



# Auxiliary Enterprises

Ms. Kamesha Hill  
Executive Director



## Auxiliary Enterprises

### **Auxiliary Enterprises Mission and Objectives**

Auxiliary Enterprises is dedicated to providing the highest quality products and services to the Jackson State University community. Our mission is to parallel with the goals of the University in providing goods and services to ensure a comprehensive campus community experience for students, faculty and staff to maximize their success. We work diligently to support the University's mission as we provide the campus and extended communities innovative services through strategic business partnerships that continuously improve value and enhance the overall campus style experience. The department's entrepreneurial spirit and enthusiastic environment allows our teams to operate efficiently as well as collaboratively with the university community. The A-Team consists of JSU Dining Services/SodexoMagic, Walter Payton Recreation and Wellness Center, Contractual Services (which includes Trademark Licensing, the JSU Supercard Program, Brown Bottling Group/ Pepsi, JSU Hair Studio, JSU Nail Studio, JSU Barbershop, and ATM's), and JSU Postal Services.

#### **Divisional objective:**

A primary objective of the Division of Auxiliary Enterprises is increasing the quality, effectiveness, appearance and efficiency of these goods and services, therefore, enhancing the University experience for students, faculty, staff, and campus visitors.

#### **Departmental objectives are:**

- to train AE employees to be responsive to clientele needs;
- to improve upon customer service;
- to provide additional programming and educational services;
- to deliver quality services to the University community;
- to improve marketing strategies for the division; and
- to improve student satisfaction through innovative services.

