

Exhibit M



UNIVERSITY OF
MARY WASHINGTON



DRIVE
STUDENT
SUCCESS

PROPOSAL CLARIFICATIONS



BARNES & NOBLE
COLLEGE

SEALED REQUEST FOR PROPOSAL

RFP 18-797 — Proposal Clarifications

May 9, 2018

SUBMITTED TO

Angie Lilly
VCA Contract Officer
University of Mary Washington
Procurement Services
Eagle Village Executive Offices, Suite 480
1125 Jefferson David, Hwy.
Fredericksburg, VA 22401
540.654.1057
alilly2@umw.edu

SUBMITTED BY

Paula Eardley
Vice President, Campus Relations
Barnes & Noble College
19318 Cypress Hill Way
Gathersburg, MD
917.838.7075
peardley@bncollege.com

1. The proposal speaks to a 10-year agreement; however, there is only a 5-year projection plan. What do the 5-10 year projections look like?

Option 1
Operating Profit & Loss Statement
1st Full Year through Year 10
(\$ in 000's)

	1st Full Year	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
New Textbooks	\$ 745	\$ 736	\$ 745	\$ 752	\$ 752	\$ 767	\$ 787	\$ 808	\$ 830	\$ 853
Used Textbooks	261	235	219	206	197	197	199	201	203	205
Textbook Rentals	380	426	460	483	502	507	512	517	522	528
Digital Textbooks	5	6	6	7	7	7	7	8	8	8
Trade Books	19	20	20	20	20	21	21	21	21	21
General Merchandise	880	910	942	976	1,012	1,049	1,088	1,129	1,172	1,217
Other Revenues	32	33	33	34	35	36	37	38	39	40
Sales and Other Revenue	\$ 2,323	\$ 2,365	\$ 2,425	\$ 2,477	\$ 2,526	\$ 2,584	\$ 2,652	\$ 2,722	\$ 2,795	\$ 2,872
Cost of Sales	1,380	1,381	1,402	1,422	1,440	1,472	1,510	1,549	1,591	1,634
Gross Margin	943	984	1,022	1,055	1,086	1,113	1,142	1,173	1,205	1,238
Salaries	303	218	200	204	207	213	218	224	230	237
Benefits	61	44	40	41	41	43	44	45	46	47
Total Payroll	363	261	240	244	249	255	262	269	276	284
Commission Payments	313	319	327	336	343	353	363	374	386	398
Additional Contract Payments*	11	12	12	12	12	12	12	12	12	12
Depreciation	28	28	28	28	28	28	28	28	28	28
Payments and Depreciation	352	358	367	375	383	392	403	414	426	438
Direct Store Expense	235	203	204	206	207	208	210	211	213	215
Direct Field Expense	17	18	18	19	19	19	20	20	21	22
Advertising and Promotion	2	2	2	2	3	3	3	3	3	3
Interest Expense	12	12	12	12	13	13	13	14	14	14
Insurance	6	6	6	6	6	6	7	7	7	7
Direct Corp. Support Services	49	50	51	52	53	54	56	57	59	60
B&N Income From Operations	\$ 321	\$ 290	\$ 294	\$ 297	\$ 300	\$ 304	\$ 308	\$ 312	\$ 316	\$ 321
B&N Income From Operations	\$ (93)	\$ 74	\$ 122	\$ 139	\$ 154	\$ 162	\$ 169	\$ 178	\$ 186	\$ 195

* Additional Contract Payments includes any other payments and property taxes paid to state and local municipalities.

Option 2

Operating Profit & Loss Statement
1st Full Year through Year 10
(\$ in 000's)

	1st Full Year	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
New Textbooks	\$ 745	\$ 736	\$ 745	\$ 752	\$ 752	\$ 767	\$ 787	\$ 808	\$ 830	\$ 853
Used Textbooks	261	235	219	206	197	197	199	201	203	205
Textbook Rentals	380	426	460	483	502	507	512	517	522	528
Digital Textbooks	5	6	6	7	7	7	7	8	8	8
Trade Books	19	20	20	20	20	21	21	21	21	21
General Merchandise	880	910	942	976	1,012	1,049	1,088	1,129	1,172	1,217
Other Revenues	32	33	33	34	35	36	37	38	39	40
Sales and Other Revenue	\$ 2,323	\$ 2,365	\$ 2,425	\$ 2,477	\$ 2,526	\$ 2,584	\$ 2,652	\$ 2,722	\$ 2,795	\$ 2,872
Cost of Sales	1,358	1,362	1,384	1,404	1,422	1,454	1,492	1,531	1,573	1,615
Gross Margin	964	1,003	1,041	1,073	1,103	1,130	1,160	1,191	1,223	1,256
Salaries	303	218	200	204	207	213	218	224	230	237
Benefits	61	44	40	41	41	43	44	45	46	47
Total Payroll	363	261	240	244	249	255	262	269	276	284
Commission Payments	335	341	351	360	368	378	389	401	413	426
Additional Contract Payments*	11	12	12	12	12	12	12	12	12	12
Depreciation	28	28	28	28	28	28	28	28	28	28
Payments and Depreciation	374	380	390	399	407	417	428	440	453	466
Direct Store Expense	235	203	204	206	207	208	210	211	213	215
Direct Field Expense	17	18	18	19	19	19	20	20	21	22
Advertising and Promotion	2	2	2	2	3	3	3	3	3	3
Interest Expense	12	12	12	12	13	13	13	14	14	14
Insurance	6	6	6	6	6	6	7	7	7	7
Direct Corp. Support Services	49	50	51	52	53	54	56	57	59	60
	321	290	294	297	300	304	308	312	316	321
B&N Income From Operations	\$ (94)	\$ 71	\$ 118	\$ 133	\$ 147	\$ 154	\$ 161	\$ 169	\$ 177	\$ 186

* Additional Contract Payments includes any other payments and property taxes paid to state and local municipalities.

2. eCommerce enhancements and upgrades, are these completed at a cost to UMW?

Barnes & Noble College's eCommerce enhancements and upgrades are accounted for within our business model.

3. Is format scalable and flexible enough to meet UMW needs and changing business environment while offering service and return to UMW?

Yes

4. What exactly does LoudCloud do? How does it work?

LoudCloud Systems is educational technology provider of a suite of teaching, learning, analytic and administration platforms designed to enable higher learning institutions to achieve their aspirations through enabling greater student success. LoudCloud technology solutions have, at their core.

