



Campus Computer Resellers Alliance Vendors in Partnership Program

Procedures & Guidelines for Becoming a CCRA VIP
August 2009



A Special Interest Group of the National Association of College Stores

Table of Contents

Definition of CCRA.....	3
Benefits of Being a VIP	3
Program Evaluation Explanation.....	4
Partnership Development Committee Members	6
Attachment A – Anatomy of a Campus Technology Reseller	7
Attachment B – VIP Program Evaluation Form	9

Snapshot of VIP Process

Step	Action Item	Fees
1	Become a CCRA Corporate Member	\$1,000/year
2	Meet with the Partnership Development Committee	
3	Standards Review	
4	Program Evaluation	
5	Execute Licensing Agreement and Pay Licensing Fee	<u>\$5,000/year</u>
	TOTAL	\$6,000/year

CCRA

The Campus Computer Resellers Alliance (CCRA) is a special interest group of the National Association of College Stores (NACS) created in 1992 to unite campus technology resellers. NACS is the largest professional trade association in the approximately \$10 billion higher education retail industry, representing approximately 3,000 college stores in the United States, Canada and abroad. According to the 2008 NACS College Store Industry Financial Report, which includes data from participating CCRA member stores, over \$1.5 billion is realized annually in technology product sales. Increasingly stores are turning to CCRA for information, advice and guidance in dealing with the rapid changes of the higher education technology marketplace.

The role of campus technology resellers is to help drive standards and support the information technology mission of the institutions that they serve. As the unified voice of campus technology resellers, the mission of the CCRA is to provide and advocate programs and services that campus resellers need to sustain viable businesses while effectively supporting the academic missions of their colleges and universities. The VIP Program initiative is one way CCRA is seeking to fulfill this mission.

Benefits of Being a VIP

Gaining insight into the college market is the major benefit of becoming a CCRA VIP. Face-to-face meetings with the Partnership Development Committee (PDC) have proven to be extremely beneficial to all involved.

In addition to the benefits associated with being a corporate member of CCRA (which are listed on page 4) and the opportunity to meet with the PDC, as a VIP you would receive:

- Priority booth placement and special recognition at the CCRA Conference & Expo
- Participation in CCRA strategic planning
- Opportunity for licensed use of the CCRA database (450+ individual contacts)
- A copy of the Schedule of College and University Dates and the NACS Directory of Colleges and College Stores
- Use of the VIP logo on your web site and higher education promotional materials indicating your commitment to the higher education channel and the CCRA membership
- Dedicated VIP column space in each issue of CCRA's e-newsletter, *The Bridge*. The opportunity to place a 500-word article in *The Bridge* annually highlighting your best selling products. (*The Bridge* goes out to over 4800 resellers and approximately 200 vendor representatives.)
- Use of the CCRA mailing list once per quarter
- Program feedback from CCRA reseller members in the form of survey results

- Recognition on the CCRA web site including a hot link to your web site
-

Program Evaluation

To help you better understand the needs of a campus technology reseller, the Anatomy of a Reseller document was created. (See Attachment A.) This document explains the different business models that are in existence and identifies the elements of a higher education program that are critical to the success of a campus reseller. These elements are the criteria on which a company's higher education program is evaluated for VIP designation.

The evaluation process has five steps:

Step 1—Corporate Membership Review

Only those vendors that currently hold corporate membership within CCRA are eligible to submit a program for evaluation by the committee.

To become a corporate member, you must complete an Application for Corporate Membership form and pay the \$1,000 corporate membership dues. Once your application has been processed and approved by the CCRA Council, membership benefits will commence.

Benefits of corporate membership include:

- Advertising opportunities in *The Bridge*, CCRA's e-newsletter.
- Pre-conference mailing list and post-conference attendee list (exhibiting members only).
- Access to Member Profile information gathered from reseller members of CCRA
- Use of the CCRA mailing list twice per year
- Automatic subscription to The Loop, CCRA's email distribution list.
- Access to the Members Only portion of the CCRA web site and CCRA's discussion list.
- Use of the CCRA corporate member logo.

Step 2 – Face-to-Face Meeting

The Partnership Development Committee usually meets twice per year; once in conjunction with the CCRA Conference & Expo in the Spring and then again in the Fall. If your company is interested in proceeding with the VIP evaluation process, you will be invited to attend one of these meetings. You must be a corporate member and you must submit your VIP evaluation form to CCRA staff prior to being included on the schedule of

meetings. At the meeting, your company's higher education program will be fully discussed and suggestions made to assist you in tailoring your program to best accomplish your goals while meeting the needs of the reseller community.

Step 3—Standards Review

The VIP designation communicates more than the evaluation of a campus resale program—it represents a commitment by the vendor and by CCRA to strengthen the higher education channel. The committee will conduct a preliminary review to evaluate the following:

- a. Does the program meet an established need within the higher education channel?
- b. Does the vendor encourage long-term reseller relationships that will in turn help maintain the viability of the specialized higher education channel?
- c. Are adequate product training and professional development opportunities available to campus resellers?
- d. Is the program scalable to the size of the campus reseller and its campus community?
- e. Does the program provide campus resellers with advantages that will help them compete with resellers of computer products in the much larger consumer market?
- f. Does the vendor operate with appropriate business methods and ethics within the higher education channel?

To proceed to the program evaluation step, it is necessary to meet each of the six standards successfully.

Step 4—Program Evaluation

The program evaluation addresses the specific terms of your company's higher education program with the campus reseller.

Once the committee has evaluated your program, you will be notified of their decision regarding VIP status.

