OVERVIEW

Beyond the Campus Store: The Future of the University Campus Store and the NACS, 2021-

2031

New ways to share, access, and teach educational materials, as well as shop and show love for the university experience are reshaping how the campus store fits into the lives of students, professors, universities, and communities. NACS is looking to for insight and to better understand the dynamic landscapes of the future and how it can best position itself to provide value to a vast network of campus stores that universities, students, and professors so much rely on.

GOALS

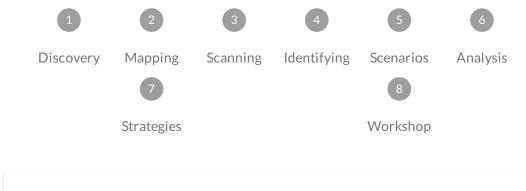
of NACS for the next 10 years. Develop and implement a living library of articles/scans that will help the NACS monitor and watch for disruptive

Provide insight and depth into the key, issues, drivers, and uncertainties that most likely could impact the future

trends that will affect the industry for the next 25 years. Help seed, nurture, and champion a culture of strategic foresight at NACS so that the deliverables and insights

we provide can continue to be built and iterated upon from within the organization in the future

PROCESS AND SCHEDULE



the domain and challenges NACS is facing

Discovery

SCHEDULE DELIVERABLE

Initial Interview with 3-5 stakeholders to get a better understanding of

4 weeks	N/A	N/A	

4 weeks

Mapping

of the system dynamics.

SCHEDULE DELIVERABLE

Systems Maps

Domain Map & Relevant High Level

Mapping key categories and subcategories to gain a better understanding

Scanning	
Building a scanning archive of trends, articles, r	eports, signals, and plans.

SCHEDULE

DELIVERABLE 4 weeks Searchable, Filterable, Scored Scanning

Identify
Identifying and analyzing key trends, drivers, issues, and uncertainties

that will affect the business of the college store and the services that both

Library

Scenarios

SCHEDULE

SCHEDULE DELIVERABLE 2 weeks Domain Map & Relevant High Level Systems Maps

Develop scenarios outlining a spectrum of potential futures for the role of NCAS in the landscape of the college store and the education system.

it and that NACS can provide it.

4 weeks Scenario Guide that contains four scenarios and a range of potential futures

DELIVERABLE

Domain Map & Relevant High Level

Analysis Parse out dominant strategic issues and scan for potential sources where new risks, opportunities, and disruptions will emerge. **SCHEDULE DELIVERABLE**

Systems Maps

DELIVERABLE

SCHEDULE 4 weeks

Workshop

of the system dynamics.

Strategy

to plausible risks and opportunities

4 weeks

Strategy Guide

Mapping key categories and subcategories to gain a better understanding

Synthesize strategies, routes to optimization, and actions and responses

SCHEDULE	DELIVERABLE
Two Days	Two One Day Workshops

In addition to the items listed in the above table we will provide a final report, in electronic, print, and interactive online versions that contains all of our research in an easily digestible way.

1ST MONTH 2ND MONTH 3RD MONTH

4TH MONTH

Scanning

DELIVERABLES

TIMELINE

TASK

Discovery

Mapping

Identifying

