

**Winter 2012 Cardinal Bookstore Customer Survey – Staff**

During winter quarter of 2012, Skagit Valley College’s Cardinal Bookstore staff collaborated with the Office of Institutional Research to create a survey instrument designed to obtain the perceptions of bookstore operations and services held by the college’s faculty, administration, staff and alumni. The survey was available to participants in a web-based format. One hundred nineteen (119) individuals completed the survey.

Responses were analyzed, summarized, and reported by the SVC Office of Institutional Research. The responses for each item are presented on the following pages. Note that open-ended comments have not been edited.

**1. Which one of these categories best describes you?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Employment Category** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Faculty Member | 65 | 54.6 | 54.6 | 54.6 |
| Administrator | 5 | 4.2 | 4.2 | 58.8 |
| Staff Member | 45 | 37.8 | 37.8 | 96.6 |
| Alumni | 4 | 3.4 | 3.4 | 100.0 |
| Total | 119 | 100.0 | 100.0 |  |

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

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Resources** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid |  | 1 | .4 | .4 | .4 |
| Email | 81 | 31.4 | 31.4 | 31.8 |
| I have never heard about bookstore events and sales | 16 | 6.2 | 6.2 | 38.0 |
| In-store signage | 51 | 19.8 | 19.8 | 57.8 |
| Posters/signs/bulletin boards on campus | 33 | 12.8 | 12.8 | 70.5 |
| Social networking sites | 2 | .8 | .8 | 71.3 |
| SVC portal | 10 | 3.9 | 3.9 | 75.2 |
| The Cardinal newspaper | 14 | 5.4 | 5.4 | 80.6 |
| Web site | 20 | 7.8 | 7.8 | 88.4 |
| Word of mouth | 30 | 11.6 | 11.6 | 100.0 |
| Total | 258 | 100.0 | 100.0 |  |

Note: Respondents could choose more than one resource.

**3. How frequently do you visit Cardinal Bookstore?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Frequency of Visits to Cardinal Bookstore** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Only at the beginning of the quarter | 16 | 13.4 | 13.7 | 13.7 |
| About once a month | 57 | 47.9 | 48.7 | 62.4 |
| More than once a week | 11 | 9.2 | 9.4 | 71.8 |
| About once a week | 23 | 19.3 | 19.7 | 91.5 |
| Only at the end of the quarter | 4 | 3.4 | 3.4 | 94.9 |
| Never | 6 | 5.0 | 5.1 | 100.0 |
| Total | 117 | 98.3 | 100.0 |  |
| Missing | System | 2 | 1.7 |  |  |
| Total | | 119 | 100.0 |  |  |

**4. Which Cardinal Bookstore location do you visit most often?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Bookstore Location** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Mount Vernon campus location | 96 | 80.7 | 81.4 | 81.4 |
| Whidbey Island campus location | 17 | 14.3 | 14.4 | 95.8 |
| I do not visit either location | 5 | 4.2 | 4.2 | 100.0 |
| Total | 118 | 99.2 | 100.0 |  |
| Missing | System | 1 | .8 |  |  |
| Total | | 119 | 100.0 |  |  |

**5. What is your main reason for not shopping at Cardinal Bookstore more often?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Reason for not shopping at cardinal Bookstore** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Product selection | 38 | 31.9 | 33.9 | 33.9 |
| Customer service | 1 | .8 | .9 | 34.8 |
| Location | 11 | 9.2 | 9.8 | 44.6 |
| Prices | 21 | 17.6 | 18.8 | 63.4 |
| Other | 41 | 34.5 | 36.6 | 100.0 |
| Total | 112 | 94.1 | 100.0 |  |
| Missing | System | 7 | 5.9 |  |  |
| Total | | 119 | 100.0 |  |  |

If “Other,” please describe:

