

Expression of Interest to Partner with Midwest Collaborative for Library Services (MCLS)

Purpose of EOI

The purpose of this Expression of Interest (EOI) is to provide information to help potential new vendors and Midwest Collaborative for Library Services (MCLS) determine if a partnership would be of benefit to both organizations.

Background: Midwest Collaborative for Library Services

MCLS is a nonprofit library service organization, with approximately 670 member libraries across Indiana and Michigan, and nonmember purchasers from across the country and around the globe. MCLS serves libraries of all sizes and types, including public, academic, school, hospital, corporate, and other special libraries.

MCLS provides many benefits to its members, with a primary benefit being group purchasing and a central licensing process. MCLS currently partners with more than 70 vendors to offer over 2,000 library products, from databases, eJournals, and eBooks to discounted library supplies and equipment. We also offer community engagement training, strategic planning, networking opportunities, training, and professional development. MCLS has been coordinating group purchasing for its members for over 20 years and has developed strong relationships with many vendors during that time. We look forward to working with new vendors who are interested in partnering with us to provide excellent service and great value to our libraries.

The most current list of MCLS member libraries can be found on the website:

<http://www.mcls.org/about-mcls/member-libraries/>

Benefits

We believe partnering with vendors offers benefits not only to our members but to our vendor partners and MCLS as well. Working with a consortium offers economy of scale that are beneficial to all involved. Libraries are able to obtain discounted pricing through participation in a group. Vendors are able to reach more libraries with less effort. MCLS provides marketing and promotional services and is often the first contact for customer support, in addition to central billing services. Vendors are able to work with one trusted partner, sign one central license, and send a single invoice.

Expectations

Upon determining that the vendor and MCLS want to work together, and upon formalizing that intent in writing, MCLS will:

- Create a vendor page on the MCLS website to post products and services
- Promote vendors using current marketing strategy guidelines
- Conduct member meetings to discuss vendors, promotions, and license terms
- Provide members with trial information and learning opportunities

- Provide members with quotes and pricing information
- Sign a license agreement for the group purchase
- Collect all renewal and cancellation information and provide to vendor
- Serve as a single billing contact for vendor
- Ensure that MCLS staff are promoting the value of working with the vendor through MCLS

Vendor will:

- Provide quality products or services to MCLS members at a discount and/or with additional benefits that members could not achieve on their own
- Provide branded marketing materials for promotion by MCLS
- Ensure that all vendor personnel serving MCLS members are aware of the partnership, understand the relationship, and promote the value of MCLS
- Provide quote and pricing information in a reasonable time
- Respond to all requests for information in a reasonable time
- Sign a license agreement and bill MCLS for the group purchase
- Provide updated information for vendor's web presence on the MCLS page

Questions Regarding the EOI

Any questions regarding the EOI, whether clarifications, technical, or administrative, should be directed to the attention of Nancy Kirkpatrick or Chrystal Babbitt via email to services@mcls.org.

Next Steps

Upon completion and submission of the EOI (details and example below), MCLS will review the materials and make a determination about moving forward. Should all the initial criteria be met, MCLS will contact the vendor and arrange a time for both parties to ask and answer any questions about a partnership and determine appropriate next steps.

Please prepare a document which contains all the information requested below, and email it to services@mcls.org upon completion. Your EOI must include:

1. Company name and full physical address
2. Your name and contact information
3. Website
4. Product overview: a broad description of your company and the products or services it would offer to our members
5. Incentives: what type of group or volume discounts or benefits do you offer to other consortia, or are you willing to offer us (if you haven't worked with consortia in the past)
6. Your reason why: Why do you want to work with MCLS?

Sample EOI:

Made-up Publisher
1234 Publisher Lane
Pretend, MI 12345

Jane Smith
555-555-5555
jsmith@madeup.fake
www.Madeup.fake

Made-up Publisher began in 2015 and provides research databases to academic and K12 institutions. Our databases focus on educational content and are specifically designed with the student and educator in mind. Comparable products from our competitors include ResearchThis and LookAtThat, but we believe our product excels because of our content, and because our interface is more intuitive. Our internal research demonstrates that with the following data: [insert supporting data here].

All MCLS members are eligible to purchase our products, though we believe that primary and secondary education would benefit the most. MCLS members will receive a 25% discount. We understand that many consortia charge a fee for their services, and as such MCLS may keep 5% of that discount and pass the 20% through to the members. If we quote members direct without consulting MCLS first, our quotes will reflect that 20% discount. A minimum number of participants is not required to begin a group purchase, and the discount offered is not contingent upon the number of libraries in the purchase. If a library already subscribes direct through Made-Up, they will need written approval to move to the MCLS license. Made-up is under no obligation to grant such approval. We will send one invoice for each renewal period to MCLS, and we understand MCLS will take care of billing members individually.

In order for libraries to learn about our products, we offer free trials and monthly webinars that provide an overview of the database. We are willing to schedule more webinars if needed. We also provide training and marketing materials for subscribers.

We want to partner with MCLS because you have strong relationships with your members, and you know what they want. Your organization is large, and we can cover more ground working with you than we could on our own. We recognize the value of central licensing and invoicing. Also, we specifically would like to grow our business in Indiana and Michigan.