**2015 Bookstore Survey Results -- Employees**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 1. **Employment Category** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Faculty Member | 71 | 47.7 | 47.7 | 47.7 |
| Administrator | 9 | 6.0 | 6.0 | 53.7 |
| Staff Member | 67 | 45.0 | 45.0 | 98.7 |
| Alumni | 2 | 1.3 | 1.3 | 100.0 |
| Total | 149 | 100.0 | 100.0 |  |

1. **What resources do you use to find information on bookstore events and sales? (Select all that apply)**

|  |  |  |
| --- | --- | --- |
|  | Frequency | Percent Responding |
| The Cardinal newspaper | 8 | 5.4 |
| Posters/signs/bulletin boards on campus | 28 | 18.8 |
| Email | 104 | 69.8 |
| Web site | 26 | 17.4 |
| SVC portal | 13 | 8.7 |
| Word of mouth | 41 | 27.5 |
| In-store signage | 46 | 30.9 |
| Social networking sites | 2 | 1.3 |
| I have never heard about bookstore events and sales | 14 | 9.4 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 1. **How frequently do you visit the Cardinal Bookstore?** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Only at the beginning of the quarter | 29 | 19.5 | 19.5 | 19.5 |
| About once a month | 102 | 68.5 | 68.5 | 87.9 |
| More than once a week | 9 | 6.0 | 6.0 | 94.0 |
| Never | 9 | 6.0 | 6.0 | 100.0 |
| Total | 149 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 1. **Which Cardinal Bookstore location do you visit most often?** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Mount Vernon campus | 114 | 76.5 | 77.0 | 77.0 |
| Whidbey Island campus | 28 | 18.8 | 18.9 | 95.9 |
| I do not visit either location | 6 | 4.0 | 4.1 | 100.0 |
| Total | 148 | 99.3 | 100.0 |  |
| Missing | System | 1 | .7 |  |  |
| Total | | 149 | 100.0 |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 1. **What is your main reason for not shopping at Cardinal Bookstore more often?** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Product selection | 33 | 22.1 | 23.7 | 23.7 |
| Customer service | 2 | 1.3 | 1.4 | 25.2 |
| Store policies | 1 | .7 | .7 | 25.9 |
| Location | 10 | 6.7 | 7.2 | 33.1 |
| Prices | 40 | 26.8 | 28.8 | 61.9 |
| Other | 53 | 35.6 | 38.1 | 100.0 |
| Total | 139 | 93.3 | 100.0 |  |
| Missing | System | 10 | 6.7 |  |  |
| Total | | 149 | 100.0 |  |  |