1. I don't like shopping.
2. I live in Florida.
3. Often, I simply don't need the products that are offered. SVC or publishers provide me with many of the items I do need.
4. I always order online :-) OR email Kim - who is WONDERFUL!
5. The times I visit meet my requirements; I have no further need to shop there.
6. There isn't. Prices are great for it's selection
7. I do not need to purchase books or products, we get our office supplies in bulk from a vendor. I usually visit to see the specials or products I get for personal use.
8. I liked it when there were books not related to classes and more gift offerings. I also believe the card offerings are not great. I am also disapointed that we are not able to mail UPS through the Bookstore like we used to be able to do.
9. Being a staff person, I seldom need items from the bookstore. I do however, have to communicate with the staff regarding faculty charges, and they are always very prompt and courtious at getting the information back to me.
10. When comparing product selection and quality at the Cardinal to the quality of selection at WWU bookstore, it is pretty sad. The card selection, art supplies, clothing available at the Cardinal is very conservitive. A selection of local artists for tshirts or handmade cards or "green" items. It would be nice to feature student art work in the Cardinal as well. Even though the Gallery has a rotating artist each quarter, they are not necessarily a student at SVC art department or program. Some support of students would be great!
11. Use office supplies which are purchased through department. Textbooks are supplied by publisher for instructors
12. Unless I am wanting a candy bar or a postage stamp there is no reason for me shop the Bookstore. I also think the atmosphere in the Bookstore is cold and sterile and uninviting. There is no music, no laughter, no fun events, nothing that draws you in and makes you want to be there.
13. I don't shop much at all.
14. customer service is not very nice and the prices are way to high!
15. I use to purchase cards but they no longer carry them.
16. I wish they carried more computer software.
17. Prices and not much selection for 'staff' members - i.e. gifts, cards, etc. - anything not geared toward instruction/students.
18. I'm not a shopper.
19. Too busy in my office :)
20. The college provides desk supplies. I don't need anything else.
21. No need to make purchases
22. no need
23. I AM NOT ON CAMPUS VERY OFTEN
24. Not on my walking route from my car to my classroom
25. I only shop when I need stuff.
26. I don't need what they have.
27. No reason to visit, generally.
28. I only shop at Cardinal Bookstore when I need to.
29. I suppose this goes under product selection, but I think of the college bookstore as a place primarily to buy academic textbooks and office supplies. I don't think the bookstore has (nor should it attempt to have) the stock to compete with a general merchandiser.
30. I do not need the products
31. As a faculty member, I do not buy textbooks.
32. I go to the Bookstore only for things that I need for my work here.
33. I'm seeing that publishers are increasingly making it harder to buy used books with "online" classes. Those require a license fee paid online oftentimes. That plays into reduced purchases at the bookstore and also results in more "new" textbooks. I like buying and keeping my textbooks brand new for the degree I'm majoring in; Accounting. Therefore; the paperedition (instead of paper back) earns low marks for longevity - that's a factor in my book purchases. I would like to see hardcover editions of all the books that you offer. I also don't have a lot of need to buy headphones or accessories; I'm willing to consider buying them when I need them but I don't need them.
34. I shop there as often as it offers the items that I need to buy.
35. Amazon
36. I wish the bookstore could offer more non-course and non-college related items. It could be a convenient place to do some quick shopping for small gifts or cards.
37. Do not need products stocked there.
38. I am not a big shopper.
39. I avoid one bookstore employee--if she's at the register, I generally change my mind & decide whatever I wanted isn't worth it. I'm not saying this to be hurtful, just being honest & there are others like me who do the same.