OUR PRODUCTS

LOUDSIGHT ANALYTICS

LoudSight Analytics is built to pull data from multiple data sources into one, integrated data model to predict students at risk (drop/fail/risk, grade prediction or persistence risk) and generate advanced behavioral and performance analytics on these students. It delivers these insights and alerts through sophisticated dashboards with advanced workflows that faculty, advisors, and super-users can use to track, review, and close the loop on students by sending interventions via their preferred communication method (e.g. email, phone, SMS, and mobile apps).

DIGITAL COURSEWARE

LoudCloud turn-key digital courseware is an affordable, flexible and reliable solutions higher ed institutions looking for affordable options to expensive textbooks. Courses include curated eText, videos, practice activities, discussion boards aligned to learning objectives and Bloom's taxonomy. Service and support, backed by Barnes & Noble Education, which includes Program Design from subject matter experts, Faculty Training and On-Boarding, Live Technical and Content Support. Custom course development and consultation is also available.

The simple yet powerful mobile-ready platform can deliver courses integrated into your LMS or delivered

independently over the web. Everything your faculty need is delivered in the digital package, which students can easily access on all mobile devices. Students also can, if they wish to, complement the course by purchasing a Print supplement.

Real-time course analytics identify struggling students and the alert system reaches students where they are to get them re-engaged in learning. Works seamlessly with LoudSight Analytics.

LEARNING MANAGEMENT SYSTEM

LoudCloud's LMS platform personalizes the learning experience with its customizable, task-centric teaching and learning solution. Faculty have the ability to provide grades to the students along with how they are achieving each learning outcome throughout the course. Students can read their content within LoudBooks and ask questions about the text inline, while sharing their notes and flash cards with other students. Faculty can reward student contributions by tagging discussion posts or awarding badges. Administrators can integrate with 3rd party vendors directly into the LMS with a simple one-click process.

COMPETENCY BASED EDUCATION PLATFORM

LoudCloud's CBE platform can be used to build competency, hybrid, or credit hour CBE courses and programs. Both course designers and faculty can easily author and align competencies and learning objectives to content and assess students on their achievement of these measurable statements within a grade book that shows both competency progress and/or grades. Our CBE platform also allows for the development of adaptive pathways to learning for students, which encourages collaboration and sharing.

DEGREE PLANNER

A “state of the art” virtual advising tool that integrates SIS, Degree Audit platform to create a personalized web tool that allows students to chart their pathway to graduation, track progress, understand the impact of their choices on financial aid and adjust plans if they change majors.

Core features include:

- Creation of a default plan based on student registration for a degree/major
- Creation of “what if” plans – self-select degree/major/ credit pace/terms
- Receive notification when something in the plan has changed and needs to be refreshed
- Compare plans
- View Financial Aid status for a given plan (will I stay eligible for FA based on credits? Will I be run out of dollars for a loan and/or Pell grant)
- View degree requirements progress
- Communicate with an assigned advisor back and forth to review/modify a plan

5. Page 3, Proposal: Over 30 years, grew company from 305 to 782 stores. What was the growth pattern over the last 5 years?

New store growth pattern for the past five years:

Fiscal Year 2018: 32

Fiscal Year 2017: 37

Fiscal Year 2016: 51

Fiscal Year 2015: 36

Fiscal Year 2014: 28

6. Page 3, Proposal: What does B&N do differently from their “largest competitor” that increases General Mdse sales by 15% during the first year post-transition?

Barnes & Noble College is more than a bookstore operator, we are resource and knowledge center for the campus communities we serve. We are a partner who listens, asks, adjusts, and implements. Local empowerment, local autonomy, local decision making by our Campus Store Teams in partnership with their relationships on campus and input from students, organizations, faculty, athletics, and alumni affairs allows us to deliver a customized environment for each campus we serve.

Our people are huge differentiators. Each understands their priority is to serve the campus community for which they have responsibility. It's important that they

become interwoven into the fabric of their campus community. That they are a part of the campus. In addition to our people our robust technologies truly separate us from the rest in the industry. Every decision we make is with the end user in mind. Whether it's the student, a faculty member, a parent, or a bookstore employee all programs are developed with input from every constituency we serve. Our support for the campuses we serve extends far beyond the day to day bookstore operations to deep dive analysis of each campus and industry trends. After all, who knows better than the UMW community what they want, need and expect from their campus store.

7. Page 3, Proposal: What is the origin of the data provided in College Insights?

The data provided in College Insights comes from our exclusive Barnes & Noble College POV online panel consisting of thousands of students, parents, faculty and alumni nationwide and provides invaluable insights and unrivaled understanding of today's students, offering:

- Quantitative and Qualitative
- Quick Polls
- Panelist Discussion Forums
- Custom Research

- In-person Interviews
- Live Intercepts

As the **ONLY** bookstore operator that provides this unique research platform, we utilize this data to customize our merchandise selections and our communications with students — and share our unique findings, such as student attitudes, values, behaviors and how to shape their bookstore experience, with our school partners.

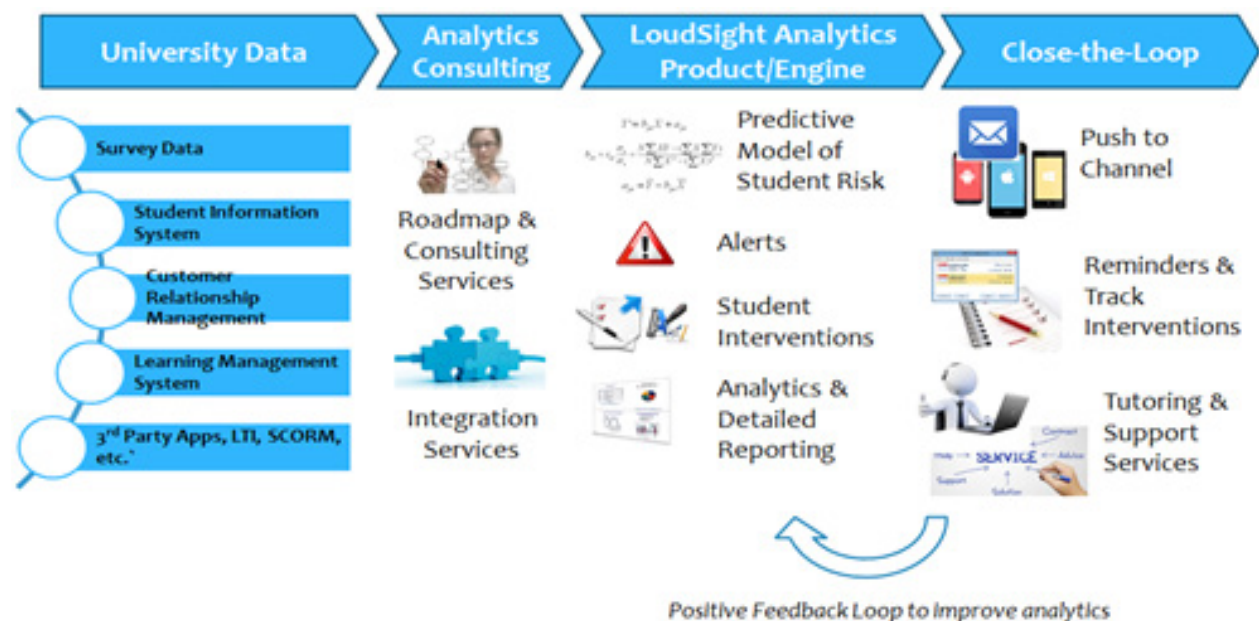
8. Page 4, Proposal: Please elaborate on the statement regarding analytical tools and collaboration insights that provide data related to student performance and behaviors. What is the origin of this data and how it is provided (LoudCloud)?