**Other reasons for not shopping at the Bookstore:**

1. As a staff member my main reasons for visiting the store are random - I might be there because I need cough drops or a birthday card. I don't do a lot of pre-planned shopping there because I don't need books as a nonstudent.
2. At WIC, the bookstore is downstairs and not in my usual path during the day.
3. do not buy things--my allowance from my wife is very minimal
4. Don't carry animal feed, groceries or lumber! :-)
5. Don't like to buy unnecessary things. Carry vegan burritos, and I will be there.
6. don't need to purchase items often
7. Except for sales on T-shirts/sweatshirts, there really isn't a reason to go into the bookstore since there isn't much selection regarding gifts. The main reason I go into the bookstore is if I need an office related item quickly or something for a faculty member, etc.
8. Hours
9. Hours. The bookstore on the Whidbey Island Campus is opened limited hours and sometimes hard to shop at if something comes up later in the afternoon. The service however at WIC when it is opened is always friendly and helpful.
10. I already have SVC mugs, pens, etc.
11. I am no longer a student so I don't need the textbooks or supplies.
12. I am often not on campus to shop at the bookstore.
13. I am on San Juan Island
14. I do a lot of shopping there :-)
15. I do not have a purchasing need
16. I do not need supplies.
17. I don't buy that much stuff, usually just snacks or graph paper, and food in Bookstore is now pricier than the coffee kiosk across the lobby.
18. I don't often need anything.
19. I don't really need the merchandise offered at the bookstore. As an employee, the college buys much of my stationary needs. And the bookstore doesn't really target personal needs.
20. I don't usually need anything that the bookstore sells. If I do, I probably buy it when I'm grocery shopping at Fred Meyer, etc.
21. I find myself always going into the MV bookstore whenever I'm over that way, as they have a way better selection of sweatshirts. The hours here are tricky for me to go to unless I leave work as well. I love the beginning of the quarter 20% off sale though! :)
22. I go based on need.
23. I go there for items they stock that I need.
24. I have never been there, so I do not have any reason for not going (yet!)
25. I have no reason to shop there.
26. I just don't think to shop at the Bookstore. I will browse the clearance table about once a month or pick up a greeting card from time to time.
27. I live in Kailua-Kona, Hawaii.
28. I often find there is loud music playing when I go in there. At times , this comes from a computer , so it is louder than places that use a gentle piped in method for providing music. I like to be able to relax and think when I am shopping or checking out . If there is music playing, I choose to do the business that I absolutely have to do and leave as soon as possible.
29. I rarely shop anywhere except Amazon and even minimally there. I don't like shopping. :)
30. I really miss having the BMT student store. We were able to purchase neat little things for people for any occasion or no occasion at all, without having to leave campus. Our time is precious and having the store right here on campus was perfect. We spent money for any occasion, any reason.
31. I seldom shop at the Cardinal Bookstore because I'm a staff member whose main concern with the bookstore is mostly related to creating/monitoring/payment for student book accounts. I bought a cup o' noodle there once, and a thumb drive. The thumb drive was pricey.
32. I teach online but always come to the bookstore when I travel to campus.
33. I typically go to places like walmart for office supplies, etc
34. I wanted to select a couple of items but this is the only way I can: product selection - just love browsing lots to see and Location being on campus - just dropping by to and from cafeteria or coffee shop, I also visit at the end of the quarter for 'specials'
35. I would like the book store to get sipped up hoodies!!!!!!!!!!!!!
36. I'm just very busy....
37. I'm not in need of things often. I would certainly come if I needed a product.
38. I'm not into shopping anywhere.
39. I'm usually not in the Cardinal Center building or I'm too busy to stop in.
40. In the past, WIC bookstore had more "gifty" items suitable for everyday life. I don't see them anymore, so I look for cards and little gifts elsewhere.
41. It is not a fun store to go in to. I always feel tension in the air.
42. It seems like they are closed a lot of the time.
43. It would be great to add some Cardinal gear t-shirts that are more of a V-neck. More flattering to female customers :) More greeting card selections.
44. Limited hours
45. Location, but due to me being on a satelite location.
46. Not enough time on my hands!! I usually browse the book shelves about once a month just to see what text might be new ones or to find out what other disciplines are focusing on.
47. Open hours are very limited
48. Other than SVC clothing items, there isn't much I would want or need from a campus bookstore. I think of most of the bookstore items as being there primarily for students, which is a good thing in my mind.
49. Product selection and hours of operation. I think of going there for a card, snack or office supply but the store closes at 2pm. It is nearly always 3pm when I think, "I'll go to the bookstore."
50. sale books and items
51. stamps, buying ear buds and gum.
52. There is no expectation that the Bookstore could carry adequate inventory of specialized professional art supplies. The Bookstore does a great job supplying essentials.
53. there is nothing for me to buy
54. time
55. Time - open hours don't work for me
56. time to get away from my building

**6. Please rate your SATISFACTION with Cardinal Bookstore’s performance in each of the SERVICE areas below:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Refund/exchange policies** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 10 | 6.7 | 6.8 | 6.8 |
| 2 | 1 | .7 | .7 | 7.5 |
| 3 | 6 | 4.0 | 4.1 | 11.6 |
| 4 | 35 | 23.5 | 23.8 | 35.4 |
| 5-High satisfaction | 95 | 63.8 | 64.6 | 100.0 |
| Total | 147 | 98.7 | 100.0 |  |
| Missing | System | 2 | 1.3 |  |  |
| Total | | 149 | 100.0 |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Speed of service during first week of class** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 15 | 10.1 | 10.3 | 10.3 |
| 2 | 2 | 1.3 | 1.4 | 11.7 |
| 3 | 7 | 4.7 | 4.8 | 16.6 |
| 4 | 38 | 25.5 | 26.2 | 42.8 |
| 5-High satisfaction | 83 | 55.7 | 57.2 | 100.0 |
| Total | 145 | 97.3 | 100.0 |  |
| Missing | System | 4 | 2.7 |  |  |
| Total | | 149 | 100.0 |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Speed of service at other times** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 59 | 39.6 | 41.0 | 41.0 |
| 2 | 3 | 2.0 | 2.1 | 43.1 |
| 3 | 10 | 6.7 | 6.9 | 50.0 |
| 4 | 34 | 22.8 | 23.6 | 73.6 |
| 5-High satisfaction | 38 | 25.5 | 26.4 | 100.0 |
| Total | 144 | 96.6 | 100.0 |  |
| Missing | System | 5 | 3.4 |  |  |
| Total | | 149 | 100.0 |  |  |

