

Exhibit L



UNIVERSITY OF
MARY WASHINGTON



TOGETHER

WE DRIVE
STUDENT
SUCCESS

PROPOSAL CLARIFICATION
RESPONSES



BARNES & NOBLE
COLLEGE

SEALED REQUEST FOR PROPOSAL

RFP 18-797: Proposal Clarification Responses

May 25, 2018

SUBMITTED TO

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1. The committee understands Page 129 to indicate that Gross sales of First Day and eTextbooks are not commissionable, and page 128 to indicate that First Day and eTextbooks are commissionable at 7%.

a. Which is correct?

Barnes & Noble College pays 7% on First Day and eTextbooks as noted on page 128. “Additional Points” on Page 129, the second bullet, details the gross sales definition for these materials. “Gross Sales of First Day and eTextbooks is defined as all collected in-store, online/website sales, and sales of (i) eTextbooks and (ii) course materials within the LMS through the First Day model less voids, refunds, sales tax, and handling fees associated with non-return of rental textbooks.”

2. What are terms of capital investment in years 1 and 6 relevant to life of contract?

Up to \$175,000 will be invested to add complementary fixtures that support flexible lifestyle merchandising concepts, refresh finishes and add murals that celebrate the University of Mary Washington, and the addition of an Eagle spirit trailer for game days and other special events across the campus - all high impact items focused on creating an exciting retail experience. Our capital investment includes updating your bookstore with our most current operating systems, the systems buyout of \$27,394 and fixture buyout of \$21,059.

3. Relevant to Additional Points on pages 129 – 131, and answer to question #'s 10 and 13 received 5/9/18:

If annual gross sales materially decrease as a result of legislation, conflicting or other campus or third party agreements or arrangements impacting Barnes & Noble College’s exclusivity, material changes in University of Mary Washington policy or the business model of the industry (such as digital books or direct publisher sales), removal by University of Mary Washington of significant programs or departments, declining enrollment at University of Mary Washington (defined as decreased full- and part-time student enrollment of five percent (5%) or more over the prior year), or other reasons outside the reasonable control of Barnes & Noble College, University of Mary Washington agrees to negotiate in good faith with Barnes & Noble College on an appropriate reduction or other change to the Guaranteed Amount and/or Calculated Commission.

a. Define third party agreements or arrangements impacting Barnes & Noble College’s exclusivity.

- As an example, UMW faculty members, do work with entities such as Waymaker designing and using open educational resources. In one instance, the materials are delivered using inclusive access at a very small mark up.

Barnes & Noble College fully supports the needs of faculty to choose, curate, and create the materials that are most effective at achieving the learning outcomes of their course, to include the use of OER content. We encourage the use of our OER Courseware by LoudCloud as a powerful and adaptive tool that will deploy content direct to the LMS utilizing the First Day (inclusive access) model.

4. Relevant to above mentioned: material changes in University of Mary Washington policy or the business model of the industry (such as digital books or direct publisher sales) ... University of Mary Washington agrees to negotiate in good faith with Barnes & Noble College on an appropriate reduction or other change to the Guaranteed Amount and/or Calculated Commission.

Given that such changes are underway:

- **Publishers are selling direct to students at prices equal to or less than to bookstores**
-

Barnes & Noble College is continually working aggressively to form partnerships with publishers that will guarantee the lowest price in the market to faculty and students on the campuses we serve who also use our First Day model to deliver content. The program provides assurances that students will receive their required course materials at the lowest possible cost on or before the first day of class.

- **Rent only titles from publishers are increasing**
-

Yes, Publisher Consignment Rental titles are increasing in the marketplace. Barnes & Noble College has been at the forefront in working with publishers to ensure our partners retention of their market. Two examples of our recent success in this area are our recently announced partnerships with major publishers McGraw-Hill and Pearson. On February 8, 2018 McGraw-Hill and Barnes & Noble Education announced an agreement to the distribution of McGraw-Hill Education e-content through inclusive access models (First Day) on campuses served by Barnes & Noble College, and the distribution of McGraw-Hill Education's new rental titles through Barnes & Noble Education's channels.

Similarly, on February 13, 2018 Pearson and Barnes & Noble Education announced an agreement to offer Pearson content through inclusive access models at both Barnes & Noble College and MBS Direct's nearly 1,495 physical and virtual campus bookstores nationwide, serving more than 6 million students and their faculty. In collaboration with Pearson Barnes & Noble College can now offer University of Mary Washington's students affordable access to high-quality course materials, including MyLab™ and Mastering™, Revel™ and eTexts, on the first day of class, at a savings of up to 70 percent.