LOUDSIGHT ANALYTICS

Institutions understand that using data effectively is critical for student success, particularly persistence and graduation. However, they struggle with the challenge of extracting, aggregating and analyzing the vast amounts of behavioral and academic data they already have, and then act on that data to support students in a timely way.

BNED LC is a leader in helping institutions navigate through the challenges of:

- Aggregating messy, unstructured data distributed across multiple silos.
- Turning “data overload” into “data insight”.
- Moving from insight to action with processes that can drive and track activities to ensure improved student outcomes.



LoudSight™ Analytics delivers a 360° view of the student including data from your LMS and other sources (SIS, Courseware) that helps instructors, coaches and advisors provide better guidance to students. LoudSight™ Analytics is geared to solve critical challenges in Higher Education today such as:

- Increasing Student Retention and Student Engagement
- Increasing Persistence, Graduation and Pass Rates
- Improving Learning Outcomes
- Increasing Content, Curriculum, & Teaching Effectiveness



LoudSight™ provides a flexible product framework that can be configured to suit every University's unique requirements. Key services include:

- Analytics Consulting – Consulting, Data cleanup and Data integration services to enable alignment of core product features with University's goals, data sources, academic pedagogy, workflow, and requirements.
- Analytics Product Engine – Predictive models enable a robust and holistic view of student risk. Powerful notification engine to deliver “just in time” alerts to the device of your choice for faculty and advisors. Visually stunning dashboard with 100+ reports on student behaviors and performance. Data connector libraries to major student data systems. Conformance with IMS standards of LTI and Caliper.
- Advisor Case Management - Advanced CRM features to track, review, and close performance loop on students with timely nudges and interventions.

A LoudSight™ implementation by UWM will be supported by:

- A team with data scientists, data developers, instructional designers and a project manager.
- Consulting and data integration, aggregation services to enable alignment of core product features with your institution's goals, data sources, academic pedagogy, workflow, and requirements
- Data science and predictive modeling services to enable a robust and holistic view of student risk

DROP/FAIL/WITHDRAW (D/F/W) MODEL

As the name implies, this model provides a 1-100 score of the relative risk of someone being in one of these categories. The risk is a composite of 3 separate evaluations derived from historic data.

1. Cohort Risk Score – Identifies those students, via attributes of past academic performance and demographics, that have historically been likely to D/F/W. This highlights potential at risk students before their first day in class which provides a unique opportunity for immediate engagement to help ensure success.

2. Participation – How the student engages with the class, with the curriculum, systems, instructor and other students. Attributes on levels of participation are associated with historical course success.

3. Performance – How does the student's academic performance - during the class - compare to students who've taken the class historically.

BODY OF EVIDENCE (BOE)

Accessed from the Risk Dashboard, the BOE provides advisors with the student's individual performance on key factors of success (System Access Frequency, Effort, Submission vs Due Dates etc.) and compares that to the performance of the other students in their cohort. Messaging that student is available directly from this screen.

COURSE SPECIFIC FEATURES

In addition to our risk score and dashboard, LoudSight offers a class dashboard where faculty and advisors can view in depth information about performance across multiple academic and behavioral dimensions.

Critical Reports provides summary information on student who fall below grades, system access, collaboration and page views benchmarks you

establish. Faculty can easily identify from these dynamically updated summaries who falls within these categories or more importantly who is in more than one of them! Reports provide individual links to more detailed student information so interested parties can investigate further.

Alerts track students against a series of assessment and participation benchmarks that you can set the levels for.

Results are summarized either by benchmark item or combined at the individual student level. Faculty can see how often and how recently the “event” took place.

From these summaries faculty and advisors can identify which student(s) to engage and then use LoudSight’s messaging capabilities to immediately reach out along

with the note taking feature to document and share action with other faculty/staff linked to this student.

Automated messages to students (“nudges”) can be generated when a student breaches a benchmark.

Other Course Reporting features include:

- Watchlist: Tracking of individual struggling student’s metric selected specifically by instructor as a key factor in student’s performance.
- Class Dashboard: A series of summary report widgets on key academic and behavioral metrics for the class.
- Student Dashboard: A series of individual report widgets on key academic and behavioral metrics. Used to identify areas of Watchlist.

9. How would Barnes and Noble scale its proposal and operations to fit and represent the UMW community?

Our 2017 investment to acquire MBS Textbook Exchange has deepened our ability to enrich the student experience with enhanced inclusive access. Together we bring an unparalleled commitment to student success. By furthering convenience, first day readiness and affordability, we ensure students have seamless support and an integrated experience.

As course material delivery evolves along with the needs of the UMW community our virtual and brick-and-mortar capabilities give us the flexibility to seamlessly transform the campus store model on your campus. Regardless of operational model, our virtual bookstores and fully-managed college stores meet digital

natives’ retail expectations and strengthen campus relationships. Our stores are tailored to fit the specific needs of your students and their distinct learning and shopping habits.

Furthermore, our First Day inclusive access offering flawlessly brings the overall educational experience together with course materials whether in a virtual bookstore or the fully-managed campus store operational model.

We are excited to partner and grow with UMW and help you realize your campus goals by creating a fresh and ever evolving student experience.