During the review process, if the committee finds programmatic elements that it feels do not adequately support the business and academic missions of CCRA member stores, then those problem areas will be communicated to the vendor. VIP status will not be granted unless these problem areas are satisfactorily addressed. PDC committee members will be available to answer questions during the review process.

Once the committee approves the program, the vendor will be notified that VIP status has been granted.

Step 5 – Approval/Licensing Agreement and Licensing Fee

Once approval has been granted by the Partnership Development Committee an invoice for the \$5,000 VIP Licensing Fee will be generated and sent to you along with the VIP Licensing Agreement. When the Licensing Agreement has been executed and the \$5,000 fee paid, all benefits of VIP status will commence.

The VIP designation is not an endorsement of a company's products or services. It is, however, looked at by CCRA members as an indicator of a program in which they may want to participate. Resellers looking for new companies with which to do business will look first at CCRA VIP's.

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Anatomy of a Campus Technology Reseller

Campus Technology Resellers are involved in the creation, implementation, and/or distribution of campus technology solutions for their campuses. Their involvement includes vendor relations and supporting the educational, academic, research, business, and health care missions of their schools while maintaining a successful business operation. Campus Technology Resellers are the perfect primary contact for vendors looking to sell into the higher education market.

Campus Technology Resellers have four basic business structures:

- A campus IT department that also resells to faculty, staff, students, and departments of their institution.
- A stand-alone technology store that operates under the bookstore business structure.
- A technology department within a bookstore.
- A stand-alone technology store that operates under, or is operated by, an entity affiliated with the institution (i.e., Auxiliary Services, Co-op, Student Association).

Each of these models, while having different management structures and business plans, needs vendors, manufacturers, and distributors to support the channel with programs that offer strong business advantages for higher education. At the very least, vendor programs must not create disadvantages for this channel.

The basic anatomy of a successful reseller includes the ability to:

- Stock inventory for immediate customer purchase.
- Provide pricing advantages for educational items.
- Provide customer satisfaction guarantees.
- Return DOA (Dead On Arrival) inventory.
- Stock balance slow moving product.
- Price protect on-hand inventory.
- Negotiate reduced shipping costs.
- Obtain Co-op marketing funds.
- Communicate via email, web, and sales representatives.
- Provide demonstration units and software for customer examination.
- Utilize staff training tools for products and services.
- Maintain a web presence.

A further explanation of why these vendor program elements are essential to the success of a campus reseller follows:

Stocking inventory is critical to the success of any organization. Even with the growth of the web and e-commerce, higher education customers still rely on the campus reseller for immediate fulfillment of their orders.

Pricing advantages for Education Resellers are imperative to remain competitive in the retail market. Education Resellers cannot charge their customers higher prices than are available in the open market. The Campus Reseller is restricted to servicing the campus community and should be the first avenue for offering educational discounts.

A 30-day customer satisfaction guarantee is essential. This policy must be clear and in writing; whether through distribution or direct to manufacturers.

DOA policies must be clear, concise, and in writing; whether through distribution or direct to manufacturers.

Price protection is essential for the campus reseller to carry inventory. The basic price protection plan should be 30-60 days, depending on the product, and 90 days during back-to-school.

Free shipping on all orders or at a minimum on orders totaling \$500 and above.

The remaining features are indicative of a good higher education program and are critical to the campus reseller to allow for the best promotion and marketing of a particular product line:

- Co-Op marketing funds and easy procedures to obtain these funds
- Communication via email, web, and sales representatives
- Demonstration units for both software and hardware
- Training tools for products and services
- Web presence for rapid information exchange and optimally for order processing

In summation, campus resellers are looking for vendor partners that support the channel and offer programs that provide strong business advantages for higher education.



Attachment B

VIP PROGRAM EVALUATION FORM

Company Name: _____
CCRA Contact: _____

Phone : _____
Email: _____

1. CORPORATE MEMBERSHIP REVIEW

a. Are you a member of CCRA? _____ Yes _____ No

2. STANDARDS REVIEW

- a. How does the program meet an established need within the higher education channel? How has that need been demonstrated?
- b. How does the program encourage long-term reseller relationships that will in turn help maintain the viability of the specialized higher educational channel?
- c. Explain your product training and professional development opportunities available to campus resellers.
- d. Is the program scaleable to the size of the campus reseller and its campus community? Explain.
- e. How does the program provide campus resellers with policies and procedures that will help them compete with resellers of computer products in the much larger consumer market?
- f. Explain your organization's business methods and ethics in relation to the higher education channel.

3. HIGHER EDUCATION RESALE PROGRAM EVALUATION— Indicate whether your higher education program includes the following terms. Explain the policies and the procedures necessary to take advantage of them. If you work through a distributor, explain how you insure the distributor complies with your company's policies and procedures.

- a. Minimum 30-day customer service satisfaction/money back guarantee?
- b. No penalty DOA (Dead On Arrival) policy?
- c. Stock balancing policy?
- d. Price protection policy?
- e. Marketing support/development funds?

- f. Dedicated higher education account team with expertise in the campus resale channel?
- g. Differentiated cost between institutional direct purchases and campus resale acquisition cost?
- h. Free shipping opportunities?
- i. Reliable communication tool to notify campus resellers of product transitions?
- j. Web-based source for product information?
- k. Discounted demo or NFR (Not For Resale) policy?
- l. Training tools for campus store staff members?
- m. Access to inside sales team and second level product support?
- n. Credit terms available for purchases?
- o. Availability of hardware service certification?

To receive the VIP designation, a program must successfully meet a minimum of 12 criteria. The Committee will take into consideration questions that are not applicable.

Please list five campus computer stores or college stores who are currently participating in the program outlined above, including the individual contact.

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____