These partnerships ultimately will result in greater utilization of digital format learning materials and high-quality rental options, all of which means students will be better prepared for class in a more affordable manner.

- **Redshelf (and others) provide easy conversion to less expensive digital content that can be delivered through LMS**
-

Our digital platform, Yuzu (which is powered by VitalSource) offers the same advantages.

- **HB 454 encourages development of campus OER policies, encouraging use of OER where practicable**
-

As an OpenStax ally and creator of quality OER content, our OER Courseware product by LoudCloud is a valuable resource to advance the use of OER. Each course is developed with defined learning objectives for every module (or chapter) and supported with text, illustrations, videos and other interactive content, self-checks, quizzes and exams. We support HB 454 and its intent to improve access to higher education within the Commonwealth of Virginia; our team at LoudCloud is prepared to be an ally as the University grows its use of OER.

a. Please quantify "material changes." What percent or dollar amount would trigger a request to renegotiate terms? Please completely clarify any other triggers for a request to renegotiate.

- The elimination or significant decrease in a course / program offered by the University
- A decision by the University or a Department electing to bi-pass the Bookstore

b. What schools of UMW's size and in UMW's course materials and total sales brackets have undergone such re-negotiations?

We regularly engage our campus partners in conversations related to the changing dynamics in the market place and in higher education. Should the need ever arise to discuss an adjustment we would work with our campus partner to amend our contractual relationship to ensure we are able to provide the best service while providing a strong revenue stream for both parties. The clause in question is in place to allow for a formal mechanism to commence negotiations should one be needed. However, in the spirit of partnership, we have not found it necessary to utilize this clause to date. As a safety net we have provided the 90% clause regarding the annual guarantee.

c. What financial terms would be offered in such a re-negotiation ?

Barnes & Noble College highly values every partnership that we have and view our relationships as that, a "partnership". Together, should a renegotiation ever need to take place, we would work with UMW on a mutually amicable solution such as eliminating the guarantee while maintaining the same percentage for commissions.

Retaining market share is a shared responsibility between the University of Mary Washington and Barnes & Noble College. Understanding this, the prior programs and partnerships noted are steps we have taken and will continue to take to ensure your students are provided their educational materials at competitive, affordable costs. The relationships that we have forged with publishers aids us in delivering preferential pricing and affordable formats resulting in lower prices for your students.

Please note, Barnes & Noble College does not add fees for freight as our competitor does. These fees have a dramatic impact on the final price to students and adds significantly to their cumulative costs.

5. Based on the not yet finalized UMW policy relative to the requirements of HB 454 (OER), which is effective July 1, how will a pro forma financial offer that relies heavily on the profit associated with new books realize the projections for return to the University?

The higher education textbook market continues to evolve and is no longer limited to new and used print textbooks. The proliferation of tools created by the robust Education Technology industry coupled with the pressures on traditional publishers to innovate and address rising costs has provided Barnes & Noble College with an opportunity to help University's navigate this complex marketplace. We can regain market share and support affordability goals through our First Day (inclusive access) program, expand the use of OER with our Courseware by LoudCloud product, provide access to a vast database of eTextbooks and digital content through Yuzu, improve access to used book inventories for rental and purchase through the MBS network, and support our industry leading rental, buyback, and price match programs. Ultimately, commissions are paid on all sales from the Bookstore channels (bricks & mortar, website and direct to the LMS). Initially, UMW will receive a guarantee in Year 1 of \$335,000 or \$300,000 depending on the pricing option selected.

6. Please provide an org chart that explains and reflects the changes in labor in years 1-10.

We anticipate staffing the UMW Bookstore with:

- Store Manager
- Assistant Store Manager
- Floor / Office Supervisor
- Shipper/Receiver Supervisor
- Part-Time Student Booksellers

7. Regarding the 10 year proforma and Attachment L received by UMW on 5/9/18:

UMW understands that the total gross sales within these documents reflects all commissionable sales, that there are no exceptions, and that returns to the University will be as represented in the Commissions Payments line in years 1-10.

a. If the sales on the proforma and schedule L include non-commissionable sales and those described within the original offer and subsequent answers to questions as exceptions, please revise 10-year proforma and Attachment L to reflect:

- sales only on which commission calculations would be based, with non-commissionable sales and exceptions to inclusion in commission calculations represented in a second column labeled Exempt

Line 28 of Attachment L reflects the estimated non-commissionable sales of \$57,000 which are not included in the commission calculation.

