial Aid, and how is financial aid dispersed and used to purchase course materials currently? (ie. do you use a voucher system, purchase card, etc.). What is the percentage of textbook sales are then purchased with student financial aid funds?

A significant percentage (above average) of our students utilize financial aid funds. Availability of those funds to the student for textbook purchases early enough to have the book in hand on the first day of class is a challenge that we haven't been able to resolve yet. A purchase card option is in use at one campus as a trial. All other CMC sites set student up with Flex Pay accounts to purchase their textbooks from the Online bookstore (Note: not all FA students use Flex Pay or purchase from Bookstore) Flexibility and cost affordability are priorities for FA students.

4. What is your current commission structure/percentage with the existing bookstore?

10-12%, depends on rental vs. purchase and volume level.

5. What is the current process used to collect and finalize the course material adoption list each term? Which CMC departments/positions are involved?

This varies across campus' . The general steps for adoption include: Course submittal and materials provided by faculty, course data is uploaded to adoption tool (excel process, not presently integrated) – data required by specified deadlines. Departments and positions involved are varied and not consistent across the Campus'. We seek a vendor who will provide support in this area.

6. Can you provide a complete book list including Title, Author and ISBN Number in either Excel or text/tab---delineated format so that we can provide a complete pricing analysis? A complete pricing analysis is impossible to complete if this data is provided in PDF format.

We understand it is not possible to provide a precise pricing analysis without precise data. However, this data is not easily accessed and compiled by CMC. At this point we do not need a complete pricing analysis, we just need to understand your pricing strategy and the factors that contribute to its determination. Please do not submit anything to us at this point in the process that you consider confidential or proprietary, CMC cannot guarantee non-disclosure.

7. Please describe the CMC's current SIS/ERP system and current single sign on authentication currently utilized?

CMC uses a single sign on for Webadvisor, BaseCamp, our computer network and several other software solutions. Users have separate passwords for Colleague.

8. Will the selection committee include representatives from faculty, students and administrative groups? If not equally representative, how is the makeup of the selection committee determined?

Students, faculty and administrative staff are all represented on our selection committee and we have representatives from commuter and residential campuses.

9. Are textbooks sold exclusively via the online store? If not where else are they sold?

Online only for the most part. For Campus' with small retail Campus Store locations (Steamboat and Spring Valley) there is also a small (2%) percentage of specialized orders and kits being fulfilled by the stores.

10. Does CMC currently sell branded logo apparel online, on campus, or both?

Varies by campus; Steamboat and Spring Valley have small campus retail stores. Other campuses may have logo'd items available for sale, some may not.

11. Complete Book and Media Supply, LLC is a wholesale book distributor providing books, media, and subscriptions directly from publishers. Would this bid pertain to us? If not, is there another one being released that would be better suited to distributors?

CMC is seeking a partner to deliver textbooks, ordered online, to our students on a timely and cost effective basis and will consider all credible options and ideas. We are not in a position to determine whether a particular company should or should not respond. We do not anticipate other related RFPs.

12. What is your current enrollment?

You can assume 4,000 FTE for purposes of this solicitation.

13. What were your textbook sales for Fall 2014 and Spring 2015?

Ballpark is roughly $1,000,000, however not all students purchase books through our system.

14. Do your students use financial aid to purchase textbooks? If so, what percentage of students use financial aid?

Yes. The percentage varies but we have above average financial aid students.

15. What student information system do you use?

Colleague by Ellucian

16. Are you on regular semesters or do you have shorter term courses as well?

Regular semesters. However, we do offer hybrid classes and some of our classes are offered on an accelerated basis for fewer than 15 weeks.

17. What LMS (Learning Management System) is currently in place at Colorado Mountain College?

Canvas by Instructure

18. What Financial Aid System do you currently utilize?

Ellucian/Colleague

19. Do all campuses use these systems? Or does each campus use its own systems.

Yes

20. What is your current textbook adoption cycle?

3 semesters, Fall, Spring, Summer

21. Who is responsible for managing textbook adoption activities?

This is managed at the campus level. Instructors select their books and the campus account manager enters the adoption and manages the process at most locations currently. However, the process varies by campus/site.