**Our motto is “Making A Difference Through Service,” How may we serve you?**



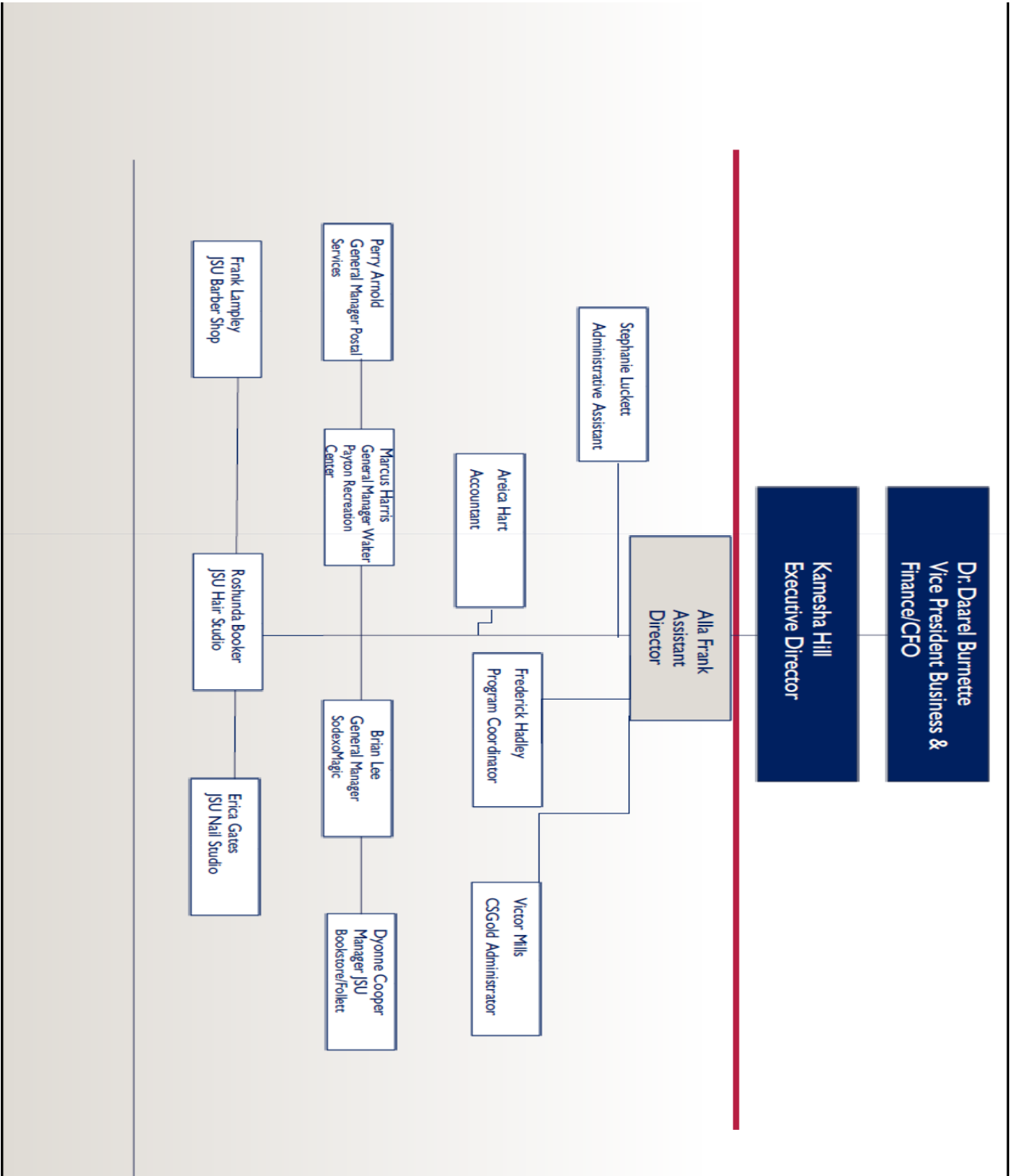
## Contractual Services

### **Contractual Services Mission**

Contractual Services' (DCS) mission is to provide the students, faculty and staff with a comprehensive system of services, programs, and activities designed to satisfy customer expectations, enhance campus living through contracted venues, while in support of the University's overall academic mission. Our primary goals are to identify and provide quality goods and services to the campus community which is favorable to campus-style living.

These goals are achieved through extensive research, negotiations, partnerships and the execution of contracts and agreements. Currently, DCS oversee 119 Approved Licensees through the Licensing Program, 150+ Supercard Program Vendors and manage on-campus partnerships such as Pepsi-Cola/Brown Bottling Group, JSU™ Barber Shop, JSU™ Hair Studio, JSU™ Nail Studio, five ATMs (Regions, Trustmark, Bank Plus, Liberty and Bancorp South), CheddarU, and Special Tags.

## Auxiliary Enterprises Organizational Chart





## FISCAL YEAR 2019 BUDGET REDUCTIONS

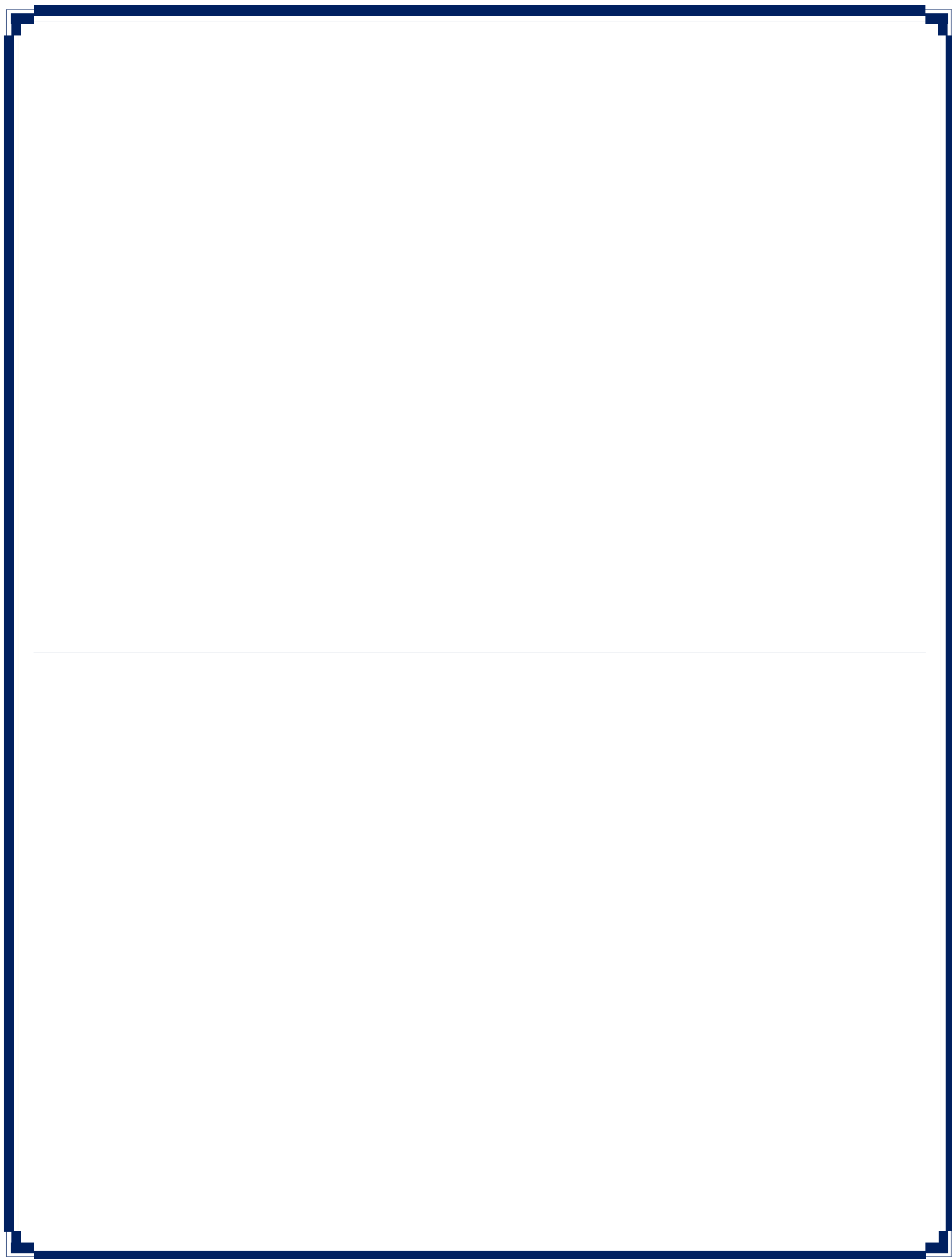
Auxiliary Enterprise FY'19 Budget is \$10,254,382 and has an overall budget projection to have a profit of \$ 50,000.