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| --- | --- | --- | --- | --- | --- |
| **Responsiveness to customer requests** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 23 | 15.4 | 15.8 | 15.8 |
| 2 | 1 | .7 | .7 | 16.4 |
| 3 | 4 | 2.7 | 2.7 | 19.2 |
| 4 | 41 | 27.5 | 28.1 | 47.3 |
| 5-High satisfaction | 77 | 51.7 | 52.7 | 100.0 |
| Total | 146 | 98.0 | 100.0 |  |
| Missing | System | 3 | 2.0 |  |  |
| Total | | 149 | 100.0 |  |  |

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| --- | --- | --- | --- | --- | --- |
| **Resolution of problems** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 32 | 21.5 | 21.9 | 21.9 |
| 1-Low satisfaction | 1 | .7 | .7 | 22.6 |
| 2 | 2 | 1.3 | 1.4 | 24.0 |
| 3 | 7 | 4.7 | 4.8 | 28.8 |
| 4 | 32 | 21.5 | 21.9 | 50.7 |
| 5-High satisfaction | 72 | 48.3 | 49.3 | 100.0 |
| Total | 146 | 98.0 | 100.0 |  |
| Missing | System | 3 | 2.0 |  |  |
| Total | | 149 | 100.0 |  |  |

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| --- | --- | --- | --- | --- | --- |
| **Knowledgeable bookstore staff** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 49 | 32.9 | 33.8 | 33.8 |
| 1-Low satisfaction | 1 | .7 | .7 | 34.5 |
| 2 | 2 | 1.3 | 1.4 | 35.9 |
| 3 | 7 | 4.7 | 4.8 | 40.7 |
| 4 | 23 | 15.4 | 15.9 | 56.6 |
| 5-High satisfaction | 63 | 42.3 | 43.4 | 100.0 |
| Total | 145 | 97.3 | 100.0 |  |
| Missing | System | 4 | 2.7 |  |  |
| Total | | 149 | 100.0 |  |  |

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| --- | --- | --- | --- | --- | --- |
| **Helpful, friendly bookstore staff** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 74 | 49.7 | 52.1 | 52.1 |
| 1-Low satisfaction | 1 | .7 | .7 | 52.8 |
| 2 | 2 | 1.3 | 1.4 | 54.2 |
| 3 | 8 | 5.4 | 5.6 | 59.9 |
| 4 | 18 | 12.1 | 12.7 | 72.5 |
| 5-High satisfaction | 39 | 26.2 | 27.5 | 100.0 |
| Total | 142 | 95.3 | 100.0 |  |
| Missing | System | 7 | 4.7 |  |  |
| Total | | 149 | 100.0 |  |  |

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| --- | --- | --- | --- | --- | --- |
| **Accurate and prompt listing of textbook information** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 47 | 31.5 | 32.4 | 32.4 |
| 1-Low satisfaction | 3 | 2.0 | 2.1 | 34.5 |
| 2 | 6 | 4.0 | 4.1 | 38.6 |
| 3 | 15 | 10.1 | 10.3 | 49.0 |
| 4 | 28 | 18.8 | 19.3 | 68.3 |
| 5-High satisfaction | 46 | 30.9 | 31.7 | 100.0 |
| Total | 145 | 97.3 | 100.0 |  |
| Missing | System | 4 | 2.7 |  |  |
| Total | | 149 | 100.0 |  |  |