10. Proposal indicates that changes in the industry would lead to re-negotiation of terms. With such changes underway, how is proposal affected?

Barnes & Noble College’s top priority is to support and provide the educational materials selected by UMW faculty. A significant element of our service is to assist the educators in their options and formats with the goal of making the materials more affordable thus promoting student success. In partnership together, driving the delivery of such content through the campus store will enable Barnes & Noble College to continue to provide a significant financial return to UMW. We view our relationship with UMW, as we do with all of the schools we serve, as a partnership that is mutually beneficial and we will work with you to preserve the UMW market.

11. If not previously addressed in your proposal:

a. How does your company address accessibility in course material sourcing, digital materials, and technology?

WEBSITE ACCESSIBILITY

We strive to maintain our website so that it is accessible in accordance with Section 508 of the Rehabilitation Act and tested at Web Content Accessibility Guideline (WCAG) 2.0 standards.

We strive to keep pace with the evolving and updated accessibility standards and work diligently to implement updated standards and improve the accessibility experience into our next available website release.

EBOOK PLATFORM ACCESSIBILITY

We outsource the fulfillment platform of digital content (ebooks) through VitalSource who in turn receives content from publishers. Like Barnes & Noble College, VitalSource has a long-standing commitment to accessibility. VitalSource represents that it “works closely with key members of the disability and advocacy communities who are committed to accessibility. We

work with organizations such as the W3C, DIAGRAM Center, Book Industry Study Group, the Center for Accessible Materials Innovation, and the EDUPUB Alliance (EPUB for Education).... We collaborate with consultants and advocacy groups, such as the National Federation of the Blind, JISC, Tech for All, and others to grow the community and the capabilities of each part of the system working together.” More information about Vital Source’s accessibility can be found at: <https://support.vitalsource.com/hc/en-us/categories/200184597>

We are happy to work with you to provide whatever information may assist you in connection with your accessibility initiatives. For example, if there are particular adopted titles that are not accessible, we will reach out to VitalSource and request they work with the publisher to enhance the title for improved accessibility.

b. What e-readers are being utilized? Are materials compatible with other eReaders?

We provide our Yuzu eTextbook reader powered by VitalSource which will allow UMW students and faculty to experience the following benefits from our next generation reader:

- Access content via mobile apps for iOS and Android smart phones and tablets, along with a web reading app
- Easily organize course materials by term and course
- Highlight, bookmark and add notes to course

materials with an interface that’s simple and easy to use

- Search notes and highlights or see them together on one screen
- Print capabilities
- Compliance with accessibility standards, including Text to Speech and Keystroke functionality
- Robust integration with your Canvas LMS platforms

12. Does your company integrate with:

a. Canvas

b. Blackboard LMS

c. Blackboard Transact

MULTI-PLATFORM LMS INTEGRATION STRATEGIES

Extensive research shows that textbook integration and the ability to save students money are two factors that make using an LMS more attractive to students

and faculty. Faculty want the time and effort they spend integrating their course materials in learning management systems to result in better experiences for students.

Our LMS Integration solution will allow your faculty and students to more easily discover, purchase, and access their digital materials.

The benefits of LMS Integration include:

- Single Sign On with *FacultyEnlight* and the bookstore website
- Seamless integration into your courses
- Savings for students when faculty use the tool to easily submit their adoptions early
- Student required materials are available to order, right at their fingertips

Currently, our integration is compatible with the following platforms:

- Blackboard
- Canvas
- Moodle
- Pearson Learning Studio
- Sakai
- Desire2Learn

CAMPUS DEBIT CARD

We accept all forms of payment and welcome the

opportunity to include the EagleOne Card, allowing your students to purchase textbooks, merchandise or any other products using the method that is most convenient for them.

We have developed a universal interface, based on industry-standard open protocols between our POS registers and various industry campus card providers. We will work with the UMW IT department in completing the steps needed to certify your Blackboard-based campus card as we have successfully done on over 300 campuses nationwide.

While our universal interface can be customized to any college and university platform, including homegrown solutions, what follows is our list of successfully integrated platform providers:

- Aramark
- Atrium
- Blackboard
- Cardsmith
- CBORD
- Heartland
- ITC Systems
- Nuvision

13. How does House Bill 454 affect your proposal?

The following section of the Code of Virginia was recently added to include language that requires each public institution to develop a policy on the use of low cost (or no cost) OER. All other provisions remain unchanged.

E. THE GOVERNING BOARD OF EACH PUBLIC INSTITUTION OF HIGHER EDUCATION SHALL IMPLEMENT GUIDELINES FOR THE ADOPTION AND USE OF LOW-COST AND NO-COST OPEN EDUCATIONAL RESOURCES IN COURSES OFFERED AT SUCH INSTITUTION. SUCH GUIDELINES MAY INCLUDE PROVISIONS FOR LOW-COST COMMERCIALY PUBLISHED MATERIALS.

Barnes & Noble College has several initiatives in this arena. First, our OER Courseware powered by LoudCloud offers OER content coupled with all of the resources faculty and schools find useful to improving

student engagement and outcomes and typically offered in the publisher Courseware Tools referenced above. Our Courseware is available for over 35 courses today (more than 60 on our roadmap) at only \$25 per student. Full details can be found at BNEDCourseware.com.

Secondly, we can deploy our First Day program that delivers direct to the LMS digital access to content (e-books and Courseware) at the guaranteed lowest available price in the market to any student who does not opt out of the program. No action, other than accessing the materials through their course on the LMS, is required of the student; the course charge for the materials is assessed along with tuition and fees when the student enrolls in the course.

14. Can inclusive access, OER, delivery through LMS be accommodated without use of fees in tuition or course fees? If so, how is this facilitated?

To provide the lowest cost to students, Barnes & Noble College's First Day™ (Inclusive Access) Program can only be delivered through the LMS with a course charge added to the student's tuition. What helps to keep costs down is knowing the number of students within the applicable course so publishers are willing to negotiate pricing as the sell through reduces the risks.

BNED OER Courseware can be delivered through the LMS with no course charge to a student's tuition through a student purchase that is a SSO (Single Sign On) Integration. BNED OER Courseware also offers a complimentary four-week trial period.

15. YTD 4/16/2018, store sales are down over 5%. How will this affect proposals?

When determining our proposal we took into consideration the sales trends that were provided and modeled our business plan after these sales. There is no impact or change to our offer.

16. Curious of why a change in location was not recommended when it is obvious that the current location is not a "hub of social activity"?