### 1. Cost Savings Plans

- a. Continue to use Investments Funds from the agreement with SodexoMagic to replace malfunctioning equipment in Heritage Dining Hall (Student Dining).
- b. Enhance sustainability efforts. Partnered with Total Oil Management, a company that offers solutions to capture oil level and filtration activities from the kitchen, increases labor savings from efficiency and reduces cooking oil consumption.

### 2. Revenue Increase/Brand Enforcement Plan

- a. Review Academic Calendar and meet with Provost and CFO to discuss the Board Calendar days to provide meals to students and the move-in dates and beginning of the semesters, per the academic calendar (amendment to SodexoMagic agreement may have to be done).
- b. Schedule visits by Chef G. Garvin to perform a complete overhaul of current menu options in Heritage Dining Hall, Legacy and catering.
- c. Walter Payton Recreation and Wellness Center and SodexoMagic will partner and provide classes and seminars on healthy eating and physical fitness. SodexoMagic has partnerships with prestige doctors such as Dr. Eric"Doc Griggs" Griggs and Dr. Ian Smith.
  - i. Dr. Griggs will work with Walter Payton Recreation and Wellness Center with the planning of the 14<sup>th</sup> Annual Sweetness 5K Run/Walk on April 4, 2020.
  - ii. Beginning May 2019 will work on community involvement and participation. We'll meet and work with our adopted school Blackburn Middle School on youth programs and physical fitness and healthy eating.
- d. Educate campus department, clubs and organizations about Trademark Licensing.
- e. Implement a policy about Food trucks and third-party vendors on campus, which will impose a vendor fee for those vendors after approval has been granted from SodexoMagic for the vendors to service the event.





**AUXILIARY ENTERPRISES REV. vs EXP.  
FISCAL YEARS 2015-2019**

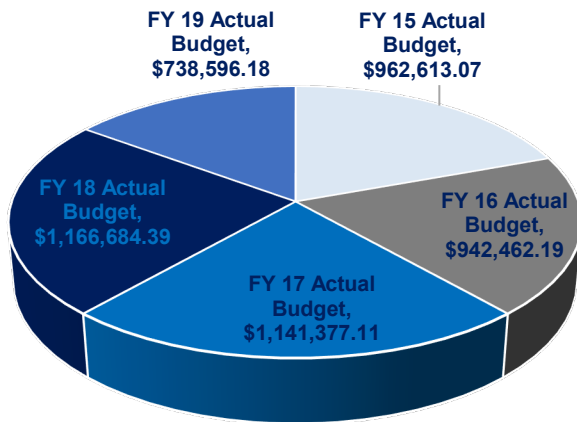
	<b>FY 15 Actual Budget</b>	<b>FY 16 Actual Budget</b>	<b>FY 17 Actual Budget</b>	<b>FY 18 Actual Budget</b>	<b>*FY 19 Actual Budget</b>
<b>REVENUE</b>					
Revenue	\$ 675,380.85	\$ 535,417.31	\$ 611,190.05	\$ 713,468.31	\$ 447,816.56
Sales & Services	\$ 191,162.32	\$ 338,302.88	\$ 456,677.01	\$ 393,404.08	\$ 250,745.12
Rental Income	\$ 76,038.50	\$ 67,792.00	\$ 64,041.00	\$ 58,912.00	\$ 39,202.00
Other Sources	\$ 20,031.40	\$ 950.00	\$ 9,469.05	\$ 900.00	\$ 832.50
<b>TOTAL REVENUE</b>	<b>\$ 962,613.07</b>	<b>\$ 942,462.19</b>	<b>\$1,141,377.11</b>	<b>\$1,166,684.39</b>	<b>\$ 738,596.18</b>
<b>EXPENDITURES</b>					
Salaries	\$ 323,257.97	\$ 321,922.64	\$ 283,095.26	\$ 304,022.13	\$ 199,763.08
Wages	\$ 12,488.20	\$ 15,771.89	\$ 29,015.70	\$ 22,205.00	\$ 19,725.50
Fringes	\$ 107,054.62	\$ 106,052.82	\$ 93,250.33	\$ 101,292.64	\$ 66,167.96
Travel	\$ 7,513.48	\$ 11,676.86	\$ 5,436.87	\$ 4,573.75	\$ 2,935.73
Contractual Services	\$ 693,241.73	\$ 25,106.35	\$ 23,872.58	\$ 28,185.37	\$ 17,062.89
Utilities, Comm, Oper.	\$ 34,347.04	\$ 30,222.34	\$ 5,503.03	\$ 4,673.40	\$ 2,284.77
General & Administrative	\$ 4,085.00	\$ 6,194.30	\$ 4,429.70	\$ 3,760.00	\$ 3,960.90
Commodities	\$ 19,937.28	\$ 10,966.75	\$ 1,769.97	\$ 3,570.77	\$ 688.74
Scholarship & Allowances	\$ 2,647.75	\$ -	\$ -	\$ -	\$ -
Capital Outlay	\$ 15,533.45	\$ 7,309.83	\$ 650.00	\$ 985.56	\$ -
Other Expenditures	\$ (194,433.30)	\$ -	\$ 63,700.22	\$ -	\$ -
Transfers Out	\$ 293,097.35	\$ 137,830.27	\$ 224,967.14	\$ 149,740.58	\$ 112,969.38
<b>TOTAL EXPENDITURES</b>	<b>\$ 1,318,770.57</b>	<b>\$ 673,054.05</b>	<b>\$ 735,690.80</b>	<b>\$ 623,009.20</b>	<b>\$ 425,558.95</b>
<b>Net Gain (Loss)</b>	<b>\$ (356,157.50)</b>	<b>\$ 269,408.14</b>	<b>\$ 405,686.31</b>	<b>\$ 543,675.19</b>	<b>\$ 313,037.23</b>