**7. Please rate your SATISFACTION with Cardinal Bookstore’s performance in each of the following TEXTBOOK AND COURSE MATERIALS areas below:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Course materials available when classes start** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 59 | 39.6 | 40.7 | 40.7 |
| 1-Low satisfaction | 7 | 4.7 | 4.8 | 45.5 |
| 2 | 1 | .7 | .7 | 46.2 |
| 3 | 12 | 8.1 | 8.3 | 54.5 |
| 4 | 25 | 16.8 | 17.2 | 71.7 |
| 5-High satisfaction | 41 | 27.5 | 28.3 | 100.0 |
| Total | 145 | 97.3 | 100.0 |  |
| Missing | System | 4 | 2.7 |  |  |
| Total | | 149 | 100.0 |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Communication of late or out-of-stock course materials** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 61 | 40.9 | 41.8 | 41.8 |
| 1-Low satisfaction | 5 | 3.4 | 3.4 | 45.2 |
| 2 | 8 | 5.4 | 5.5 | 50.7 |
| 3 | 27 | 18.1 | 18.5 | 69.2 |
| 4 | 20 | 13.4 | 13.7 | 82.9 |
| 5-High satisfaction | 25 | 16.8 | 17.1 | 100.0 |
| Total | 146 | 98.0 | 100.0 |  |
| Missing | System | 3 | 2.0 |  |  |
| Total | | 149 | 100.0 |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Availably of use textbooks** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 81 | 54.4 | 55.9 | 55.9 |
| 1-Low satisfaction | 2 | 1.3 | 1.4 | 57.2 |
| 2 | 5 | 3.4 | 3.4 | 60.7 |
| 3 | 10 | 6.7 | 6.9 | 67.6 |
| 4 | 19 | 12.8 | 13.1 | 80.7 |
| 5-High satisfaction | 28 | 18.8 | 19.3 | 100.0 |
| Total | 145 | 97.3 | 100.0 |  |
| Missing | System | 4 | 2.7 |  |  |
| Total | | 149 | 100.0 |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Availability of digital/electronic course materials** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 51 | 34.2 | 35.7 | 35.7 |
| 1-Low satisfaction | 1 | .7 | .7 | 36.4 |
| 2 | 2 | 1.3 | 1.4 | 37.8 |
| 3 | 7 | 4.7 | 4.9 | 42.7 |
| 4 | 24 | 16.1 | 16.8 | 59.4 |
| 5-High satisfaction | 58 | 38.9 | 40.6 | 100.0 |
| Total | 143 | 96.0 | 100.0 |  |
| Missing | System | 6 | 4.0 |  |  |
| Total | | 149 | 100.0 |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Confidence that textbooks will be the correct edition** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 55 | 36.9 | 38.2 | 38.2 |
| 1-Low satisfaction | 20 | 13.4 | 13.9 | 52.1 |
| 2 | 20 | 13.4 | 13.9 | 66.0 |
| 3 | 18 | 12.1 | 12.5 | 78.5 |
| 4 | 13 | 8.7 | 9.0 | 87.5 |
| 5-High satisfaction | 18 | 12.1 | 12.5 | 100.0 |
| Total | 144 | 96.6 | 100.0 |  |
| Missing | System | 5 | 3.4 |  |  |
| Total | | 149 | 100.0 |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Competitively priced course materials** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 89 | 59.7 | 61.0 | 61.0 |
| 1-Low satisfaction | 8 | 5.4 | 5.5 | 66.4 |
| 2 | 12 | 8.1 | 8.2 | 74.7 |
| 3 | 5 | 3.4 | 3.4 | 78.1 |
| 4 | 14 | 9.4 | 9.6 | 87.7 |
| 5-High satisfaction | 18 | 12.1 | 12.3 | 100.0 |
| Total | 146 | 98.0 | 100.0 |  |
| Missing | System | 3 | 2.0 |  |  |
| Total | | 149 | 100.0 |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Ability to sell back your textbooks** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 62 | 41.6 | 42.5 | 42.5 |
| 1-Low satisfaction | 3 | 2.0 | 2.1 | 44.5 |
| 2 | 4 | 2.7 | 2.7 | 47.3 |
| 3 | 12 | 8.1 | 8.2 | 55.5 |
| 4 | 31 | 20.8 | 21.2 | 76.7 |
| 5-High satisfaction | 34 | 22.8 | 23.3 | 100.0 |
| Total | 146 | 98.0 | 100.0 |  |
| Missing | System | 3 | 2.0 |  |  |
| Total | | 149 | 100.0 |  |  |