We understand an alternate location is something we would be better able to gage if we were presently on campus. We are open to exploring alternate ideas and locations with the University taking into consideration the University's Master Plan.

17. Please provide a VPAT for your software applications.

Our VPAT has been attached to this response document.



TOGETHER

WE BRING YOU WHAT'S NEXT



www.bncollege.com

120 Mountain View Boulevard
Basking Ridge, NJ 07920
908.991.2665

BARNES & NOBLE
COLLEGE

VOLUNTARY PRODUCT ACCESSIBILITY TEMPLATE - RESULTS SUMMARY

BNCollege.com PLATFORM						
Category	Total Standards	Total Applicable Standards	Supported	Partially Supported	Not Supported	Total Exceptions (i.e. Partially or Not Supported)
Software Applications and Operating Systems (1194.21)	12	11	7	4	0	4
Web-based Intranet and Internet Information and Applications (1194.22)	16	13	5	8	0	8
Telecommunications Products (1194.23)	14	0	0	0	0	0
Video and Multimedia Products (1194.24)	5	0	0	0	0	0
Self Contained, Closed Products (1194.25)	14	0	0	0	0	0
Desktop and Portable Computers (1194.26)	4	0	0	0	0	0
Functional Performance Criteria (1194.31)	6	6	5	1	0	1
Information, Documentation and Support (1194.41)	3	3	3	0	0	0
TOTAL	74	33	20	13	0	13

THE INFORMATION AND MATERIALS PROVIDED IN THIS DOCUMENT ARE "AS IS" WITHOUT WARRANTIES OF ANY KIND INCLUDING WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT OF INTELLECTUAL PROPERTY. Accuracy and completeness of the information or materials on this document is not warranted. The information shall not be construed as product specifications for purposes of any warranty of compliance with product specifications in a given contract or order. Changes may be made to the information on this document or to the products described in them, at any time without notice. The information and materials on this document may be out of date, and no commitment is made to update the information and materials.

ELECTRONIC AND INFORMATION TECHNOLOGY ACCESSIBILITY STANDARDS

EITAS	Category	Section 508 Rule	Supporting Features	Exceptions and Remarks	Summary of Supported
1194.21(a)	Software Applications and Operating Systems	When software is designed to run on a system that has a keyboard, product functions shall be executable from a keyboard where the function itself or the result of performing a function can be discerned textually.	Supports. Keyboard access exists for functions that can be identified with text labels. A mouse or other pointing device is not required for any of these functions.		Supports
1194.21(b)	Software Applications and Operating Systems	Applications shall not disrupt or disable activated features of other products that are identified as accessibility features, where those features are developed and documented according to industry standards. Applications also shall not disrupt or disable activated features of any operating system that are identified as accessibility features where the application programming interface for those accessibility features has been documented by the manufacturer of the operating system and is available to the product developer.	Partially Supports. BNCCollege.com platform may interfere with some documented accessibility features of the supported operating systems or other products that follow industry standards.	The header text, and the magnifying glass icon for search, disappear in the common Windows display scheme of high contrast black.	Partially Supports
1194.21(c)	Software Applications and Operating Systems	A well-defined on-screen indication of the current focus shall be provided that moves among interactive interface elements as the input focus changes. The focus shall be programmatically exposed so that assistive technology can track focus and focus changes.	Supports. The current focus is identified visually through the display and audibly through speech output systems. Assistive technology can track the focus as it changes. (For example, when the application runs with a screen enlargement program, the magnified area moves to follow changes in the focus.)		Supports

1194.21(d)	Software Applications and Operating Systems	Sufficient information about a user interface element including the identity, operation and state of the element shall be available to assistive technology. When an image represents a program element, the information conveyed by the image must also be available in text.	Partially Supports. Some information about user interface elements may not be available to assistive technology. Text equivalents for some program element images may not exist.	Customized textbook list inaccessible to screenreaders. The change in button text when adding items to the cart, doesn't get passed to a screenreader.	Partially Supports
1194.21(e)	Software Applications and Operating Systems	When bitmap images are used to identify controls, status indicators, or other programmatic elements, the meaning assigned to those images shall be consistent throughout an application's performance.	Supports. Images used to identify programmatic elements have consistent meaning throughout the application.		Supports
1194.21(f)	Software Applications and Operating Systems	Textual information shall be provided through operating system functions for displaying text. The minimum information that shall be made available is text content, text input caret location, and text attributes.	Supports. BNCCollege.com platform uses the functions provided by the supported operating systems when displaying text (text content, text input caret location, and text attributes), adhering to standard Windows Application Programming Interfaces (APIs).		Supports
1194.21(g)	Software Applications and Operating Systems	Applications shall not override user selected contrast and color selections and other individual display attributes	Partially Supports. BNCCollege.com platform may override some user selected contrast and color selections and other individual display attributes set through supported operating systems.	The header text, and the magnifying glass icon for search, disappear in the common Windows display scheme of high contrast black.	Partially Supports
1194.21(h)	Software Applications and Operating Systems	When animation is displayed, the information shall be displayable in at least one non-animated presentation mode at the option of the user.	Partially Supports. BNCCollege.com platform provides the option of displaying animated information in a non-animated mode, with some exceptions.	There is no pause control in the carousel control on the main page.	Partially Supports

1194.21(I)	Software Applications and Operating Systems	Color coding shall not be used as the only means of conveying information, indicating an action, prompting a response, or distinguishing a visual element.	Supports. BNCCollege.com platform provides redundant visual cues when color conveys information, indicates action, prompts for responses, or distinguishes visual elements. (For example, text labels are used with colors to indicate actions.)		Supports
1194.21(j)	Software Applications and Operating Systems	When a product permits a user to adjust color and contrast settings, a variety of color selections capable of producing a range of contrast levels shall be provided.	Not Applicable. BNCCollege.com platform does not permit users to adjust color and contrast settings.		Not Applicable
1194.21(k)	Software Applications and Operating Systems	Software shall not use flashing or blinking text, objects, or other elements having a flash or blink frequency greater than 2 Hz and lower than 55 Hz.	Supports. BNCCollege.com platform does not use elements that flash or blink at frequencies greater than 2 Hz and less than 55 Hz.		Supports
1194.21(l)	Software Applications and Operating Systems	When electronic forms are used, the form shall allow people using assistive technology to access the information, field elements, and functionality required for completion and submission of the form, including all directions and cues.	Supports. Assistive technology can access the information and functions required for completion and submission of electronic forms contained in the application.		Supports
1194.22(a)	Web-based Intranet and Internet Information and Applications	A text equivalent for every non-text element shall be provided (e.g., via "alt", "longdesc", or in element content).	Partially Supports. Text equivalents exist for non-text elements that are required to comprehend content or to facilitate navigation, with some exceptions.	The links within the imagemap for book rental have no alt text, and neither does the overall image.	Partially Supports
1194.22(b)	Web-based Intranet and Internet Information and Applications	Equivalent alternatives for any multimedia presentation shall be synchronized with the presentation.	Partially Supports. Multimedia presentations have equivalent alternatives that are synchronized	There is no pause control in the carousel control on the main page.	Partially Supports