*\*FY'19 numbers as of April 8, 2019*





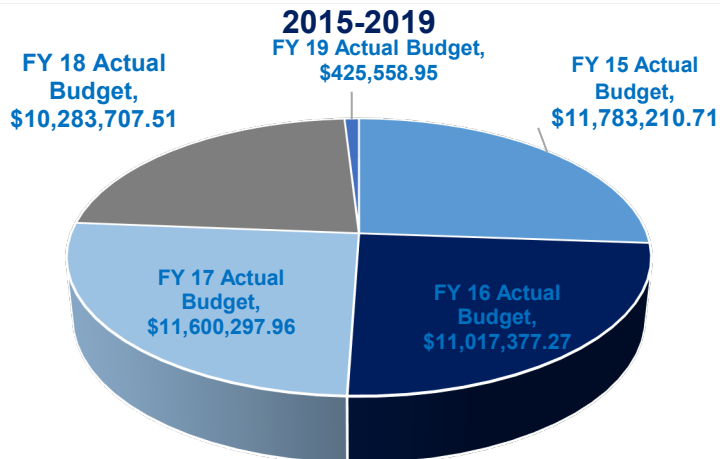
## AUXILIARY ENTERPRISES REVENUE FOR FISCAL YEARS 2015-2019



- FY 15 Actual Budget
- FY 16 Actual Budget
- FY 17 Actual Budget
- FY 18 Actual Budget
- FY 19 Actual Budget

*\*FY'19 numbers as of April 8, 2019*

## AUXILIARY ENTERPRISES EXPENDITURES FOR FISCAL YEARS 2015-2019



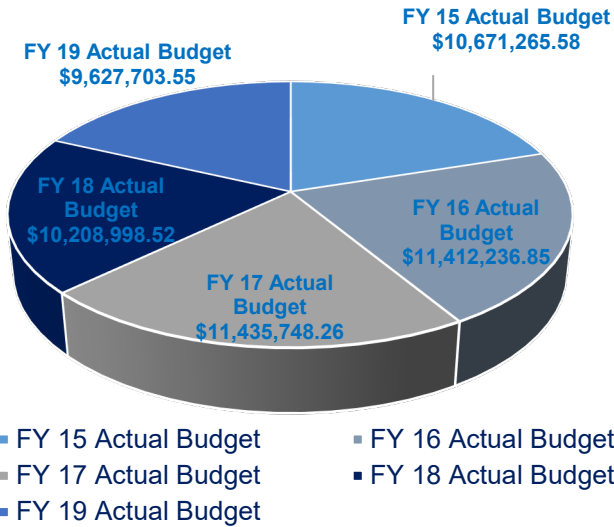
- FY 15 Actual Budget
- FY 16 Actual Budget
- FY 17 Actual Budget
- FY 18 Actual Budget
- FY 19 Actual Budget