**8. Please rate your SATISFACTION with Cardinal Bookstore’s WEBSITE attributes below:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Useful store website** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 69 | 46.3 | 46.9 | 46.9 |
| 1-Low satisfaction | 6 | 4.0 | 4.1 | 51.0 |
| 2 | 4 | 2.7 | 2.7 | 53.7 |
| 3 | 18 | 12.1 | 12.2 | 66.0 |
| 4 | 26 | 17.4 | 17.7 | 83.7 |
| 5-High satisfaction | 24 | 16.1 | 16.3 | 100.0 |
| Total | 147 | 98.7 | 100.0 |  |
| Missing | System | 2 | 1.3 |  |  |
| Total | | 149 | 100.0 |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Ease of renting textbooks online** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 111 | 74.5 | 77.1 | 77.1 |
| 1-Low satisfaction | 1 | .7 | .7 | 77.8 |
| 2 | 1 | .7 | .7 | 78.5 |
| 3 | 3 | 2.0 | 2.1 | 80.6 |
| 4 | 9 | 6.0 | 6.3 | 86.8 |
| 5-High satisfaction | 19 | 12.8 | 13.2 | 100.0 |
| Total | 144 | 96.6 | 100.0 |  |
| Missing | System | 5 | 3.4 |  |  |
| Total | | 149 | 100.0 |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Ease of textbook ordering online** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 103 | 69.1 | 71.5 | 71.5 |
| 1-Low satisfaction | 3 | 2.0 | 2.1 | 73.6 |
| 2 | 3 | 2.0 | 2.1 | 75.7 |
| 3 | 3 | 2.0 | 2.1 | 77.8 |
| 4 | 13 | 8.7 | 9.0 | 86.8 |
| 5-High satisfaction | 19 | 12.8 | 13.2 | 100.0 |
| Total | 144 | 96.6 | 100.0 |  |
| Missing | System | 5 | 3.4 |  |  |
| Total | | 149 | 100.0 |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Sufficient store information (contacts, hours, location, etc.)** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 67 | 45.0 | 46.2 | 46.2 |
| 1-Low satisfaction | 4 | 2.7 | 2.8 | 49.0 |
| 2 | 4 | 2.7 | 2.8 | 51.7 |
| 3 | 17 | 11.4 | 11.7 | 63.4 |
| 4 | 24 | 16.1 | 16.6 | 80.0 |
| 5-High satisfaction | 29 | 19.5 | 20.0 | 100.0 |
| Total | 145 | 97.3 | 100.0 |  |
| Missing | System | 4 | 2.7 |  |  |
| Total | | 149 | 100.0 |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Ease of website navigation** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 69 | 46.3 | 47.6 | 47.6 |
| 1-Low satisfaction | 5 | 3.4 | 3.4 | 51.0 |
| 2 | 8 | 5.4 | 5.5 | 56.6 |
| 3 | 18 | 12.1 | 12.4 | 69.0 |
| 4 | 24 | 16.1 | 16.6 | 85.5 |
| 5-High satisfaction | 21 | 14.1 | 14.5 | 100.0 |
| Total | 145 | 97.3 | 100.0 |  |
| Missing | System | 4 | 2.7 |  |  |
| Total | | 149 | 100.0 |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Convenient link to online textbook rental program** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 109 | 73.2 | 75.2 | 75.2 |
| 2 | 5 | 3.4 | 3.4 | 78.6 |
| 3 | 5 | 3.4 | 3.4 | 82.1 |
| 4 | 12 | 8.1 | 8.3 | 90.3 |
| 5-High satisfaction | 14 | 9.4 | 9.7 | 100.0 |
| Total | 145 | 97.3 | 100.0 |  |
| Missing | System | 4 | 2.7 |  |  |
| Total | | 149 | 100.0 |  |  |