- the commission amount that UMW would receive annually.

Projected commissions are noted on line 44 of Attachment L.

- commissions on gross sales of First Day and eTextbooks.

These materials receive a 7% commission as noted on pages 128 & 129 of the Barnes & Noble College Proposal.

8. What is the minimum amount of annual income that UMW will receive from a contract with Barnes and Noble over a 5 and 10-year term?

The minimum annual income is based on a number of factors:

- Gross Margin on textbooks of 20% or 25%
- Commitment to utilizing Barnes & Noble College programs (First Day, OER Courseware by LoudCloud, Yuzu eTextbooks) to distribute course materials, including OER.
- Content and format choices (Print, eTextbook/digital, Interactive, and OER) and the usage by format

- Implementation of First Day and associated course charge. First Day will lower the per unit cost below the national average of materials while simultaneously increasing the number of units sold.

Currently, the minimum projected annual income is \$313,000 commission, plus \$100,000 for University Recovery Costs, plus \$10,000 in scholarships for educational materials. Year 1 UMW will receive a guarantee of \$335,000 or \$300,000 depending on the pricing margin selected.

9. Regarding Exclusivity: UMW Recognized Student Clubs retain the right to select preferred vendor for club merchandise. If this were to affect financial offer, please provide a revised financial offer and reflect this in revised proforma.

Barnes & Noble College acknowledges that student clubs and organizations will purchase club merchandise from their preferred vendors with the understanding that these purchases will not have a material impact on sales at the UMW Bookstore. It is our goal to work with student clubs and organizations in assisting them with various options for consideration as well.

10. What are the advantages or disadvantages of co-locating course materials and general merchandise? (Spirit and other items) being co-located?

Having a Barnes & Noble College operated, convenient, one stop location both physically and electronically via the Bookstore website is beneficial to all University of Mary Washington customers (students, faculty, administrators, alumni and fans). We are retailers at heart committed to delivering the most affordable educational materials in multiple formats to your students; asking for and responding to the UMW campus community's feedback about products and services expected and desired from the Bookstore; placing the spirit and image of UMW front and center while providing a customer centric, locally managed, and customized environment.

Ultimately, this is the University of Mary Washington's Bookstore and we take our stewardship of our mission to provide exemplary service seriously.

11. Considering the experience of the offeror(s) in working with university communities, what methodology (technology, customer service, etc.) is used to ensure that faculty adoptions are kept on schedule, considering the needs of the faculty and the requirements of the timeline?

To facilitate textbook ordering and reordering, your Faculty will have access to our comprehensive online adoption platform, FacultyEnlight. With this solution, Faculty can research and adopt their textbooks from one convenient place – saving time and making textbook adoption easier. FacultyEnlight gives Faculty an in-depth look at the textbooks available based on search terms; shows all the available formats and corresponding price estimates for the materials, OER and other resource options, includes a link that sends alerts if a new edition is available, and provides the ability to request a print desk copy, ensuring your Faculty find and select the most affordable options for your students.

Additional details about each textbook are available by clicking on the different tabs. Explore the overview and author bios, review the table of contents, read the product reviews – or write one yourself – and see which campuses also have adopted this title. Faculty may also create and view their Favorites List once registered, bookmarking textbooks to remember. Adoptions can also be left in their Book Bag for up to 30 days, allowing one to step away from the adoption process and later pick up where you left off, without worrying about losing your previous research work.

If UMW or a Department requires approval, the user will be prompted to select the Department Administrator's name after hitting "Submit Order." He or

she will receive notification of the adoption and will be able to approve or disapprove. Once the adoption is approved, it will be sent directly to the bookstore, and an adoption confirmation email returned.

Our management systems give your Store Team access to:

- An at-a-glance view of critical store functions such as an overview of sales and inventory, internal company messages and alerts, reports (courses without adoptions, enrollment feeds) etc.
- Email campaign templates to solicit online adoptions, send follow-up communications and provide updates to faculty and students.
- Tools to help plan purchasing of books and course materials for the upcoming term and manage already placed adoptions.
- Order books from MBS Textbook Exchange or other sources.
- Tools for setting up and executing buyback and rental check-in

All of these tools and reminders assist in timely adoptions which aids in sourcing more affordable formats for your students.

12. How will your offered solution ensure that the University retail operation retains its uniqueness/identity and promotes the values of the University to the entire community (internal/external to University)?