			with the presentation, with some exceptions.		
1194.22(c)	Web-based Intranet and Internet Information and Applications	Web pages shall be designed so that all information conveyed with color is also available without color, for example from context or markup.	Supports. Web pages provide redundant visual cues when color conveys information. (For example, text labels are used with colors to indicate actions.)		Supports
1194.22(d)	Web-based Intranet and Internet Information and Applications	Documents shall be organized so they are readable without requiring an associated style sheet	Supports. Documents are readable without requiring an associated style sheet. (For example, user-defined style sheets are not overridden and content can be viewed in browsers that have style sheet support disabled.)		Supports
1194.22(e)	Web-based Intranet and Internet Information and Applications	Redundant text links shall be provided for each active region of a server-side image map	Not Applicable. BNCollege.com platform does not have server-side image maps with active regions.		Not Applicable
1194.22(f)	Web-based Intranet and Internet Information and Applications	Client-side image maps shall be provided instead of server-side image maps except where the regions cannot be defined with an available geometric shape.	Partially Supports. Client-side image maps are used instead of server-side image maps, with some exceptions.	The links within the imagemap for book rental have no alt text, and neither does the overall image.	Partially Supports
1194.22(g)	Web-based Intranet and Internet Information and Applications	Row and column headers shall be identified for data tables.	Supports. Row and column headers contain identifying information that is available to assistive technology.		Supports
1194.22(h)	Web-based Intranet and Internet Information and Applications	Markup shall be used to associate data cells and header cells for data tables that have two or more logical levels of row or column headers.	Supports. Complex data tables contain attributes that associate data cells and header cells.		Supports
1194.22(I)	Web-based Intranet and Internet Information and Applications	Frames shall be titled with text that facilitates frame identification and navigation.	Not Applicable. BNCollege.com platform does not have frames.		Not Applicable
1194.22(j)	Web-based Intranet and Internet	Pages shall be designed to avoid causing the screen to	Supports. Web-based pages do not use		Supports

	Information and Applications	flicker with a frequency greater than 2 Hz and lower than 55 Hz.	elements that flash or blink at frequencies greater than 2 Hz and less than 55 Hz.		
1194.22(k)	Web-based Intranet and Internet Information and Applications	A text-only page, with equivalent information or functionality, shall be provided to make a web site comply with the provisions of this part, when compliance cannot be accomplished in any other way. The content of the text-only page shall be updated whenever the primary page changes.	Partially Supports. Web pages support Section 1194.22 or, if support cannot be accomplished any other way, text-only pages provide equivalent information or functionality, with some exceptions.	The links within the imagemap for book rental have no alt text, and neither does the overall image.	Partially Supports
1194.22(l)	Web-based Intranet and Internet Information and Applications	When pages utilize scripting languages to display content, or to create interface elements, the information provided by the script shall be identified with functional text that can be read by assistive technology.	Partially Supports. Functional text describing what is being displayed by scripts is available to assistive technology, with some exceptions.	Customized textbook list inaccessible to screenreaders. The change in button text when adding items to the cart, doesn't get passed to a screenreader.	Partially Supports
1194.22(m)	Web-based Intranet and Internet Information and Applications	When a web page requires that an applet, plug-in or other application be present on the client system to interpret page content, the page must provide a link to a plug-in or applet that complies with 1194.21(a) through (l).	Partially Supports. Web pages provide links to accessible applets or plug-ins, with some exceptions.	Text indicating where to download the required reader for PDF files is not present on the textbook request info pages.	Partially Supports
1194.22(n)	Web-based Intranet and Internet Information and Applications	When electronic forms are designed to be completed on-line, the form shall allow people using assistive technology to access the information, field elements, and functionality required for completion and submission of the form, including all directions and cues.	Partially Supports. Assistive technology may not access all the information and functions required for completion and submission of electronic forms designed to be completed on-line.	The change in button text when adding items to the cart, doesn't get passed to a screenreader.	Partially Supports
1194.22(o)	Web-based Intranet and Internet	A method shall be provided that permits	Not Applicable. BNCollege.com		Not Applicable

	Information and Applications	users to skip repetitive navigation links.	platform does not have repetitive navigation links.		
1194.22(p)	Web-based Intranet and Internet Information and Applications	When a timed response is required, the user shall be alerted and given sufficient time to indicate more time is required.	Partially Supports. When timed responses are required, users are alerted and given the option to request more time, with some exceptions.	There is no pause control in the carousel control on the main page.	Partially Supports
1194.23(a)	Telecommunications Products	Telecommunications products or systems which provide a function allowing voice communication and which do not themselves provide a TTY functionality shall provide a standard non-acoustic connection point for TTYs. Microphones shall be capable of being turned on and off to allow the user to intermix speech with TTY use.	Not Applicable. BNCollege.com platform is not a telecommunications product or system that provides a function allowing voice communication or TTY functionality.		Not Applicable
1194.23(b)	Telecommunications Products	Telecommunications products which include voice communication functionality shall support all commonly used cross-manufacturer non-proprietary standard TTY signal protocols.	Not Applicable. BNCollege.com platform is not a telecommunications product that provides voice communication functionality.		Not Applicable
1194.23(c)	Telecommunications Products	Voice mail, auto-attendant, and interactive voice response telecommunications systems shall be usable by TTY users with their TTYs.	Not Applicable. BNCollege.com platform is not a telecommunications system that provides voice mail, auto attendant, or interactive voice response.		Not Applicable
1194.23(d)	Telecommunications Products	Voice mail, messaging, auto-attendant, and interactive voice response telecommunications systems that require a response from a user within a time interval, shall give an alert when the time interval is about to run out, and shall provide sufficient time for	Not Applicable. BNCollege.com platform is not a telecommunications system that provides voice mail, auto attendant, or interactive voice response requiring timed responses.		Not Applicable