**9. What do you appreciate most about the Cardinal Bookstore?**

|  |
| --- |
| 1. Absolutely terrific staff! Knowledgeable, willing to research/check out answers/information. Very responses and great people! |
| 1. As non-instructional staff, the bookstore meets my needs. |
| 1. being able to buy postage stamps |
| 1. Book list availability |
| 1. Cardinal clothes |
| 1. Caring, capable and devoted staff members (Katya for example) |
| 1. Carry Cardinal branded clothing and supplies |
| 1. convenience |
| 1. Convenience and sale tables |
| 1. convenient and interesting "shopping" experience |
| 1. convenient location |
| 1. Convenient location |
| 1. convenient location |
| 1. Convenient location as well as friendly and helpful staff |
| 1. Convenient location, availability of greeting cards and stationery items. |
| 1. Correction of textbooks promptly looked into and solution corrected or status given. |
| 1. Customer service |
| 1. Customer service |
| 1. Customer Service |
| 1. custormer service |
| 1. Excellent help for faculty. |
| 1. Excellent service |
| 1. Excellent staff - kind, helpful, quick to respond and solve problems for students. |
| 1. Extremely helpful and friendly staff |
| 1. Friendly helpful service when open! |
| 1. Friendly helpful staff and responsiveness to faculty needs/inquiries. |
| 1. Friendly people. |
| 1. Friendly service |
| 1. Friendly service |
| 1. friendly staff |
| 1. FRIENDLY STAFF |
| 1. friendly staff |
| 1. Friendly staff - a happy place to visit! |
| 1. Friendly staff - good card selection |
| 1. Friendly staff!!! |
| 1. Friendly staff, convenient everyday products. |
| 1. Friendly staff. |
| 1. Friendly, knowledgeable staff - especially Kim and Janet! (They are the two people I deal with the most often.) |
| 1. Great customer service. They go above and beyond to help students access course materials. |
| 1. Great helpful staff! |
| 1. great service and management |
| 1. Great work getting the books my students need! |
| 1. Having it. |
| 1. Helpfulness |
| 1. How hard Kim and all the staff work to resolve problems or issues that come up as quickly and efficiently as possible. Very patient with our changes or last minute submissions. Good communications. |
| 1. I appreciate that it's at the WIC campus! It helps our students tremendously. I wish you were in a place that was more visible, but I know our campus is "sleepier" than Mount Vernon :) |
| 1. I appreciate the friendly and helpful staff. I also appreciate the timeliness of responses to my questions about books etc. Overall, I think we have a top-rate bookstore that does a great job with customers as well as displaying merchandise. |
| 1. I appreciate the helpful staff and the ease of finding what I'm looking for. |
| 1. I appreciate the staff most. They are very helpful and courteous |
| 1. I appreciate the support that is provided for the students. |
| 1. I do like that we have a college bookstore and it is a shame that it cannot be open more at WIC. One complaint I often hear from students is the hours of operation. Many students who come after work rarely have a chance to utilize the bookstore unless it has special hours. I am sure it is due to budgeting reasons but it would be nice to have the bookstore opened to accommodate the students in the evenings. |
| 1. I know that the people who work there want to do the very best they can in order to meet as many of the people's needs as possible. The personnel seem generally pleased to be able to help the students and other customers. |
| 1. I like all of the SVC apparell, snacks and friendly staff. |
| 1. I love the summer sale, getting SVC apparel for reasonable prices. |
| 1. I most appreciate the kind and helpful staff of the bookstore. I also find this to be one of the most important parts about any store. |
| 1. it looks nice when i walk by. |
| 1. It's always clean and tidy. And the staff is always pleasant and welcoming to help. |