*\*FY'19 numbers as of April 8, 2019*

## REV vs EXP Fiscals Years 2015-2018

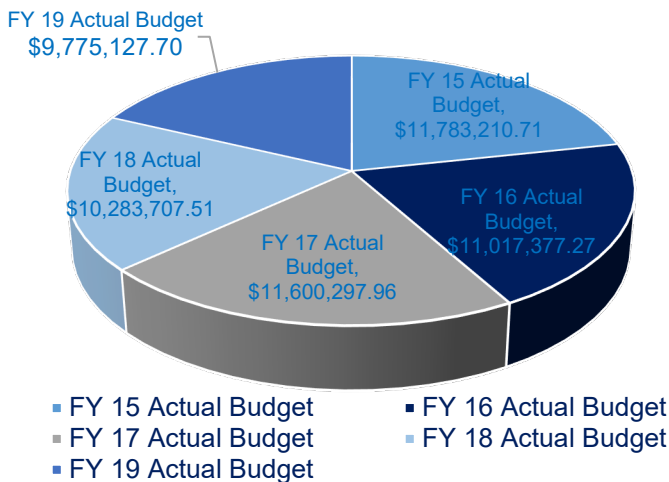
	FY 15 Actual Budget	FY 16 Actual Budget	FY 17 Actual Budget	FY 18 Actual Budget	FY 19 Actual Budget
<b>REVENUE</b>					
Revenue	\$1,567,923.85	\$1,927,813.34	\$1,932,304.17	\$1,651,772.00	\$1,087,138.02
Sales & Services	\$8,755,243.97	\$9,151,533.94	\$9,383,761.98	\$8,453,535.91	\$8,439,565.53
Other Sources	\$ 348,097.76	\$ 332,889.57	\$ 119,682.11	\$ 103,690.61	\$ 101,000.00
<b>TOTAL REVENUE</b>	<b>\$10,671,265.58</b>	<b>\$1,412,236.85</b>	<b>\$11,435,748.26</b>	<b>\$10,208,998.52</b>	<b>\$9,627,703.55</b>
<b>EXPENDITURES</b>					
Contractual Services	\$ 8,987,993.42	\$ 153,632.63	\$ 5,129,857.08	\$ 8,346,549.03	\$8,672,844.68
Utilities, Comm, Oper.	\$ 136,286.75	\$ 185,490.34	\$ 87,133.04	\$ 83,482.16	\$ 24,384.71
Commodities	\$ -	\$ 48.95	\$ -	\$ -	\$ -
Cost of Sales	\$ -	\$9,249,031.02	\$4,514,251.50	\$ -	
Scholarship & Allowances	\$ 383,160.85	\$ 178,721.53	\$ 809,511.18	\$ 88,451.50	\$ 61,173.00
Capital Outlay	\$ -	\$ 9,980.42	\$ -	\$ -	\$ -
Other Expenditures	\$ (362,106.41)	\$ -	\$ (965,159.13)	\$ 417,559.63	\$ -
Transfers Out	\$ 2,637,876.10	\$1,240,472.38	\$ 2,024,704.29	\$1,347,665.19	\$1,016,725.31
<b>TOTAL EXPENDITURES</b>	<b>\$11,783,210.71</b>	<b>\$11,017,377.27</b>	<b>\$11,600,297.96</b>	<b>\$10,283,707.51</b>	<b>\$9,775,127.70</b>
<b>Net Gain (Loss)</b>	<b>\$(1,111,945.13)</b>	<b>\$ 394,859.58</b>	<b>\$(164,549.70)</b>	<b>\$(74,708.99)</b>	<b>\$(147,424.15)</b>

## DINING SERVICES REVENUE FOR FISCAL YEARS 2015-2019



*\*FY'19 numbers as of April 8, 2019*

## DINING SERVICES EXPENSES FOR FISCAL YEARS 2015-2019



*\*FY'19 numbers as of April 8, 2019*



## AUXILIARY ENTERPRISES FY'20

		FY 20 Proposed Budget	
<b>REVENUE</b>			
	Revenue	\$	495,000.00
	Sales & Services	\$	286,000.00
	Rental Income	\$	49,900.00
	Other Sources	\$	775.00
	<b>TOTAL REVENUE</b>	<b>\$</b>	<b>831,675.00</b>
<b>EXPENDITURES</b>			
	Salaries	\$	337,614.00
	Wages	\$	54,000.00
	Fringes	\$	114,789.00
	Travel	\$	10,000.00
	Contractual Services	\$	28,200.00
	Utilities, Comm, Oper.	\$	45,700.00
	General & Administrative	\$	4,000.00
	Commodities	\$	3,500.00
	Scholarship & Allowances	\$	-
	Capital Outlay	\$	7,435.00
	Other Expenditures	\$	-
	Transfers Out	\$	156,337.00
	<b>TOTAL EXPENDITURES</b>	<b>\$</b>	<b>761,575.00</b>



## FISCAL YEAR 2020

### Dining Services

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**FY'20  
PROPOSED BUDGET**

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#### REVENUE

Revenue	\$ 2,020,866
Sales & Services	\$ 9,086,342
Other Sources	\$ 100,000
<b>TOTAL REVENUE</b>	<b>11,107,208</b>

#### EXPENDITURES

Contractual Services	\$9,227,564.00
Utilities, Comm, Oper.	\$ 316,980.00
Commodities	\$ -
Cost of Sales	\$ -
Scholarship & Allowances	\$ 100,000.00
Capital Outlay	\$ 6,500.00
Other Expenditures	\$ 13,900.00
Transfers Out	\$ 1,407,036.00
<b>TOTAL EXPENDITURES</b>	<b>\$ 11,071,980.00</b>



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## **Contractual Services**





Jackson State University® & Follett Higher Education Group have entered into a 10-year agreement which commenced July 1, 2018.