This is one of the major differentiators of Barnes & Noble College to other Bookstore operators. The local decision making and empowerment of the on-campus team drives the environment and products within the UMW Bookstore, not someone sitting in an office hundreds of miles away who has no knowledge of the University. **Local Autonomy; Local Decision Making; Local Accountability**

13. Fredericksburg is a “college town”. How would the vendor propose to assist the university in promoting the University image in the surrounding community? Please provide examples / ideas.

We value becoming an integral part of the University and local community. We strive to build solid and beneficial relationships with our local communities and would seek opportunities to expand our reach into Fredericksburg. A few recent examples include:

- The Heart of Virginia Festival in Farmville where our Longwood University team has participated as a vendor and sponsor for over ten years. As an active member of the Farmville Downtown Partnership, we proudly support the High Bridge Half Marathon and 5K and Players on the Plaza.
- Our team uses our spirit trailer to promote Radford University and support the Highlander Festival in Radford's Bisset Park.
- Our George Mason University team is an active participant in Fairfax counties Fall for the Book Festival traveling throughout the county to facilitate the event.
- In the Hampton Roads area, our team of Booksellers at Tidewater Community College frequently supports local activities including Harborfest, Dickens' Christmas Towne at Nauticus and was the presenting sponsor of a limited run local author event series that exclusively promoted Virginia authors.

14. Thinking about the changes that we may see over the next 5 – 10 years on campuses, and the changing needs of today's and tomorrow's students and institutions, how is the company prepared to adapt to changes in student bodies and enrollment types, which may include less residential students, more commuter and/or online students, and more workforce or graduate level students?

Barnes & Noble College is the partner who continually thinks out of the box, while understanding and delivering on the current needs and demands of affordability. Our market research is hyper local as well as national in determining what is next and upcoming in the communities we serve. Every decision we make

is with the end user in mind. The development of our programs are shaped by the end user and their input. Traditional, non-traditional, residential, commuter, online or within the workforce our programs support these students in the formats and environments where they can thrive.

15. Will social media campaigns be used to communicate with campus?

Your Store Team will build a dialog with your students through social media platforms, including Instagram, Facebook, Twitter, Pinterest and email campaigns customized specifically for the UMW Bookstore. Our engagement through social media will be fun, informative, collaborative and relevant for students — and we can easily link to your social media department to extend the conversation across the UMW network. Through our engagement, we will educate students

about their affordable course material options, share information about merchandise promotions, promote social activism opportunities they are passionate about, and spotlight UMW campus events.

In addition to promoting the bookstore's offerings, we will solicit student feedback, allowing them to play a significant role in the UMW Bookstore's services and offerings.

16. Describe how your company will go outside the traditional marketing strategies to communicate with students.

Our Ignite Success programs are examples of our commitment to relationship-building that go beyond traditional marketing strategies and include:

- Our New Student Connection initiative is inspired by our ongoing research that shows new students are looking for more support and guidance. This program builds positive relationships with your incoming students and their parents from the moment of acceptance, and provides new students with guidance on choosing the most affordable course material options that best fits their budget and learning style, campus maps, and exclusive offers on UMW merchandise, so students can show their school pride.
- Alumni Connection also forms the same authentic relationships with your alumni base, creating a customized loyalty program that connects alumni to your school, while driving revenue for your campus

bookstore. Your alumni will receive communications specifically timed to milestones like back-to-school, homecoming and graduation, along with communications around the holiday shopping season and more. Each offer will drive shoppers to an alumni-specific page on your bookstore's website, fully customized with the information and products that alumni want. We will also work closely with the University's Alumni Association to seek ways for your store to support their efforts as well as provide ways for your alumni to stay connected to the University and the UMW Bookstore.

The following pages contain examples of in-store and campus events that also go beyond traditional marketing strategies. We would look to bring similar excitement to the UMW Bookstore and campus community.



BYO Vinyl Brunch was a program / weekly event we created when we launched LP's and turntables into our assortment at Catholic.



Student Designed Rental T at Virginia Commonwealth University. The concept and artwork for the student designed tee's at VCU were created to launch the rental program. They were so popular that students were renting books so that they could get one of the free promo t-shirts.



De-Stress Egg Fest Event at Radford University



De-Stress Egg Fest Event at Radford University



Odyssey Day (Accepted Students) at Catholic University



Ugly Sweater Party at Catholic University



VCU Blackout is an annual after hours party hosted in the Bookstore and co-sponsored by Barnes & Noble College and Students Today Alumni Tomorrow (STAT).