| 1. It's easy to access for students and offers what they need. |
| 1. Jelly Bellies! |
| 1. Just being able to go in occasionally and see if anything new has been added like a new design on a shirt. I also enjoy looking through a few of the textbooks just to see what is being used in some programs. |
| 1. Kim and the staff are very helpful. If students come to me with a specific problem and I share it, they are on it. I've had students abroad with lost/delayed books and Kim has worked with them. |
| 1. Kim Hall - she has bent over backwards for me |
| 1. knowledgeable staff - very friendly |
| 1. Left Handed notebooks. |
| 1. location |
| 1. Not having to worry about my course books actually coming into stock. |
| 1. open and welcoming atmosphere |
| 1. personnel |
| 1. Positive employees. |
| 1. Prices and friendly staff |
| 1. Prompt attention to problems that emerge in getting texts for classes |
| 1. selection of clothing |
| 1. Staff and deals |
| 1. Staff and selection of student supplies, and the clothes are good too. |
| 1. Staff willing to help resolve issues when there are problems |
| 1. The ability to purchase small gifts and cards when last minute shopping is a must and no time to leave campus. Do miss some of the 'gifty' items that the store used to carry - again for last minute gift shopping. Worked at the UW medical center for years and often used their gift shop for this type of shopping. |
| 1. the amazing Kim Hall who helps the faculty with questions/ordering/everything in the most efficient, gracious manner!!!!! |
| 1. The book ordering staff have been incredibly responsive and helpful. |
| 1. The bookstore in Mount Vernon has convenient hours for day students. |
| 1. the clearance tables :-) |
| 1. The clothing options, and the accessories. |
| 1. The convenient location |
| 1. The Customer Service |
| 1. The friendliness and helpfullness of the staff. |
| 1. The friendly staff, especially in the mailroom. |
| 1. The friendly staff, sales and products. I like to give family & friends SVC gifts. |
| 1. The greeting cards. |
| 1. The helpful and friendly staff! |
| 1. The helpful staff. |
| 1. The PEOPLE are great! |
| 1. The people are helpful and friendly. Note: I don't think the website is very user friendly for the students. I don't often check it, but when I do it seems confusing sometimes with all the options and wording. |
| 1. The sales and discounts on certain office supply items. |
| 1. The selection along with the helpful staff! |
| 1. The selection of attractive SVC gear |
| 1. The sell stamps by the each and snacks. |
| 1. The staff and the location. |
| 1. The staff are really nice. |
| 1. the staff is great! |
| 1. The staff is very accommodating. |
| 1. The staff is very friendly and knowledgeable. Prices are fair on supplies. |
| 1. their friendly staff |
| 1. There actually IS a bookstore! |
| 1. They usually carry all of the required text books for the courses being offered for the current quarter. |
| 1. This is a comment that does not have a proper place to put it, but I ordered a book months before the course began, teaching Archaeology at the San Juan Center. All was properly placed but I was not informed that the books would have to be ordered from the Mt. Vernon bookstore and not come to the San Juan Center. This caused many problems. Some students did not get books til the 2nd and 3 rd week of classes due to not having enough in the bookstore,and not knowing how to order from the bookstore. I would suggest that the order be delivered for pickup from the SJC it would make it so much nicer for me the teacher, and the student because we can actually use the materials needed for the class. |
| 1. Very friendly and helpful staff. |
| 1. Very kind and helpful people. |
| 1. Very responsive to customer inquiries and issues that need to be resolved. |
| 1. Well-run, well presented, good marketing |
| 1. WIC great when open |