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

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Helpful, friendly bookstore staff** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 60 | 50.4 | 51.7 | 51.7 |
| 1-Low satisfaction | 3 | 2.5 | 2.6 | 54.3 |
| 2 | 8 | 6.7 | 6.9 | 61.2 |
| 3 | 6 | 5.0 | 5.2 | 66.4 |
| 4 | 14 | 11.8 | 12.1 | 78.4 |
| 5-High satisfaction | 25 | 21.0 | 21.6 | 100.0 |
| Total | 116 | 97.5 | 100.0 |  |
| Missing | System | 3 | 2.5 |  |  |
| Total | | 119 | 100.0 |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Knowledgeable bookstore staff** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 36 | 30.3 | 30.5 | 30.5 |
| 2 | 2 | 1.7 | 1.7 | 32.2 |
| 3 | 6 | 5.0 | 5.1 | 37.3 |
| 4 | 21 | 17.6 | 17.8 | 55.1 |
| 5-High satisfaction | 53 | 44.5 | 44.9 | 100.0 |
| Total | 118 | 99.2 | 100.0 |  |
| Missing | System | 1 | .8 |  |  |
| Total | | 119 | 100.0 |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Speed of service during first week of class** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 6 | 5.0 | 5.0 | 5.0 |
| 1-Low satisfaction | 1 | .8 | .8 | 5.9 |
| 2 | 2 | 1.7 | 1.7 | 7.6 |
| 3 | 6 | 5.0 | 5.0 | 12.6 |
| 4 | 41 | 34.5 | 34.5 | 47.1 |
| 5-High satisfaction | 63 | 52.9 | 52.9 | 100.0 |
| Total | 119 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Speed of service at other times** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 43 | 36.1 | 36.4 | 36.4 |
| 1-Low satisfaction | 3 | 2.5 | 2.5 | 39.0 |
| 2 | 2 | 1.7 | 1.7 | 40.7 |
| 3 | 19 | 16.0 | 16.1 | 56.8 |
| 4 | 16 | 13.4 | 13.6 | 70.3 |
| 5-High satisfaction | 35 | 29.4 | 29.7 | 100.0 |
| Total | 118 | 99.2 | 100.0 |  |
| Missing | System | 1 | .8 |  |  |
| Total | | 119 | 100.0 |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Responsiveness to customer requests** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 7 | 5.9 | 5.9 | 5.9 |
| 2 | 1 | .8 | .8 | 6.8 |
| 3 | 14 | 11.8 | 11.9 | 18.6 |
| 4 | 40 | 33.6 | 33.9 | 52.5 |
| 5-High satisfaction | 56 | 47.1 | 47.5 | 100.0 |
| Total | 118 | 99.2 | 100.0 |  |
| Missing | System | 1 | .8 |  |  |
| Total | | 119 | 100.0 |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Resolution of problems** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 18 | 15.1 | 15.4 | 15.4 |
| 1-Low satisfaction | 2 | 1.7 | 1.7 | 17.1 |
| 2 | 2 | 1.7 | 1.7 | 18.8 |
| 3 | 7 | 5.9 | 6.0 | 24.8 |
| 4 | 28 | 23.5 | 23.9 | 48.7 |
| 5-High satisfaction | 60 | 50.4 | 51.3 | 100.0 |
| Total | 117 | 98.3 | 100.0 |  |
| Missing | System | 2 | 1.7 |  |  |
| Total | | 119 | 100.0 |  |  |

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| --- | --- | --- | --- | --- | --- |
| **Refund/exchange policies** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 3 | 2.5 | 2.5 | 2.5 |
| 1-Low satisfaction | 1 | .8 | .8 | 3.4 |
| 2 | 1 | .8 | .8 | 4.2 |
| 3 | 5 | 4.2 | 4.2 | 8.4 |
| 4 | 31 | 26.1 | 26.1 | 34.5 |
| 5-High satisfaction | 78 | 65.5 | 65.5 | 100.0 |
| Total | 119 | 100.0 | 100.0 |  |

