

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

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

















Scenarios

Analysis

Discovery

Strategies

Workshop

Initial Interview with 3-5 stakeholders to get a better understanding of the domain and challenges NACS is facing

SCHEDULE 4 weeks

DELIVERABLE

N/A

Mapping Mapping key categories and subcategories to

gain a better understanding of the system dynamics.

4 weeks

SCHEDULE

DELIVERABLE Domain Map & Relevant

High Level Systems Maps

Building a scanning archive of trends, articles,

Scanning

reports, signals, and plans.

4 weeks

SCHEDULE

Searchable, Filterable, **Scored Scanning Library**

DELIVERABLE

Identifying and analyzing key trends, drivers,

Identify

issues, and uncertainties that will affect the business of the college store and the services that both it and that NACS can provide it.

2 weeks

SCHEDULE

Domain Map & Relevant High Level Systems Maps

DELIVERABLE

Develop scenarios outlining a spectrum of

Scenarios

potential futures for the role of NCAS in the landscape of the college store and the education system.

SCHEDULE

Scenario Guide that contains four scenarios and

DELIVERABLE

4 weeks

a range of potential futures

Analysis

Parse out dominant strategic issues and scan for

potential sources where new risks, opportunities, and disruptions will emerge.

SCHEDULE 4 weeks

Domain Map & Relevant **High Level Systems Maps**

DELIVERABLE

Strategy

Synthesize strategies, routes to optimization, and

actions and responses to plausible risks and

opportunities	
SCHEDULE 4 weeks	DELIVERABLE Strategy Guide
Workshop Mapping key categories and subcategories to gain a better understanding of the system dynamics.	
SCHEDULE	DELIVERABLE

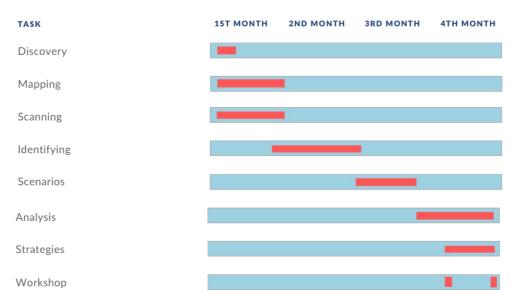
Two One Day Workshops

DELIVERABLES

Two Days

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.

TIMELINE



\$45,000

COST