**10. What one service would like to see added to the Cardinal Bookstore?**

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| 1. A bookstore more oriented towards providing course text requirements, as compared to only posting the titles of books that the bookstore sells. |
| 1. a few more personal supplies such as inexpensive "readers" and girl hygene items. |
| 1. A photocopier, purchasing of stamps and a mail drop box for students use. |
| 1. additional open hours for students |
| 1. An ice cream machine with swirl cones. |
| 1. Because the students often find more affordable prices from the internet, students are usually do not have the books available to them the first week of class. I would like to see a possibly price match within reason instituted. |
| 1. Being able to ship packages was nice to have at one time. |
| 1. Better ability to provide more explanation of choices where there are multiple options for text or materials. |
| 1. Better prices; I would love to encourage students to shop at the bookstore but the prices are just prohibitive. Their budget it tight; it feels almost unethical for me to not make them aware of ways in which they can spend significantly less money on the same books / supplies. |
| 1. Can't answer this one .... I only teach one class that has a required textbook. I have not any problem with the requisition of that book. |
| 1. Cheaper textbooks. The markup seems greater than at other colleges. |
| 1. children's clothing - would love to buy a Cardinal shirt for my daughter! |
| 1. clone Kim Hall :) |
| 1. Cold drink freezer. |
| 1. Copying |
| 1. Discount for employees (non sale items) |
| 1. e books |
| 1. Easier/faster way to check on textbook titles |
| 1. Expanded inventory/variety at WIC |
| 1. Fresh hot vegan burritos! (Just kidding.) |
| 1. Gift items at WIC. |
| 1. Having attended a four-year institution I liked that they sent out information to everyone via email and on their website regarding sales that were taking place that had images, size info, and price. The emails looked very professional and I was always tempted to buy! It may be difficult to achieve with a limited budget, but that bookstore also carried general reading materials, not just textbooks. I know we (SVC) do carry some, but it would be nice if it could be expanded. |
| 1. Higher end quality gifts representing the College. |
| 1. I am pretty happy with the way things are. |
| 1. I can't think of any |
| 1. I don't have any suggestions. |
| 1. I have found some aspects of the website to be a little unintuitive at times. That could probably be improved. |
| 1. I like the the way it is. |
| 1. I liked those high-quality zippered SVC vests you sold a few years back. |
| 1. I think it would be good to post bookstore hours on WIC in a few other locations that students may see without having to go all the way to the bookstore to find it is closed. |
| 1. I think it would be great to have a computer so that students can look up their books and do some of the work and gain experience how to navigate the bookstore. And another service to be added is additional hours. |
| 1. I wish that the bookstore could get old editions for our students and sell them at cheap prices. My students can use older editions, but I quit listing the options with the bookstore because when the bookstore got some to sell they were too expensive. Most of the old books go for about $5 with $4 shipping if ordered online. When the bookstore sells these old editions they are MUCH more.... like 10 times that amount. I just direct students to the internet. |
| 1. I would like to be able to order textbooks for my class online instead of through email. It would be nice to have access to a database of past adoptions. |
| 1. I would like to see a return of more gift items such as locally made crafts ( such as jewelry) . |
| 1. I would like to see more products besides textbooks, such as Cardinal sourvenirs, fun items, snacks, more office supplies, more greeting cards. I see bookstores at lots of community colleges as I travel and wish we had more products. |
| 1. I would like to see the cardinal mascot used more. I don't think there needs to be an event for the cardinal to step out of its home. |
| 1. I would LOVE to have at least one sample of the sweatshirts and clothing items that they have in MV so people could look and order them to have them sent over. I like the zip up hoodie type of jackets with a little SVC logo on the front and either nothing on the back or a bigger picture on the back. I think there is one in MV right now like that. Larger latte cup/mug types would be nice too instead of just the small/regular sized cups. |
| 1. ice cream bars |
| 1. If bookstore could offer drinks - cans, specialty waters?? Flavored waters??? just for convenience. |
| 1. I've received student feedback that the bookstore is of course packed the first couple days of class. While it's likely the bookstore already offers extra staff and extended hours at those times, that would be a high recommendation. Also, as a staff member I don't notice many sales/event notifications, which might be nice to advise students about. |
| 1. larger sizes!! and specials/discounts for employees |
| 1. Later hours of operation. Students come in at 4:30 and find it closed. Maybe 10am to 6pm Monday through Thursday. |
| 1. Longer hours. |
| 1. Mailing services. |
| 1. Management that is not condescending toward students |
| 1. More "Teamwear" for staff offered at a discount. |
| 1. More apparel |
| 1. More apparel for staff to wear (mostly sweatshirts and tees)- women's cut shirts, polo shirts, light jacket, etc |
| 1. more art supplies |
| 1. More books for pleasure |
| 1. More foods available, like a convienence store. Balloons for birthdays. |
| 1. More healthy snack options |
| 1. More information on e-books for various disciplines |
| 1. More rentals or competitive pricing - I feel bad to send students to amazon to buy books |
| 1. more sale books |
| 1. More sale days |
| 1. more sales |
| 1. More store hours |
| 1. More used books/rentals |
| 1. my suggestions are more product related (see above). |
| 1. n/a |
| 1. n/a |
| 1. N/A |
| 1. None |
| 1. none that I can think of |
| 1. Nothing really. |
| 1. People who answer the phone when you call the bookstore. Every time I call the bookstore NO ONE answers the phone - either main phone or office phone. Poor customer service there, especially when, as a staff person, we're busy too and we're trying to help students. Someone should ALWAYS answer the phone. Also PRICES are exorbitantly high and the selection of materials isn't really all that great. |
| 1. Perhaps more healthy food options for when Student Grounds is not open. |
| 1. Possibly in store rentals and the implementation of Verba on the bookstore website. |
| 1. Price comparison from other online retailers |
| 1. SOFTWARE |
| 1. The bookstore could not handle this, but bring back a little retail store to campus. Students and employees would benefit having it available. Have it also house a mini post office where we can ship envelopes, packages, boxes USPS. |
| 1. The sale of other books. |
| 1. When I use an older edition of a text for a class (to save money for the students), Amazon is able to sell the book for a few dollars. The bookstore's supplier charges hundreds of dollars. Is there another supplier that could be used? I realize that competing with Amazon is out of the question, but there is such a large difference. |
| 1. WIC rarely open. Open more hours throughout the quarter, especially evenings. |
| 1. Zipped up hoodies!!! |

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| **11. OVERALL STORE EVALUATION** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1-Low satisfaction | 2 | 1.3 | 1.4 | 1.4 |
| 2 | 6 | 4.0 | 4.1 | 5.5 |
| 3 | 22 | 14.8 | 15.2 | 20.7 |
| 4 | 64 | 43.0 | 44.1 | 64.8 |
| 5-High satisfaction | 51 | 34.2 | 35.2 | 100.0 |
| Total | 145 | 97.3 | 100.0 |  |
| Missing | System | 4 | 2.7 |  |  |
| Total | | 149 | 100.0 |  |  |