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

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Course materials available when classes start** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 45 | 37.8 | 38.5 | 38.5 |
| 1-Low satisfaction | 1 | .8 | .9 | 39.3 |
| 2 | 2 | 1.7 | 1.7 | 41.0 |
| 3 | 12 | 10.1 | 10.3 | 51.3 |
| 4 | 23 | 19.3 | 19.7 | 70.9 |
| 5-High satisfaction | 34 | 28.6 | 29.1 | 100.0 |
| Total | 117 | 98.3 | 100.0 |  |
| Missing | System | 2 | 1.7 |  |  |
| Total | | 119 | 100.0 |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Communication of late or out-of-stock course materials** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 38 | 31.9 | 32.8 | 32.8 |
| 1-Low satisfaction | 5 | 4.2 | 4.3 | 37.1 |
| 2 | 8 | 6.7 | 6.9 | 44.0 |
| 3 | 17 | 14.3 | 14.7 | 58.6 |
| 4 | 25 | 21.0 | 21.6 | 80.2 |
| 5-High satisfaction | 23 | 19.3 | 19.8 | 100.0 |
| Total | 116 | 97.5 | 100.0 |  |
| Missing | System | 3 | 2.5 |  |  |
| Total | | 119 | 100.0 |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Availably of used textbooks** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 61 | 51.3 | 53.5 | 53.5 |
| 2 | 3 | 2.5 | 2.6 | 56.1 |
| 3 | 17 | 14.3 | 14.9 | 71.1 |
| 4 | 9 | 7.6 | 7.9 | 78.9 |
| 5-High satisfaction | 24 | 20.2 | 21.1 | 100.0 |
| Total | 114 | 95.8 | 100.0 |  |
| Missing | System | 5 | 4.2 |  |  |
| Total | | 119 | 100.0 |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Availability of digital/electronic course materials** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 34 | 28.6 | 29.8 | 29.8 |
| 2 | 2 | 1.7 | 1.8 | 31.6 |
| 3 | 12 | 10.1 | 10.5 | 42.1 |
| 4 | 21 | 17.6 | 18.4 | 60.5 |
| 5-High satisfaction | 45 | 37.8 | 39.5 | 100.0 |
| Total | 114 | 95.8 | 100.0 |  |
| Missing | System | 5 | 4.2 |  |  |
| Total | | 119 | 100.0 |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Confidence that textbooks will be the correct edition** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 37 | 31.1 | 32.2 | 32.2 |
| 1-Low satisfaction | 12 | 10.1 | 10.4 | 42.6 |
| 2 | 15 | 12.6 | 13.0 | 55.7 |
| 3 | 29 | 24.4 | 25.2 | 80.9 |
| 4 | 13 | 10.9 | 11.3 | 92.2 |
| 5-High satisfaction | 9 | 7.6 | 7.8 | 100.0 |
| Total | 115 | 96.6 | 100.0 |  |
| Missing | System | 4 | 3.4 |  |  |
| Total | | 119 | 100.0 |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Competitively priced course materials** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 64 | 53.8 | 54.7 | 54.7 |
| 1-Low satisfaction | 7 | 5.9 | 6.0 | 60.7 |
| 2 | 6 | 5.0 | 5.1 | 65.8 |
| 3 | 12 | 10.1 | 10.3 | 76.1 |
| 4 | 17 | 14.3 | 14.5 | 90.6 |
| 5-High satisfaction | 11 | 9.2 | 9.4 | 100.0 |
| Total | 117 | 98.3 | 100.0 |  |
| Missing | System | 2 | 1.7 |  |  |
| Total | | 119 | 100.0 |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Ability to sell back your textbooks** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 41 | 34.5 | 35.7 | 35.7 |
| 1-Low satisfaction | 3 | 2.5 | 2.6 | 38.3 |
| 2 | 3 | 2.5 | 2.6 | 40.9 |
| 3 | 12 | 10.1 | 10.4 | 51.3 |
| 4 | 23 | 19.3 | 20.0 | 71.3 |
| 5-High satisfaction | 33 | 27.7 | 28.7 | 100.0 |
| Total | 115 | 96.6 | 100.0 |  |
| Missing | System | 4 | 3.4 |  |  |
| Total | | 119 | 100.0 |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Accurate and prompt listing of textbook information** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 31 | 26.1 | 26.5 | 26.5 |
| 1-Low satisfaction | 1 | .8 | .9 | 27.4 |
| 2 | 2 | 1.7 | 1.7 | 29.1 |
| 3 | 14 | 11.8 | 12.0 | 41.0 |
| 4 | 26 | 21.8 | 22.2 | 63.2 |
| 5-High satisfaction | 43 | 36.1 | 36.8 | 100.0 |
| Total | 117 | 98.3 | 100.0 |  |
| Missing | System | 2 | 1.7 |  |  |
| Total | | 119 | 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 | 48 | 40.3 | 41.0 | 41.0 |
| 1-Low satisfaction | 6 | 5.0 | 5.1 | 46.2 |
| 2 | 7 | 5.9 | 6.0 | 52.1 |
| 3 | 12 | 10.1 | 10.3 | 62.4 |
| 4 | 20 | 16.8 | 17.1 | 79.5 |
| 5-High satisfaction | 24 | 20.2 | 20.5 | 100.0 |
| Total | 117 | 98.3 | 100.0 |  |
| Missing | System | 2 | 1.7 |  |  |
| Total | | 119 | 100.0 |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Ease of renting textbooks online** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 91 | 76.5 | 79.1 | 79.1 |
| 1-Low satisfaction | 1 | .8 | .9 | 80.0 |
| 2 | 2 | 1.7 | 1.7 | 81.7 |
| 3 | 5 | 4.2 | 4.3 | 86.1 |
| 4 | 4 | 3.4 | 3.5 | 89.6 |
| 5-High satisfaction | 12 | 10.1 | 10.4 | 100.0 |
| Total | 115 | 96.6 | 100.0 |  |
| Missing | System | 4 | 3.4 |  |  |
| Total | | 119 | 100.0 |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Ease of textbook ordering online** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 81 | 68.1 | 69.8 | 69.8 |
| 1-Low satisfaction | 2 | 1.7 | 1.7 | 71.6 |
| 2 | 2 | 1.7 | 1.7 | 73.3 |
| 3 | 6 | 5.0 | 5.2 | 78.4 |
| 4 | 9 | 7.6 | 7.8 | 86.2 |
| 5-High satisfaction | 16 | 13.4 | 13.8 | 100.0 |
| Total | 116 | 97.5 | 100.0 |  |
| Missing | System | 3 | 2.5 |  |  |
| Total | | 119 | 100.0 |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Sufficient store information (contacts, hours, location, etc.)** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 45 | 37.8 | 38.5 | 38.5 |
| 1-Low satisfaction | 3 | 2.5 | 2.6 | 41.0 |
| 2 | 5 | 4.2 | 4.3 | 45.3 |
| 3 | 15 | 12.6 | 12.8 | 58.1 |
| 4 | 23 | 19.3 | 19.7 | 77.8 |
| 5-High satisfaction | 26 | 21.8 | 22.2 | 100.0 |
| Total | 117 | 98.3 | 100.0 |  |
| Missing | System | 2 | 1.7 |  |  |
| Total | | 119 | 100.0 |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Ease of website navigation** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 47 | 39.5 | 40.5 | 40.5 |
| 1-Low satisfaction | 10 | 8.4 | 8.6 | 49.1 |
| 2 | 6 | 5.0 | 5.2 | 54.3 |
| 3 | 12 | 10.1 | 10.3 | 64.7 |
| 4 | 23 | 19.3 | 19.8 | 84.5 |
| 5-High satisfaction | 18 | 15.1 | 15.5 | 100.0 |
| Total | 116 | 97.5 | 100.0 |  |
| Missing | System | 3 | 2.5 |  |  |
| Total | | 119 | 100.0 |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Convenient link to online textbook rental program** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 86 | 72.3 | 73.5 | 73.5 |
| 1-Low satisfaction | 4 | 3.4 | 3.4 | 76.9 |
| 2 | 2 | 1.7 | 1.7 | 78.6 |
| 3 | 7 | 5.9 | 6.0 | 84.6 |
| 4 | 9 | 7.6 | 7.7 | 92.3 |
| 5-High satisfaction | 9 | 7.6 | 7.7 | 100.0 |
| Total | 117 | 98.3 | 100.0 |  |
| Missing | System | 2 | 1.7 |  |  |
| Total | | 119 | 100.0 |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Ease of renting textbooks online** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 91 | 76.5 | 78.4 | 78.4 |
| 1-Low satisfaction | 2 | 1.7 | 1.7 | 80.2 |
| 2 | 1 | .8 | .9 | 81.0 |
| 3 | 6 | 5.0 | 5.2 | 86.2 |
| 4 | 7 | 5.9 | 6.0 | 92.2 |
| 5-High satisfaction | 9 | 7.6 | 7.8 | 100.0 |
| Total | 116 | 97.5 | 100.0 |  |
| Missing | System | 3 | 2.5 |  |  |
| Total | | 119 | 100.0 |  |  |