George Mason University Halloween Party



George Mason University New Student VIP Event

17. What specific strategies will be utilized to retain existing students?

Strategy ideas include:

- Bookstore involvement within the UMW communities – focus groups; fund raisers; creating a social hub
- Establishing the bookstore as a resource, more than a place to make a purchase. An ally.
- Providing the largest array of competitively priced affordable educational materials
- Supporting Eagle Athletics and Fans
- Employing UMW students
- Student centric events – VIP Events, De-Stress Events, Author Signings, Career Support (resume writing, etc.), Grad Fairs, College Con events, Wellness Fairs, COAR Support, Holiday parties, and more

18. Describe your overall security program and the specific security controls used to protect your customer's data. This includes not just the security controls used by your hosting partner (e.g. Amazon, Microsoft, Rackspace), but also the program and controls used by your company to secure your products, people, and processes.

DATA SECURITY

Barnes & Noble College is committed to securing the information of our partners and our customers.

P2PE & TOKENIZATION

We have implemented two major solutions that are designed to provide you with the latest levels of security.

- Our first line of defense is Point-to-Point Encryption (P2Pe). This solution employs hardware-based encryption on our VeriFone PIN Pad devices, using encryption keys provided by our acquiring bank. With P2Pe, our customers' Personal Account Number (PAN) should never be visible to our POS system.
- Our second line of defense is a Tokenization solution that replaces each customer's PAN with a new value (called a "token") that is issued from our acquiring bank. The customer's PAN is not stored in any of Barnes & Noble College's back-end systems and we only have access to the Tokenized data.

Together, these solutions exceed the Payment Card Industry Data Security Standards (PCI DSS) as defined today, and effectively remove our customers' Payment Account information from our environment.

EMV TECHNOLOGY

Our information technology team remains ahead of major retailers as evidenced by our rollout of "EMV" technology. "EMV" stands for "Euro/MasterCard/Visa" and is a chip technology found in most Credit Cards today. We have thoroughly tested and certified this

system with our authorizing agent and have trained our staff on the EMV Customer Experience, ensuring a secure and seamless card transaction for our customers.

PCI COMPLIANT

Barnes & Noble College is strongly committed to the protection of our customers' data and the security of our information systems. As part of our risk management policy, security measures are built in to the procedures used in the daily operation of our stores. Each bookseller has been trained to protect customer personal information. We employ security hardware and software, including but not limited to firewalls, intrusion detection systems, SFTP, SSL, and encryption. These measures have been implemented to prevent any unauthorized access of information, as well as ensure the integrity of information.

Barnes & Noble College has been certified as compliant with the Payment Card Industry Data Security Standard (PCI DSS). Every year we perform an audit to ensure compliance with the PCI DSS. In addition to being compliant, we are a participating organization of the PCI Security Council.

Upon completion of the PCI DSS audit the Attestation of Compliance (AOC) document is created stating the merchant level and the result of the audit. The AOC is sent to our bank and American Express as per the reporting requirements of the card brands.

RECORDING, CHECKING & REPORTING SALES

Our point-of-sale system also works with our accounting tools, powered by PeopleSoft FMS, to transform real-time data into comprehensive, easy-to-understand sales reports that allow your Store Team to see exactly what's working at your store, and make any changes necessary to improve your sales.

Barnes & Noble College utilizes a fully integrated network comprised of various systems, human resources and internal controls, to produce, record, audit and monitor financial transactions originating from the Point of Sale (POS), be it an in-store register, or store website. Below is a description of how financial information is generated and reported to our clients.

All sales transactions are recorded in either a POS register or our store-specific website with unique store/location numbers and sequential transaction numbers. From the POS and websites, sales data is electronically polled to our Home Office in Basking Ridge, NJ, on a nightly basis, where it is subjected to various edit checks and scrutinized by an automated verification tool called Epicor / NSB. The Sales Audit Department then utilizes various edits and checks to ensure all stores and transactions are accounted for and complete. Any transaction or data rejected by our verification tool is reviewed and resolved by a member of Sales Audit. Once the data is in an audited or verified status, it is released to our downstream financial systems, including our general ledger (PeopleSoft) and financial reporting systems (Infor). As data is transmitted between systems, it is reconciled to ensure completeness and accuracy. In addition, all tenders are reconciled in total, thus further ensuring completeness and accuracy.

Our Contract Accounting Department extracts and reconciles sales on a monthly basis (based upon our fiscal month) and automatically generates the sales and commission statements. Each statement is reviewed to ensure it reconciles to our financial systems and is in compliance with our contract before the report is distributed.

