



## Office of the President

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DATE: September 15, 2008  
TO: NMSU Community  
FROM: Waded Cruzado, Interim President  
RE: NMSU Bookstore

A handwritten signature in dark ink, appearing to read 'Waded Cruzado', written in a cursive style.

After careful consideration, I am pleased to announce the signing of a letter of intent to award a contract to Barnes & Noble College Booksellers to manage and operate NMSU's five bookstores and two convenience stores systemwide.

The letter of intent authorizes the university to consider construction of a gateway building to house a new academic store for the Las Cruces campus and to complete construction within a three-year period. Through the selection of merchandise and the store design, Barnes & Noble College Booksellers plans to implement the first such store in the country with a Hispanic theme. The store will also include a café for its customers. The first site to be explored will be the Jordan Street campus entrance. This is consistent with the NMSU Master Plan which calls for University Avenue to serve as a bridge to the community.

The letter of intent is a culmination of a thoughtful, heavily vetted and rigorous process that began over a year ago and follows the recommendation of a review committee comprised of representatives from students, faculty, student services, the community colleges and Auxiliary Services. The committee recommended a proposal in which students will not pay more for textbooks and employees will not lose jobs.

We are able to explore this possibility because we found the right partner who is focused on issues important to the university's diverse population and is dedicated to putting the needs of our students, faculty and staff first. Barnes & Noble College Booksellers serves 400,000 faculty members, over 4 million students, and operates more than 600 campus bookstores nationwide.

Our top priority has been to keep our people at the center of this conversation. With this opportunity, students and faculty at all NMSU campuses would enjoy a wider variety of products and services, while bookstore employees would be presented with prospects for upward mobility and economic betterment. This is a win-win situation for the campus community. In addition to enhancing the current operations, Barnes & Noble College Booksellers would help build a stronger future by applying industry knowledge and resources to address upcoming challenges and opportunities.

From a financial perspective, the package offered by Barnes & Noble College Booksellers would be of greater benefit to NMSU. Income from the stores would remain in the local area and be used to benefit the student/campus community with expanded funding for capital improvements and enhanced operations for all campuses.

To help better understand what this transition means, a Q&A sheet has been placed on the bookstore Web site at [www.nmsubookstore.com](http://www.nmsubookstore.com). If you have additional questions, please submit them to [auxservices@nmsu.edu](mailto:auxservices@nmsu.edu), and a staff member will respond to your inquiry in a timely manner.

I want to offer my sincere thanks and appreciation to the committee for their efforts, the bookstores' employees for their collaboration, and the campus community for their support as we move forward with this process.