

2011 Bookstore (Student) Assessment Day Survey Results

Last Modified: 04/15/2011

1. Please note that the Lickert Scale is 1 = Strongly Agree and 5 = Strongly Disagree, so lower means are more positive than higher means.

#	Question	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Responses	Mean
1	The bookstore has an overall customer-friendly environment	143	272	38	28	19	500	2.02
2	I can purchase what I need in the bookstore quickly and easily	127	266	42	46	19	500	2.13
3	Bookstore associates are knowledgeable	139	267	52	22	17	497	2.02
4	Bookstore associates are friendly	140	251	58	29	21	499	2.08
5	The hours of operation at the bookstore are convenient for me.	125	216	59	74	23	497	2.30

Statistic	The bookstore has an overall customer-friendly environment	I can purchase what I need in the bookstore quickly and easily	Bookstore associates are knowledgeable	Bookstore associates are friendly	The hours of operation at the bookstore are convenient for me.
Min Value	1	1	1	1	1
Max Value	5	5	5	5	5
Mean	2.02	2.13	2.02	2.08	2.30
Variance	0.93	1.03	0.87	1.00	1.29
Standard Deviation	0.96	1.02	0.93	1.00	1.14
Total Responses	500	500	497	499	497

2.

#	Question	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Responses	Mean
1	The textbooks I need for my classes are available at the bookstore when I need them.	67	240	70	95	27	499	2.55
2	I am satisfied with the availability of used textbooks in the bookstore.	72	195	63	109	53	492	2.75

Statistic	The textbooks I need for my classes are available at the bookstore when I need them.	I am satisfied with the availability of used textbooks in the bookstore.
Min Value	1	1
Max Value	5	5
Mean	2.55	2.75
Variance	1.22	1.57
Standard Deviation	1.11	1.25
Total Responses	499	492

3.

#	Question	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Responses	Mean
1	I am able to find recently published books in my field of expertise at the bookstore.	77	195	113	50	15	450	2.40
2	The bookstore has a good selection of magazines.	86	159	133	16	15	409	2.30
3	It is easy to locate the books I'm looking for in the general books' department.	105	232	97	17	14	465	2.15

Statistic	I am able to find recently published books in my field of expertise at the bookstore.	The bookstore has a good selection of magazines.	It is easy to locate the books I'm looking for in the general books' department.
Min Value	1	1	1
Max Value	5	5	5
Mean	2.40	2.30	2.15
Variance	1.01	0.93	0.83
Standard Deviation	1.00	0.97	0.91
Total Responses	450	409	465

4.

#	Question	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Responses	Mean
1	There is a good selection of apparel styles in the bookstore.	114	257	64	38	10	483	2.12
2	I can find the size(s) I need while shopping for apparel in the bookstore.	122	235	72	33	16	478	2.13
3	There is a good selection of snacks and food products in the bookstore.	111	230	79	32	13	465	2.15

Statistic	There is a good selection of apparel styles in the bookstore.	I can find the size(s) I need while shopping for apparel in the bookstore.	There is a good selection of snacks and food products in the bookstore.
Min Value	1	1	1
Max Value	5	5	5
Mean	2.12	2.13	2.15
Variance	0.86	0.97	0.91
Standard Deviation	0.93	0.98	0.96
Total Responses	483	478	465

5.

#	Question	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Responses	Mean
1	I am satisfied with the efollett.com shopping experience.	86	146	86	21	23	362	2.31
2	The booknow® program (ability to purchase your books while registering for classes online) adds value to my overall experience as a bookstore customer.	88	110	110	7	17	332	2.26

Statistic	I am satisfied with the efollett.com shopping experience.	The booknow® program (ability to purchase your books while registering for classes online) adds value to my overall experience as a bookstore customer.
Min Value	1	1
Max Value	5	5
Mean	2.31	2.26
Variance	1.19	1.08
Standard Deviation	1.09	1.04
Total Responses	362	332

6. Please provide additional suggestions for improving services at the MU Bookstore.

Text Response

There were many positive comments. Some specific suggestions for improvement are listed below.

The online book selection for class system doesn't always have all of my courses' books listed.

Staff should be courteous to all students.

Textbooks are too expensive. The bookstore needs to lower prices to be competitive. Students can purchase textbooks more cheaply online.

Textbook bundles often included books my instructors did not suggest for the course.

Please see how many students are registered for a particular class and order accordingly.

When a semester is beginning, the bookstore needs more staff to accommodate the overload of students.

The prices for non-textbook merchandise are not competitive with other retailers.

I'd like to see more used books and having books available in a timely manner.

I wish the bookstore were open later to accommodate students with evening classes.

Allow us to return books later in the semester.

Allow us to rent books.

Wider range of general reading material.

Bookstore should have available more snacks that cater to students with food allergies - foods that are gluten, milk and nut free.

Require professors to submit book orders earlier.

Sell postage stamps.

It would be nice to be able to buy textbooks early, because I'd like to glance over them before classes start, and often they don't come in until a week or two before. Also, I've had several experiences where orders I've placed for books or supplies come in as the wrong edition, wrong book, or I never hear that they came in at all.

Have a larger selection of items at the Graduate School bookstore and have longer hours at the Huntington bookstore.

I would love it if the bookstore could add Greek apparel for its customers.

The apparel prices are way too high.

The return process for some of my books has been complicated, where it has not been at Stadium bookstore

More preppy clothing.

I use South Charleston Campus- classes are at night, bookstore closes at 6.

Faster update on availability of required texts would be better for students since many instructors make assignments on the first day of class.

The buy-back prices for textbooks are very disappointing, and I usually sell mine online due to that.

The bookstore needs to expand its clothing department.
Accept books that have "water blemish."
I think the book store should be opened from 8:00am - 8:00pm.
The bag drop annoys me and makes me uneasy about leaving my stuff in the open.
If the book you need is not currently in stock, please have a quicker response time in ordering the book.
Possibly a more effective way to check out books during the beginning of the semester.
Better system/policy regarding carrying book bags in the store. Not safe to leave them outside, and many of the lockers do not function. Some staff seem to be more concerned with loss prevention measures than providing quality customer service.
More environmentally friendly supplies.
Need plus/extended size clothing

Statistic	Value
Total Responses	176

7. Do you want to be entered into Assessment Day Prize Drawings?

#	Answer	Response	%
1	Yes	486	97%
2	No	14	3%
	Total	500	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.03
Variance	0.03
Standard Deviation	0.17
Total Responses	500