22. Is the course materials list management still decentralized? Are there plans to centralize course materials list management?

This is currently decentralized. We don't know yet, would like your ideas on centralization of course materials.

23. Who are your financial aid program partners?

Ellucian – Informer for reports

24. When is financial aid made available to students for textbook purchases? Does financial aid accounting for textbook purchases function in real time?

It is awarded and available immediately for tuition related expenses.

25. What enterprise systems are involved in financial aid textbook purchases (SIS, partner systems)?

Current text vendor (e-Follett), Ellucian/Colleague

26. What are your three largest pain points with your current processes and vendor?

   1) There is not consistency across campuses and for the adoption process.
   2) The online presence, availability of books and costs of materials in present situation is not reliable and not the best for our students.
   3) The adoption process for the faculty is cumbersome so there is procrastination in adopting and meeting the sourcing deadlines.
   4) General adoption, book buy back, changes and supply issues impact the student experience.

27. What is the current sell through, i.e., what percentages of your students purchase course materials through your current institutional bookstore versus from an online vendor such as Amazon?

Current Vendor: 28% Amazon: 40% Chegg: 24% Other: 8% This is an estimate.

28. What, if any, are your future strategies for lowering the cost of course materials?

We are considering standardizing books so that fewer titles are needed, and we are going out to bid for a cost effective online textbook partner. We are interested in any and all strategies to lower the cost of textbooks for our students and increase consistency throughout the adoption process.

29. On your current institutional bookstore, what percentage of courses offer eTextbooks as an alternative to hardcopy texts? What percentage of courses offer other options such as used textbooks or textbook rentals?

E-Texts are not the preferred option for most faculty. E-texts account for approximately 9% of materials. This is not closely tracked. Online Learning courses tend to offer the largest percentage of eTexts. CMC is interested in offering our students as many credible options as possible.

30. What is the current bookstore "experience" for students?

Small physical campus stores exist in Steamboat and Spring Valley. No textbooks are available for purchase here but students can use a college terminal to register for classes and order books.

31. Your website notes that you have over 20,000 students taking classes at your 11 locations and online. How many of your students take classes only at a ground campus? Only online? Take both ground and online courses?

See question #38.

32. What is the ratio of your traditional (age) students versus non-traditional students?

See question #38.

33. What percentage of students have or utilize devices, e.g., tablets, laptops, smart phones, for taking courses?

About 80%.

34. Do you currently have any special publisher discounts? If so, please elaborate.

None.

35. How many faculty do you have? How many are full-time? How many are adjuncts?

Approximately 100 full-time and 1,000 adjunct.

36. How do you presently handle student support issues related to course materials acquisition and use?

The Dean and Student Affairs staff gets involved and helps facilitiate communication where necessary.

37. What success criteria were used years ago when evaluating the shift to your current vendor?

Pricing, backorders, delivery options (rental, e-books, custom, etc), commission, fit with our school, technology platform and references in no particular order of importance.

38. What is the FTE per campus?

Enrollment data can be found on the CMC website in the Instittional Research Department's site: http://coloradomtn.edu/departments/institutional_research/fte/

39. Which campuses are online only (if any)?

We have an online learning department. Physical campuses will sometimes offer hybrid courses with up to ½ of the class time being offered online but no physical campuses offer online only courses.

40. Do your students overlap across campuses?

Yes, students take classes at more than one campus location frequently.

41. Does the institution have interest in pursing potential textbook savings, through controlling cost through adoptions?

Yes.

42. What is current adoption procedure (professor vs committee)?

Professor. We have encountered challenges with this structure and our selection committee is interested in hearing your experience and the strategies you've seen work best, and how you address faculty members' freedom of choice.

43. What is the dollar value (sales) for your current vendor, by campus / across all campuses?

Assume $1,000,000 in total sales. Breakdown by campus can be estimated by applying the campus FTE as a percentage of the college FTE.

44. Are you requiring a physical presence at any of the CMC campuses?

No requirement. If there is a reason we should have a physical presence at some or all campuses, either full-time or just during certain times of the semester, please communicate that to us in your response.