JSU Bookstore/Follett Objectives:

1. Enhance/re-brand the current Campus store location. The re-brand includes renaming of the JSU™ Bookstore to JSU™ Campus Store.
2. Complete renovations to Tiger Mart (Convenient Store).
3. Follett will resume providing Apple products to the University students, faculty, staff and community.
4. JSU Campus store will:
  - a. Have extended/flexible hours to service various tour groups and campus events and
  - b. Travel to away football Classics.
5. Continue to provide reasonable and competitive pricing for course material, which includes enhancing the IncludEd program and increasing digital course material, and rental, new and used textbook options.
  - a. *"IncludEd is an inclusive access program that delivers all required print or digital course materials to students as part of their tuition or fees-making course materials affordable. The program removes the uncertainty and stress of how to acquire course materials at the best price at the beginning of each semester. It leverages bulk buying-yielding greater discounts- resulting in lower costs and ultimately better student engagement."* **Follett Higher Education Group**





## includ ED®

## Q& A

**Q:** How does the includED® program work?

**A:** The includED program allows schools to provide required course materials to students as part of tuition (or fees) ensuring students understand the full cost of education upfront and are prepared with required course materials on day one. Developed in partnership with schools, the includED program improves access to course materials, enhances engagement and learning outcomes and helps make course materials more affordable.

**Q:** How does the includED® program improve student engagement and learning outcomes?

**A:** According to the National Association of College Stores, as many as 15 percent of college students don't purchase all the required materials for their classes due to cost. <sup>1</sup> With the includED program, all students begin the course with the same materials in the same format on the first day of class, creating a consistent learning experience both in and out of the classroom. And, according to a recent survey of faculty, more than 90 percent agree that students who obtain the required course materials do better in class than those who do not. <sup>2</sup>

**Q:** What specific benefits will the includED® program have for my school?

**A:** Schools can use the includED program as a powerful retention and recruiting tool. The program promotes equal access to all required materials regardless of individual economic circumstances. It also ensures students and their families understand the full costs of education upfront and students are prepared to learn with all required materials on the first day. Key benefits include:

- **Increased access:** Students no longer need to spend time comparison shopping for their required course materials. Materials can be easily picked up at the campus bookstore, shipped directly to the student's doorstep or will be delivered digitally via a link placed on the school's learning management system (LMS).
- **Enhanced learning outcomes:** Faculty and students agree that students who have required course materials do better in class. Both students and teachers have the same materials making it easier to study and learn.
- **Reduced costs:** The program is structured within two distinct models: Course based and Student-based. Depending upon the model selected by the institution, students can experience enhanced affordability. Students can also use their financial aid to purchase books.



includ ED®

## Q& A

**Q:** Why is the includED® program more convenient than students purchasing books on their own?

**A:** Rather than spending time shopping at several places, students receive all of their required course materials in one easy step. Materials can be picked up at the school bookstore, shipped directly to the student's doorstep or can be accessed, via a link placed on the school's Learning Management System (LMS). And, schools can provide students with the full cost of education upfront - there are no surprises.

**Q:** How does the includED® program improve access to materials?

**A:** includED ensures all students *have* equal access to all required course materials, regardless of their individual economic circumstances. In addition, college students can apply financial aid towards the cost of their course materials.

**Q:** What required items can be part of the includED® program?

**A:** Required material formats can include rental textbooks, digital textbooks and consumable items. Consumable items are single-use items not eligible for rental – such as workbooks, single-use pass codes or work papers.

**Q:** Are recommended materials part of the program?

**A:** Only materials identified by faculty and the school as "required" would be part of the program. However, all recommended materials will be made available for purchase at the local Follett bookstore and local bookstore website via [efollett.com](http://efollett.com).

**Q:** What digital options are part of the program?

**A:** Follett offers a variety of digital options, including digital replicas of textbooks, enhanced print options that allow students to interact with digital text and native digital content such as software or web-based content. It's important to remember that Follett's digital options work on most devices and platforms and typically won't require students to purchase additional expensive hardware to access their materials. Some schools are implementing all digital solutions to help drive even more convenience and savings for students.

**Q:** How does the includED® program make course materials more affordable?

**A:** Considerable discounts may be available when a school commits to purchasing all recommended course materials. In addition, when print books are adopted under a rental model, significant savings can be obtained. The school can then pass on those savings to students through the program. Financial aid can also be applied, making the process easy for college students.



includ ED®

## Q& A

**Q:** How do students get their books through the includED® program?

**A:** Students get all their required course materials in one easy step. Depending on format, course materials can be picked up at the school bookstore, shipped directly to the student's doorstep or can be accessed, via a link placed on the school's Learning Management System (LMS).

