

# NACS College Store Competency Model

*The green shaded areas represent the Threshold-level KSA—marked for easy identification.*

## COURSE MATERIALS AND INTELLECTUAL PROPERTY (CMIP)

Sub-category	Knowledge Base, Skill Set, or Ability Objectives	Experience Level(s)
CMIP.A. Textbook Planning Cycle	CMIP.A.1. Plan and implement textbook adoption cycle for each term CMIP.A.2. Understand and address staffing considerations CMIP.A.3. Review/Edit all orders from faculty CMIP.A.4. Determine quantities for each title CMIP.A.5. Source course materials (Publishers, Distributor/wholesaler, Used book wholesaler) CMIP.A.6. Determine order timing for each title (e.g., non-U.S. publishers) CMIP.A.7. Document, produce, and submit purchase orders (e.g., via phone, fax, Pubnet, etc.) CMIP.A.8. Produce shelf tags for all titles CMIP.A.9. Plan and arrange sales floor (e.g., using shelf tags) CMIP.A.10. Review publisher responses regarding delayed or other order exceptions and communicate to faculty as necessary. CMIP.A.11. Monitor purchase orders CMIP.A.12. Determine courses not submitting titles CMIP.A.13. Manage returns and non-returnable titles (Timing, Projections, First-run publishers, Mass returns, Pulling and processing) CMIP.A.14. Determine and manage at-risk titles CMIP.A.15. Evaluate textbook management systems	Threshold
CMIP.B. Textbook Floor Layout	CMIP.B.1 Develop and define: <ul style="list-style-type: none"> <li>--Floor Plan</li> <li>--Fixturing for course materials</li> <li>--Overstock locations</li> <li>--Temporary locations</li> <li>--Shelf card information</li> <li>--Floor stacks</li> </ul> CMIP.B.2. Adopt inventory management and control concepts related to layout	Threshold
CMIP.C. Communication for Course Materials Management	CMIP.C.1. Develop communication channels with faculty, departments, and staff regarding: <ul style="list-style-type: none"> <li>--Course material adoptions</li> <li>--Copyright issues</li> <li>--Desk copy policies and procedures</li> <li>--Course packs production cycles</li> </ul>	Threshold

	<ul style="list-style-type: none"> <li>--Vendor miss-/communications</li> <li>CMIP.C.2. Create procedures for a shipping and receiving department in store</li> <li>CMIP.C.3. Develop vendor, publisher, and representative relations</li> <li>CMIP.C.4. Communicate effectively with store management and other staff</li> <li>CMIP.C.5. Explore avenues for communicating with students and organizations</li> </ul>	
CMIP.D. Copyright	<p>CMIP.D.1. Understand the fundamentals of copyright compliance and develop copyright-related policies:</p> <ul style="list-style-type: none"> <li>--Fair Use (Library/Academic interpretation)</li> <li>--Infringement issues and penalties</li> <li>--Obtaining permissions</li> <li>--Current digital and Internet-related copyright issues</li> <li>--Copyright Clearance Center (CCC)</li> <li>--Digital Millennium Copyright Act (DMCA)</li> </ul>	Threshold
CMIP.E. Budgeting Concerns for Course Materials	<p>CMIP.E.1. Determine acquisition targets for new versus used textbooks</p> <p>CMIP.E.2. Estimate total sales per term, per year</p> <p>CMIP.E.3. Calculate:</p> <ul style="list-style-type: none"> <li>--Cost of goods (cost of books)</li> <li>--Cost of acquisition</li> <li>--Personnel costs</li> </ul> <p>CMIP.E.4. Utilize sell-through analysis and target goals</p> <p>CMIP.E.5. Budget for returns and non-returnable titles</p> <p>CMIP.E.6. Returns, write-offs, and commissions</p>	Threshold
CMIP.F. New vs. Used Decision	<p>CMIP.F.1. Understand why a store would sell used books</p> <p>CMIP.F.2. Costs of used book acquisition</p> <p>CMIP.F.3. What sales of new vs. used do to:</p> <ul style="list-style-type: none"> <li>--Gross sales (sales volume)</li> <li>--Margin</li> <li>--Bottom line</li> <li>--Context within the greater industry</li> </ul>	Threshold
CMIP.G. Projected Sales Analysis	<p>CMIP.G.1. Estimate future sales figures by understanding and utilizing available data, including:</p> <ul style="list-style-type: none"> <li>--Past and future enrollment</li> <li>--Historical analysis</li> <li>--Competition</li> <li>--Type of course: Traditional vs. distance education</li> <li>--Level of course</li> <li>--Popularity of faculty</li> <li>--Full-time versus part-time student base</li> </ul>	Threshold
CMIP.H. Ethical and Legal Considerations for Course	<p>CMIP.H.1. Identify and understand the issues involved with:</p> <ul style="list-style-type: none"> <li>--Gift policies (e.g., from vendors)</li> </ul>	Threshold

