

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

1	2	3	4	5	6
Discovery	Mapping	Scanning	Identifying	Scenarios	Analysis
	7			8	
	Strategies			Workshop	
<div> <div> Discovery <p>Initial Interview with 3-5 stakeholders to get a better understanding of the domain and challenges NACS is facing</p> <div> <div>SCHEDULE</div> <div>4 weeks</div> </div> <div> <div>DELIVERABLE</div> <div>N/A</div> </div> </div> </div>					
<div> <div> Mapping <p>Mapping key categories and subcategories to gain a better understanding of the system dynamics.</p> <div> <div>SCHEDULE</div> <div>4 weeks</div> </div> <div> <div>DELIVERABLE</div> <div>Domain Map & Relevant High Level Systems Maps</div> </div> </div> </div>					
<div> <div> Scanning <p>Building a scanning archive of trends, articles, reports, signals, and plans.</p> <div> <div>SCHEDULE</div> <div>4 weeks</div> </div> <div> <div>DELIVERABLE</div> <div>Searchable, Filterable, Scored Scanning Library</div> </div> </div> </div>					
<div> <div> Identify <p>Identifying and analyzing key trends, drivers, issues, and uncertainties that will affect the business of the college store and the services that both it and that NACS can provide it.</p> <div> <div>SCHEDULE</div> <div>2 weeks</div> </div> <div> <div>DELIVERABLE</div> <div>Domain Map & Relevant High Level Systems Maps</div> </div> </div> </div>					
<div> <div> Scenarios <p>Develop scenarios outlining a spectrum of potential futures for the role of NCAS in the landscape of the college store and the education system.</p> <div> <div>SCHEDULE</div> <div>4 weeks</div> </div> <div> <div>DELIVERABLE</div> <div>Scenario Guide that contains four scenarios and a range of potential futures</div> </div> </div> </div>					
<div> <div> Analysis <p>Parse out dominant strategic issues and scan for potential sources where new risks, opportunities, and disruptions will emerge.</p> <div> <div>SCHEDULE</div> <div>4 weeks</div> </div> <div> <div>DELIVERABLE</div> <div>Domain Map & Relevant High Level Systems Maps</div> </div> </div> </div>					
<div> <div> Strategy <p>Synthesize strategies, routes to optimization, and actions and responses to plausible risks and opportunities</p> <div> <div>SCHEDULE</div> <div>4 weeks</div> </div> <div> <div>DELIVERABLE</div> <div>Strategy Guide</div> </div> </div> </div>					
<div> <div> Workshop <p>Mapping key categories and subcategories to gain a better understanding of the system dynamics.</p> <div> <div>SCHEDULE</div> <div>Two Days</div> </div> <div> <div>DELIVERABLE</div> <div>Two One Day Workshops</div> </div> </div> </div>					

DELIVERABLES

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

TASK	1ST MONTH	2ND MONTH	3RD MONTH	4TH MONTH
Discovery	<div></div>			
Mapping	<div></div>			
Scanning	<div></div>			
Identifying		<div></div>		
Scenarios			<div></div>	
Analysis				<div></div>
Strategies				<div></div>
Workshop				<div></div>

COST

\$45,000