**Q:** Do students return books at the end of the term? Will they receive money for turning books in?

**A:** To ensure the most savings for students, printed textbooks will most likely be provided through Follett's popular Rent-A-Text program. With Rent-A-Text, students receive savings upfront rather than getting money back at the end of the term. In fact, Rent-A-Text has already saved students more than \$200 million compared to the cost of buying new. After the term is complete, students can simply return textbooks to their campus bookstore, or they can choose to keep the book by simply paying an additional fee. Any non-rental textbooks may be sold at textbook buyback for cash. Value at buyback is based on current supply and demand in the marketplace.

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## New Food Concept: Subconnection

Through our SodexoMagic partnership we will be renovating a vacant retail space in the retail annex. The location is easily accessible by the community and students walking to and from Blackburn Middle School.

Subconnection will provide the students, faculty, staff and community with a healthier food option and provide similar products to Subway. The restaurant will be open weekends and until 10pm weekly.



**subconnection.**  
by **sodexo**

**CONNECT TO A MENU WITH BROAD APPEAL**

SubConnection® is your connection to the perfect meal with breads that are baked daily, fresh produce, high-quality meats, and lifestyle choices that include under 500 calorie subs and salads.



**our promise**

All that is FRESH. From the ingredients to our best year-round mix breads, SubConnection will bring you a refreshing experience both in flavor and availability of these delicious creations.



**our vision**

To be the preferred food solution in the Jackson portfolio and provide SubConnection consumers with value made with only high quality meats, garden-fresh produce and fresh breads.

**our ambition**

To give consumers a quality food experience with ethical products and delivery, with an engaging interaction to create the perfect meal for them.

**CONNECT TO FRESH.**



**CONSUMER NEEDS**

**Community**

Consumers can gather with friends or grab a meal to go. SubConnection's environment provides a comfortable spot that celebrates the local community.

**The Way I Like It**

Late commuters find it's the only place they can grab a meal and go to work. They want to eat and go to work. SubConnection is your go-to for that meal.

**Choices**

More choices from healthy to indulgent, from easy to portable, throughout the day. SubConnection is your go-to for that meal.



**CLIENT NEEDS**

**Broad Appeal**

The product range is flexible enough to provide a comprehensive solution for all environments.

SubConnection will be successful across a broad spectrum of environments – from adults at work and students – where consumers need a fast and healthy meal, with value and convenience.



**PRODUCT RANGE**

**BUILD YOUR OWN SUBS**

Served on 6" and 12"

**SIGNATURE SUBS**

Served on 6" and 12"

**FRESH-BAKED BREAD**

Plus wraps and flatbreads

**LOTS OF TOPPINGS, CHEESES & SAUCES**

**SIDES AND BEVERAGES**

**OPTIONAL CATEGORIES:**

Salads  
Breakfast Sandwiches  
French Bread Style Pizzas  
Soups  
Grilled On




**TO DATE, THERE ARE OVER 100 SUBCONNECTION UNITS DEPLOYED!**

Key Performance Indicators	Performance & Financial (Revenue all units)	Full Time Employees	Subsiders Population	Annual Storage Sales
	\$94,080-\$93,000	3	3,000	\$770,329

Performance Targets	Food Cost	Labor	Breakthrough*	Field Contribution	Other Expenses
	25%	26.7%	71.8%	19.3%	8.4%

\* before - food cost / sales



## JSU Renderings

**subconnection**  
by *sodexo*

### Tier 1



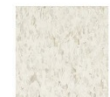
Countertop:  
Laminate -  
Luna Frost



Pendant Light:  
Bronze



Counter Face:  
Laminate -  
Natural Bamboo



Flooring:  
BioBased Tile -  
Quartz White



Paint:  
Paradise Green



Counter Face  
Graphic:  
Decal Applied  
Directly to  
Counter Face



Wall Graphic:  
-Decal and 1/2"  
Raised Letterset on  
Acrylic Backer  
-U" Graphic  
Mounted to 1/2"

**Tier 1/Base Option:**  
Need a lower cost option? The Tier 1 package includes all Forest Stewardship Council certified plywood that is covered in bamboo and white laminate using low VOC glues. This option also includes 1-1/2" thick medex MDF countertops covered in Luna Frost laminate and finished off with an off white T-mold edge. All counters are constructed of stainless steel tube and the back counter includes a custom stainless steel top.



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## Postal Services





## Postal Services

The Post Office is responsible for the postal service requirements of the students, faculty and staff of the University. Its primary purpose is to provide an efficient and economical mail system which will ensure timely service for both incoming and outgoing mail, while operating within established University and U.S. Postal Service guidelines and/or procedures. The Post Office is also committed to improving the image, quality and delivery of mail.