Materials	<ul style="list-style-type: none"> <li>--Pricing</li> <li>--Complimentary copy issues (to buy or not to buy, to sell or not to sell)</li> <li>--Representative information and/or activities</li> <li>--State laws—book-list availability</li> <li>--Dual pricing</li> <li>--Bundles/packaging</li> <li>--ISBNs</li> <li>--Defective/damaged titles</li> </ul>	
CMIP.I. Digital Content Delivery	<p>CMIP.I.1. Define common terminology related to digital content and delivery</p> <p>CMIP.I.2. Communicate the need to foster an internal and external digital environment</p> <p>CMIP.I.3. Identify key stakeholders and vendors</p> <p>CMIP.I.4. Explain the benefits and drawbacks for common electronic course material platforms</p> <p>CMIP.I.5. Explain which electronic devices support common electronic formats</p> <p>CMIP.I.6. Explain how to discover the types of digital course materials currently provided on campus</p> <p>CMIP.I.7. Give examples of how digital course materials can be incorporated into the adoption process</p> <p>CMIP.I.8. Describe new job responsibilities that reflect the change from textbook provider to digital content and delivery provider</p> <p>CMIP.I.9. Describe methods to catalog faculty’s unpublished (no ISBN) digital course materials (e.g., blogs, faculty websites, pod casts, etc.)</p> <p>CMIP.I.10. Explain how to dispense digital course information and/or materials to students (e.g., Course management system, e-books, e-reserves, blogs, pod casts, etc.)</p> <p>CMIP.I.11. Explain how to establish and develop relationships with:</p> <ul style="list-style-type: none"> <li>--Key campus technology and information service providers (e.g., Information technology, instructional technologies, library, CIO, Provost, etc.)</li> <li>--Digital course material stakeholders (e.g., Faculty, students, publishers, administration, etc.)</li> </ul> <p>CMIP.I.12. Facilitate effective communication amongst digital content and delivery stakeholders (e.g., publishers to bookstore, faculty to students, etc.)</p> <p>CMIP.I.13. Cite resources that enable course material managers to be aware of future technological advances effecting higher education</p>	Threshold
CMIP.I. Digital Content Delivery	<p>CMIP.I.14. Evaluate store readiness to successfully sell services for digital content and delivery to students</p> <p>CMIP.I.15. Scan, interpret, and respond to student buying habits of digital content and delivery</p> <p>CMIP.I.16. Establish and develop relationships which yield current and future campus plans for utilization of digital course materials</p> <p>CMIP.I.17. Operationalize store delivery of digital course information and materials to students</p>	Intermediate Advanced
CMIP.J. Sell-through Analysis	CMIP.J.1. Develop the skills to complete and apply a sell-through analysis	Advanced

	<ul style="list-style-type: none"> <li>--Actual sales vs. actual enrollment</li> <li>--Actual sales vs. total of books available for purchase</li> </ul> <p>CMIP.J.2. Recognize the benefits of sell-through analysis</p> <ul style="list-style-type: none"> <li>--Aids in future determination of quantities to have on hand</li> <li>--Analysis of marketing/merchandising effect on sales</li> </ul>	
CMIP.K. Custom Publishing	<p>CMIP.K.1. Determine whether to create course packs</p> <p>CMIP.K.2. Partner with a print shop vs. do-it-yourself</p> <p>CMIP.K.3. Define the production cycle</p> <p>CMIP.K.4. Understand copyright permissions acquisition</p> <ul style="list-style-type: none"> <li>--Paying royalties to copyright holders</li> <li>--Royalty fees to faculty and/or departments (e.g., university policies)</li> </ul> <p>CMIP.K.5. Create specific course pack policies (e.g., returns, exchanges, pricing)</p>	Intermediate
CMIP.L. Reservation Service	<p>CMIP.L.1. Identify the purpose and issues associated with implementing a reservation service:</p> <ul style="list-style-type: none"> <li>--Space limitations</li> <li>--Payment options</li> <li>--Pick-up options and procedures location</li> <li>--Promotion and Marketing</li> <li>--Extra staffing and use of equipment</li> <li>--Outline of work and written procedures</li> <li>--Refund exchange policy</li> <li>--Unavailable items</li> </ul>	Intermediate
CMIP.M. Buyback	<p>CMIP.M.1. Estimate quantities</p> <p>CMIP.M.2. Identify arguments for/against year-round buyback</p> <p>CMIP.M.3. Planning and implementing opening and end-of-term buys</p> <p>CMIP.M.4. Staffing considerations</p> <p>CMIP.M.5. Recognize differences between self-operating or using a wholesaler for buyback</p> <p>CMIP.M.6. Understand issues associated with changing from buyback to want lists</p> <p>CMIP.M.7. Understand issues associated with complimentary copies</p> <p>CMIP.M.8. Understand and determine discounts, sell/buying ratios, and return policies regarding vendor buyback transactions</p> <p>CMIP.M.9. Promote buyback</p>	Intermediate Advanced
CMIP.N. Buying from Used-book Wholesalers	<p>CMIP.N.1. Want lists</p> <p>CMIP.N.2. Bin and Hold</p> <p>CMIP.N.3. Special shipping requests</p>	Intermediate
CMIP.O. On-line Textbook Sales	<p>CMIP.O.1. Tracking and other POS functions for online sales</p> <p>CMIP.O.2. Review for correctness</p> <p>CMIP.O.3. Pricing strategy</p>	Intermediate Advanced

	CMIP.O.4. Fulfillment policies and procedures CMIP.O.5. On-site order retrieval CMIP.O.6. Buyback	
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