Date: 30 January 2025
To: All Potential Bidders
Subject: Addendum No. 2 | Q&A
Bid: 25-006 Bookstore Management & Operation Services

****NOTE: ALL DOCUMENTS MENTIONED IN THIS ADDENDUM ARE AVAILABLE BY REQUEST. PLEASE EMAIL BIDS@TROY.EDU TO REQUEST.**

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1. Can you provide a Sales breakdown by Category for Year-to-Date FY 25? And by category and locations? Any other transactions or sales categories and explanation of any sales listed as "other"

   ANSWER: Please see the five (5) attached pdfs that provide sales figures for the University bookstores for the period August 2024 – November 2024.

2. What products are captured in the "other" category? What category is graduation/regalia reported in?

   ANSWER: The "Other" sales are comprised of non-emblematic trends, graduation products, greeting cards, backpacks, and diploma frames. Graduation regalia is reported in the "Other" category on the Summary of Gross Sales by Merchandise Category.

3. Can you provide the CAD file of the store space(s)?

   ANSWER: Please see the three (3) .dwg files provided, one each for the Troy, Dothan and Montgomery campuses.

4. Is there an unamortized/undepreciated 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 as of June 30, 2025?

   ANSWER: No, there is no balance at present, nor will there be on July 31, 2025.

5. What is the sale volume for print v. digital in the Access Program? Does the program include all undergraduate and graduate programs, distance learning?

   ANSWER: The sales volume between print and digital course materials in the Trojan Book

Bag program can be found in the five (5) attached pdfs referenced in question #1; specifically, the Trojan Book Bag Sales Fall 2024 pdf. The program includes all students, in-person or online, undergraduate, graduate and doctoral.

6. Does the store support in-venue sales at athletic events? Which sports? What is the approximate revenue from in-venue sales?

   ANSWER: Yes. The average in-venue sales for the 2023 and 2024 Football seasons were $77,000; the in-venue sales for the 2023-2024 Basketball season were $2,600; the in-venue sales for the 2024 Baseball season were $2,600. In-venue sales for these three sports started Fall 2023.

7. EA Information Request:

   ANSWER: The booklist for 2024 Spring semester and terms through 2025 Spring semester and terms is provided in the attached excel file, Book List – Troy – W24-W25. The credit hour production for the requested periods is:

Spring 2022	143,655
Summer 2022	36,943
Fall 2022	149,874
Spring 2023	137,180
Summer 2023	36,130
Fall 2023	149,336

   Please note that the credit hour production information includes all credit hours generated at all Troy University locations for the semesters, including terms.

8. Does your Current EA pricing include print? If not, how is print handled?

   ANSWER: Yes, course materials adopted can be either print/physical or digital. Please see page 5, item G in the RFP.

9. Are books included in tuition or a separate billed fee?

   ANSWER: The Trojan Book Bag charge is a separate charge to the student's account from the tuition charge. Please see page 5, item G in the RFP.

10. What are the current auxiliary revenues and/or commissions generated by the bookstore?

    ANSWER: Please refer to the financial documents in Appendix B and the five pdf documents for the revenues generated by the bookstores. Commissions generated during the current contract are considered proprietary information and will not be disclosed.

11. Are you open to closing underperforming/low gross sales stores and, instead, replacing them with Vending, Lockers, and Pop-Ups during Rush?

    ANSWER: The University's intent is to maintain a full-service bookstore at the Troy, Montgomery, and Dothan campuses. Each vendor/contractor is welcome to include in its proposal ideas that accomplish this intent in a cost-saving manner.

12. Do you have any 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 in including Dual Credit students as a part of the scope of content coverage through a vendor?

    ANSWER: Yes, to the question and parts a and b. For part c, dual enrollment/credit students are already included in the operations of the current bookstore contractor.

13. What is the enrollment growth rate projection for the next 5 years?

    ANSWER: The University is committed to enrollment growth; it has no public information to share on this matter.

14. Will you provide these most recent Text Adoptions booklist - preferably in Google Sheets or Excel format?

    ANSWER: The booklist for 2024 Spring semester and terms through 2025 Spring semester and terms is provided in the attached Excel file, Book List – Troy – W24-W25.

15. What % of courses require a textbook?

    ANSWER: That information can be gleaned from the referenced attached Excel file.

16. What % of courses use courseware, i.e. content with codes (i.e., My Pearson Lab, Cengage Now, Wiley Plus, etc.)?

    ANSWER: That information can be gleaned from the referenced attached Excel file.

17. What % of courses use OER? What is the goal of OER% for the following 4 years of the contract?

    ANSWER: That information can be gleaned from the referenced attached Excel file. OER use is at the discretion of the faculty as a part of their academic freedom.

18. What Commission percentages are you currently being paid for Digital and Non-Digital Sales?

    ANSWER: Commission percentages and commissions generated during the current contract are considered proprietary information and will not be disclosed.

19. What additional challenges (not mentioned in this RFP) with your existing bookstore operations would you like to see addressed with a potential transition?

    ANSWER: Everything known to be addressed is disclosed in the RFP.

20. 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?

    ANSWER: Any financial incentives offered or paid in the current contract is considered proprietary information and will not be disclosed.

21. Please describe how students utilize their financial aid in the campus store and if there are any restrictions.

    ANSWER: Student financial aid is used both in-store and online for approved required course materials, and authorized pre-approved supplies, excluding electronics.

22. 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?

    ANSWER: Yes, all fixtures currently in the three campus bookstores, Troy, Montgomery and Dothan, will remain in place. There is no unamortized balance currently on the University General Ledger, nor will be at the end of the current contract, July 31, 2025, to be absorbed.

23. What other school expenses must the campus store pay for (utilities, phone, internet, trash, etc.) and what are those costs?

    ANSWER: Please see page 24, item L #6 in the RFP.

24. 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.)

    ANSWER: No, all operations of the three campus bookstores are managed by the current contractor, including the bookstore website and the Athletics True Spirit website. Please see pages 16-19, items B – F in the RFP. As noted on page 19, item E #6, the current contractor has first right of refusal on the selection of in-venue sports games (football, basketball and baseball) to provide staffing and merchandise for sale. A local vendor is utilized for the games that the current contractor does not select.

25. Do you utilize any sort of campus card program for the purchase of materials in the bookstore? If so, what company do you use to manage it?

    ANSWER: No.

26. Are there any limitations on convenience offerings for food or beverage?

    ANSWER: Beverages offered for sale in the three campus bookstores must be purchased through the current drink vending provider. At present the current provider is Coca-Cola. There is no limitation on the convenience food offerings in the three bookstores.

27. Are there any limitations on graduation-related sales?

    ANSWER: Troy University uses Oak Hall Industries exclusively for all graduation regalia, hoods, caps, gowns, and tassels. Oak Hall Industries is located in Salem, VA.

28. Would you desire to retain the current staff in place in the store?

    ANSWER: All Troy University students employed as part-time staff at the Troy Campus bookstore as of July 31, 2025, would be acceptable to be retained for continuity purposes if the students have a favorable evaluation from the current contractor. Full-time employees of the current contractor as of July 31, 2025, would be acceptable to be retained for continuity purposes if those employees do not wish to relocate to another bookstore of the current contractor, and if those employees have a favorable evaluation from the current contractor.

End of Addendum No. 2