**Fiscal Year 20 Postal Services will partner with UPS and create a profit center for JSU Auxiliary Services by utilizing a UPS shipping solution with the State of Mississippi UPS Contract.**

### **Benefits of the Profit Center include:**

- Student shipments services can be provided by JSU a cost lower than the USPS
- Increase on-campus package deliveries with UPS Track
  - All carriers (UPS, USPS, FedEx, DHL) tracking numbers and anything with a barcode can be scanned into UPS TrackPad

### **Additional Revenue Initiatives & Benefits:**

- Increase enrollment and fan experience with the use of UPS Branded and Customized Envelopes.
  - Opportunities include: Season Tickets, Scholarship awardees, Alumni / Foundation, Admissions, Marketing for School of Public Health, Auxiliary Services.
  - Letter or Legal sized envelopes can be selected with a selection of nine different UPS branded borders
- Enhance Student Career Development with UPS employment opportunities
  - JSU students can gain employment while in school with the UPS Earn and Learn program at the UPS Jackson Hub.
  - After graduation, Earn & Learn students become top candidates for full – time UPS employment.
  - The UPS Corporate Office / Global Headquarters in Atlanta has Summer Internship opportunities across many functions (Industrial Engineering, Communications, Business Development, Customer Solutions etc.)
- Reduce total cost of promotional items and supplies with UPS Inbound Logistics.
  - Freight costs on Items / supplies ordered from vendors can be billed to a JSU / UPS account with savings of 10% and 90% of the shipping cost.
  - A Routing Letter can direct each vendor on the specific UPS account number to use.



## Trademark Licensing



## Trademark Licensing

Jackson State University® name, seal, logo, mascot, colors, campus buildings and landmarks, symbols that have become commonly associated with the University or any of its campuses and associated graphics are owned and controlled by the University. The University's registered trademarks include "JACKSON STATE UNIVERSITY®", "JACKSON STATE®", "JACKSON STATE® TIGERS", "the UNIVERSITY SEAL", "THE SONIC BOOM OF THE SOUTH®", "Wavee Dave®", and the Athletic Block JSU logo.

The Trademark & Licensing program, governed by the Auxiliary Enterprises/Contractual Services, exists to promote and protect the University's name, logo, etc. The Trademark & Licensing program most important principle in generating name recognition is consistency and repetition over a period of time. The stronger the visual identity and the use of consistent wordmarks and logos, the greater the awareness and recognition of Jackson State University.

Learfield/ IMG College is the University third party licensing administrator and assists with integrated retail programs, market activations, brand consultation, license management and license enforcement.

### Trademark Licensing Fiscal Year 2020 Objectives:

- Create an educational presentation/report detailing what Trademark Licensing is; why you should purchase from officially licensed vendors, guidelines for usage of the University name, logo, wordmarks, etc. for students, faculty, staff, Alumni and vendors.
- Mentor Freshman student that is an employee of Fresh Prints, LLC, stationed in New York Would like to serve as an AE Trademark & Licensing Intern to learn more about brand awareness.
- Participate in promotions that increase awareness and revenue such as:
  - Top of the World Declaration Days 2019
    - Graduating High School Freshman declare admission to JSU for a chance win scholarships in the amount of \$500, \$1,000 or \$5,000
  - Club Level Brands for the Vera Bradley program
  - Finalize partnership with Bed Bath and Beyond for Move-In & Welcome Week for residence hall promotions.
  - Promote Game-Day Colors and specific t-shirts
  - Establish the CoreXp and Agora CX platform.
  - See the details below.



## How It Works

### For Buyers:

- Interactive, online supplier directory for locating the right suppliers for the job (no more clunky PDFs or binders)
- Streamlined quote requests in which students and faculty can submit a request for quote, for multiple items, from multiple suppliers, with one click
- Easy ordering via credit card or purchase order

### For Licensing:

- Licensing authorization form: adaptable to fit the needs of your school, and integrated into the quote request process
  - Complete visibility and oversight: eliminated complexities and chaos which typically lead to lost royalty revenue and under-the-table deals
  - Automatic procurement connection: available via Punch-out protocol or ad hoc order exchange
-



## Key Benefits

- Significant savings for entire school
- Minimal calls, emails, and mistakes
- Remove chaos and increase efficiency with one central location for students, faculty, and staff to get custom branded merchandise
- Achieve maximum value and performance from all licensees over time
- Collect more royalties through the system's built-in protections, and minimize use of unlicensed and unapproved licensees

### **AgoraCX significantly increases efficiency resulting in decreased costs and greater supply chain control.**

- Equal opportunity for all suppliers
- Capture important details from all projects for approval routing, analytics, and pricing and royalty calculations.
- Integrate data sharing with multiple departments and systems when necessary.
- Save time and money through rapid quotes and best prices.
- Consolidate and streamline payments.