		the user to indicate more time is required.			
1194.23(e)	Telecommunications Products	Where provided, caller identification and similar telecommunications functions shall also be available for users of TTYs, and for users who cannot see displays.	Not Applicable. BNCollege.com platform does not have caller identification or similar telecommunications functions.		Not Applicable
1194.23(f)	Telecommunications Products	For transmitted voice signals, telecommunications products shall provide a gain adjustable up to a minimum of 20 dB. For incremental volume control, at least one intermediate step of 12 dB of gain shall be provided.	Not Applicable. BNCollege.com platform is not a telecommunications product that provides voice signals.		Not Applicable
1194.23(g)	Telecommunications Products	Requires that an automatic reset be installed on any telephone that allows the user to adjust the volume higher than the normal level. This is a safety feature to protect people from suffering damage to their hearing if they accidentally answer a telephone with the amplification turned too high	Not Applicable. BNCollege.com platform does not have a telephone that allows users to adjust volume.		Not Applicable
1194.23(h)	Telecommunications Products	Where a telecommunications product delivers output by an audio transducer which is normally held up to the ear, a means for effective magnetic wireless coupling to hearing technologies shall be provided	Not Applicable. BNCollege.com platform is not a telecommunications product that delivers output by an audio transducer held to the ear.		Not Applicable
1194.23(I)	Telecommunications Products	Interference to hearing technologies (including hearing aids, cochlear implants, and assistive listening devices) shall be reduced to the lowest possible level that allows a user of hearing technologies to utilize the	Not Applicable. BNCollege.com platform is not a telecommunications product with handsets or other hardware that can interfere with hearing technologies.		Not Applicable

		telecommunications product.			
1194.23(j)	Telecommunications Products	Products that transmit or conduct information or communication, shall pass through cross-manufacturer, non-proprietary, industry-standard codes, translation protocols, formats or other information necessary to provide the information or communication in a usable format. Technologies which use encoding, signal compression, format transformation, or similar techniques shall not remove information needed for access or shall restore it upon delivery.	Not Applicable. BNCollege.com platform is not a telecommunications product.		Not Applicable
1194.23(k.1)	Telecommunications Products	Controls and keys shall be tactilely discernible without activating the controls or keys	Not Applicable. BNCollege.com platform does not have mechanically operated controls or keys.		Not Applicable
1194.23(k.2)	Telecommunications Products	Controls and keys shall be operable with one hand and shall not require tight grasping, pinching, or twisting of the wrist. The force required to activate controls and keys shall be 5 lbs. (22.2 N) maximum.	Not Applicable. BNCollege.com platform does not have mechanically operated controls or keys.		Not Applicable
1194.23(k.3)	Telecommunications Products	If key repeat is supported, the delay before repeat shall be adjustable to at least 2 seconds. Key repeat rate shall be adjustable to 2 seconds per character.	Not Applicable. BNCollege.com platform does not have mechanically operated controls or keys that support key repeat.		Not Applicable
1194.23(k.4)	Telecommunications Products	The status of all locking or toggle controls or keys shall be visually discernible, and discernible either through touch or sound.	Not Applicable. BNCollege.com platform does not have mechanically operated controls or keys that lock or toggle.		Not Applicable
1194.24(a)	Video and Multimedia Products	All analog television displays 13 inches and larger, and computer equipment that includes	Not Applicable. BNCollege.com platform does not have analog television		Not Applicable

		analog television receiver or display circuitry, shall be equipped with caption decoder circuitry which appropriately receives, decodes, and displays closed captions from broadcast, cable, videotape, and DVD signals. As soon as practicable, but not later than July 1, 2002, widescreen digital television (DTV) displays measuring at least 7.8 inches vertically, DTV sets with conventional displays measuring at least 13 inches vertically, and stand-alone DTV tuners, whether or not they are marketed with display screens, and computer equipment that includes DTV receiver or display circuitry, shall be equipped with caption decoder circuitry which appropriately receives, decodes, and displays closed captions from broadcast, cable, videotape, and DVD signals.	receiver or display circuitry.		
1194.24(b)	Video and Multimedia Products	Television tuners, including tuner cards for use in computers, shall be equipped with secondary audio program playback circuitry.	Not Applicable. BNCollege.com platform does not have tuner capabilities.		Not Applicable
1194.24(c)	Video and Multimedia Products	All training and informational video and multimedia productions which support the agency's mission, regardless of format, that contain speech or other audio information necessary for the comprehension of the content, shall be open or closed captioned.	Not Applicable. BNCollege.com platform does not have training or informational productions containing audio.		Not Applicable
1194.24(d)	Video and Multimedia Products	All training and informational video and	Not Applicable. BNCollege.com		Not Applicable

		multimedia productions which support the agency's mission, regardless of format, that contain visual information necessary for the comprehension of the content, shall be audio described.	platform does not have training or informational video or multimedia productions.		
1194.24(e)	Video and Multimedia Products	Display or presentation of alternate text presentation or audio descriptions shall be user-selectable unless permanent.	Not Applicable. BNCCollege.com platform does not have alternate text or audio descriptions.		Not Applicable
1194.25(a)	Self Contained, Closed Products	Self contained products shall be usable by people with disabilities without requiring an end-user to attach assistive technology to the product. Personal headsets for private listening are not assistive technology.	Not Applicable. BNCCollege.com platform is not a self-contained product.		Not Applicable
1194.25(b)	Self Contained, Closed Products	When a timed response is required, the user shall be alerted and given sufficient time to indicate more time is required.	Not Applicable. BNCCollege.com platform does not require timed responses.		Not Applicable
1194.25(c)	Self Contained, Closed Products	Where a product utilizes touchscreens or contact-sensitive controls, an input method shall be provided that complies with 1194.23 (k) (1) through (4).	Not Applicable. BNCCollege.com platform does not utilize touchscreens or contact-sensitive controls.		Not Applicable
1194.25(d)	Self Contained, Closed Products	When biometric forms of user identification or control are used, an alternative form of identification or activation, which does not require the user to possess particular biological characteristics, shall also be provided.	Not Applicable. BNCCollege.com platform does not use a biometric interface for operation.		Not Applicable
1194.25(e)	Self Contained, Closed Products	When products provide auditory output, the audio signal shall be provided at a standard signal level through an industry standard connector that will allow for private	Not Applicable. BNCCollege.com platform does not provide auditory output.		Not Applicable