Barnes & Noble College will retain complete financial records for your store and make them accessible for audit by UMW or its independent auditors.

CONTROL OF CASH & REFUNDS

In addition to our Sales Audit and Contract Accounting Departments, our Internal Audit Department evaluates

internal controls annually as part of our Sarbanes Oxley compliance effort. Our most recent examination revealed no significant internal control weaknesses. Our Field Audit team, as well as Loss Prevention, conducts periodic store visits to ensure compliance with established procedures. Our external auditors, Ernst & Young LLP, an independent 3rd party public accounting firm, has audited our financial statements and our internal control environment, and has expressed an unqualified opinion on both. Their internal controls report specifically states that Barnes & Noble College has "maintained effective internal control over financial reporting."

INTERNAL AUDIT / LOSS PREVENTION

If our operations are working well, our delivery of services will be better. To ensure we always adhere to the highest standard of operation, our internal audit and loss prevention departments work with executive management to set performance standards. These departments monitor and evaluate operations and provide valuable feedback to our front-line field staff regarding their services.

Operational aspects that will be monitored include:

- Unannounced store visits/audits
- Cash control
- Shipping and receiving
- Inventory management and loss prevention
- Human Resources and payroll
- Sales audit
- Store operations
- Physical security
- Burglar alarms and CCTV
- POS exception reporting
- Employee awareness training
- Investigations

Our loss prevention department is exceptionally well trained to handle sensitive situations that arise with students and other members of your community. While we want to protect our assets, we also believe school administrators should be consulted in situations that involve students and extenuating circumstances. We will work with the dean of students or other appropriate personnel to determine fair solutions.

19. Describe what processes and documentation you could provide to prove the effectiveness of your security program and controls to UMW. This could take the form of a third-party audit performed by an external auditor, and documented in a SOC 2 or SSAE16 report.

We look forward to engaging our legal department with the University's legal department during future negotiations to allow for a comprehensive review of the compliance documentation needs of the University to ensure compliance with federal, state, and institutional data security requirements.

20. Describe which of your technology applications you would recommend be used if UMW were your client, and how they would be used.

We recommend the implementation of all Barnes & Noble College Connect Technologies to complement our Ignite marketing programs previously described. These include Registration Integration, LMS Integration, Enrollment Feed implementation, First Day inclusive access program; FacultyEnlight adoption platform, and Financial Aid Integration.

PROGRAM	SELL THROUGH DIFFERENCE
Igniting the New Student Connection Email Campaign	Up 1.4 Percentage Points
Registration Integration	Up 1.9 Percentage Points
LMS Integration	Up 2.0 Percentage Points
Student Financial Aid	Up 2.3 Percentage Points
Enrollment Feed	Up 2.4 Percentage Points
Igniting the Faculty Connection Email Campaign	Up 2.5 Percentage Points

Connections Drive Revenue: The added support and ease of purchase that the implementation of our Ignite outreach initiatives and Campus Connect technologies will provide to your students and faculty will lead to an immediate increase in course material sell through for your campus store. The above increases are based on an average sell through of 65%.

21. Describe how much you would rely on UMW's IT Department to provide support for you applications and systems. This includes point-of-sale systems, office computers, telephones, email, Internet, wireless, etc.

Once the integrations are implemented the IT support the Bookstore will need will be provided by the Barnes & Noble College IT Department.

We have a dedicated New Store opening team that will be actively working on many IT related tasks including but not limited to:

- Performing a site survey to determine store space readiness and to identify possible challenges in transitioning the bookstore
- Placing orders for our primary and secondary data circuits. This allows us to setup our own independent network in the Bookstore

- Wiring of the store space, with your permission, by our licensed partner to support network and systems

- Store systems installations

- Systems Integration Points with UMW 's IT Team

To facilitate the implementation of these and other tasks, Campus IT stakeholders will be invited to the campus Bookstore kick off conference call. All IT related activities and concerns will be discussed. In addition, our Connect Technologies will be introduced. These programs and initiatives have been proven to increase the Bookstore's ability to provide outstanding customer service.

22. Software demos should include the customer facing tools for Faculty Adoption Tool, e-Commerce site, Cost comparison tool if available, any vendor specific tools associated with the delivery of digital course material content (student and faculty facing sides).

We invite the committee to review the following demo videos which will also be a part of our May 31st presentation:

FacultyEnlight Demo:

<https://vimeo.com/271772381>

LMS Integration Demo:

<https://vimeo.com/271772608>



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WE BRING YOU WHAT'S NEXT



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