		listening. The product must provide the ability to interrupt, pause, and restart the audio at anytime.			
1194.25(f)	Self Contained, Closed Products	When products deliver voice output in a public area, incremental volume control shall be provided with output amplification up to a level of at least 65 dB. Where the ambient noise level of the environment is above 45 dB, a volume gain of at least 20 dB above the ambient level shall be user selectable. A function shall be provided to automatically reset the volume to the default level after every use.	Not Applicable. BNCCollege.com platform does not deliver voice output.		Not Applicable
1194.25(g)	Self Contained, Closed Products	Color coding shall not be used as the only means of conveying information, indicating an action, prompting a response, or distinguishing a visual element.	Not Applicable. BNCCollege.com platform does not use color coding.		Not Applicable
1194.25(h)	Self Contained, Closed Products	When a product permits a user to adjust color and contrast settings, a range of color selections capable of producing a variety of contrast levels shall be provided.	Not Applicable. BNCCollege.com platform does not permit users to adjust color and contrast settings.		Not Applicable
1194.25(i)	Self Contained, Closed Products	Products shall be designed to avoid causing the screen to flicker with a frequency greater than 2 Hz and lower than 55 Hz.	Not Applicable. BNCCollege.com platform does not provide a screen or include software that uses a screen.		Not Applicable
1194.25(j)	Self Contained, Closed Products	Products which are freestanding, non-portable, and intended to be used in one location and which have operable controls shall comply with the following:	Not Applicable. BNCCollege.com platform is not a freestanding, non-portable product with operable controls.		Not Applicable
1194.25(j.1)	Self Contained, Closed Products	The position of any operable control shall be	Not Applicable. BNCCollege.com		Not Applicable

		determined with respect to a vertical plane, which is 48 inches in length, centered on the operable control, and at the maximum protrusion of the product within the 48 inch length (see Figure 1 of this part).	platform does not have operable controls.		
1194.25(j.2)	Self Contained, Closed Products	Where any operable control is 10 inches or less behind the reference plane, the height shall be 54 inches maximum and 15 inches minimum above the floor.	Not Applicable. BNCCollege.com platform does not have operable controls.		Not Applicable
1194.25(j.3)	Self Contained, Closed Products	Where any operable control is more than 10 inches and not more than 24 inches behind the reference plane, the height shall be 46 inches maximum and 15 inches minimum above the floor	Not Applicable. BNCCollege.com platform does not have operable controls.		Not Applicable
1194.25(j.4)	Self Contained, Closed Products	Operable controls shall not be more than 24 inches behind the reference plane (see Figure 2 of this part).	Not Applicable. BNCCollege.com platform does not have operable controls.		Not Applicable
1194.26(a)	Desktop and Portable Computers	All mechanically operated controls and keys shall comply with 1194.23 (k) (1) through (4).	Not Applicable. BNCCollege.com platform does not have mechanically operated controls or keys.		Not Applicable
1194.26(b)	Desktop and Portable Computers	If a product utilizes touchscreens or touch-operated controls, an input method shall be provided that complies with 1194.23 (k) (1) through (4).	Not Applicable. BNCCollege.com platform does not utilize touchscreens or touch-operated controls.		Not Applicable
1194.26(c)	Desktop and Portable Computers	When biometric forms of user identification or control are used, an alternative form of identification or activation, which does not require the user to possess particular biological characteristics, shall also be provided.	Not Applicable. BNCCollege.com platform does not use a biometric interface for operation.		Not Applicable

1194.26(d)	Desktop and Portable Computers	Where provided, at least one of each type of expansion slots, ports and connectors shall comply with publicly available industry standards.	Not Applicable. BNCollege.com platform does not provide expansion slots, ports or connectors.		Not Applicable
1194.31(a)	Functional Performance Criteria	At least one mode of operation and information retrieval that does not require user vision shall be provided, or support for assistive technology used by people who are blind or visually impaired shall be provided.	Partially Supports. Some operations and functions for information retrieval require user vision. These operations and functions may not be available to assistive technology used by people who are blind or visually impaired.	The header text, and the magnifying glass icon for search, disappear in the common Windows display scheme of high contrast black.	Partially Supports
1194.31(b)	Functional Performance Criteria	At least one mode of operation and information retrieval that does not require visual acuity greater than 20/70 shall be provided in audio and enlarged print output working together or independently, or support for assistive technology used by people who are visually impaired shall be provided.	Supports. BNCollege.com platform does not require visual acuity greater than 20/70 for operation or information retrieval, and/or support for assistive technology is provided.		Supports
1194.31(c)	Functional Performance Criteria	At least one mode of operation and information retrieval that does not require user hearing shall be provided, or support for assistive technology used by people who are deaf or hard of hearing shall be provided.	Supports. BNCollege.com platform does not require user hearing for operation or information retrieval, and/or support for assistive technology is provided.		Supports
1194.31(d)	Functional Performance Criteria	Where audio information is important for the use of a product, at least one mode of operation and information retrieval shall be provided in an enhanced auditory fashion, or support for assistive hearing devices shall be provided.	Supports. BNCollege.com platform does not require audio information for use of this product, and/or support for assistive hearing devices is provided.		Supports
1194.31(e)	Functional Performance Criteria	At least one mode of operation and information	Supports. BNCollege.com		Supports

		retrieval that does not require user speech shall be provided, or support for assistive technology used by people with disabilities shall be provided.	platform does not require user speech for operation or information retrieval, and/or support for assistive technology is provided.		
1194.31(f)	Functional Performance Criteria	At least one mode of operation and information retrieval that does not require fine motor control or simultaneous actions and that is operable with limited reach and strength shall be provided.	Supports. BNCollege.com platform does not require fine motor control or simultaneous actions. The product is operable with limited reach and strength.		Supports
1194.41(a)	Information, Documentation, and Support	Product support documentation provided to end-users shall be made available in alternate formats upon request, at no additional charge.	Supports. End-user documentation is available electronically in formats that can be used by screen readers or printed by Braille embossers.		Supports
1194.41(b)	Information, Documentation, and Support	End-users shall have access to a description of the accessibility and compatibility features of products in alternate formats or alternate methods upon request, at no additional charge.	Supports. Accessibility information is available in a prominent link in the footer of all pages.		Supports
1194.41(c)	Information, Documentation, and Support	Support services for products shall accommodate the communication needs of end-users with disabilities.	Supports. Accessibility information is available in a prominent link in the footer of all pages.		Supports