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

1. The friendly staff that will go out of their way to make sure you have what you need.
2. Helpful staff.
3. helpfulness & professionalism of staff
4. friendly and helpful staff
5. They sell candy
6. Quick response to issues with textbooks provided for courses.
7. The manager and staff are friendly and competent. They are flexible and often good problem-solvers. They have also done a great job working with new (especially adjunct) faculty.
8. Friendly staff, organized products that are easy to find.
9. The PEOPLE
10. I appreciate the staff the most. In all my dealings with the bookstore, both ordering books and buying things in the store- the staff has always been outstanding. The customer service is absolutley the best.
11. Their "Can Do" attitude, and willingness to go the "extra mile" for students and faculty.
12. The ease and location, and that someone is always smilng and happy to see people.
13. The friendly staff
14. The great deals. But should have at least something to offer staff with discounts.
15. good sales
16. Friendly and helpful staff
17. The employees
18. If I were to use the bookstore, I would appreciate the central location for students and faculty.
19. Location
20. Staff
21. Staff always willing to help find items in store or work with staff on finding/researching products
22. What I "USED TO APPRECIATE" about the Bookstore was the participation in Campus events. The "give aways" on Cardinal Day, participating in Halloween festivities, the Christmas parties, etc.... There is nothing about the Bookstore of today that leads me to believe they want to be a part of the Campus.
23. The bookstore is like so many things at SVC: quietly efficient. I don't think about text books being where they should be, when they should be. They are just there. Am I amazed? No, it has always been that way, and so I take it for granted. The personnel now employed by the bookstore are a vast improvement over some of the employees in the past, and I do appreciate their friendliness and willingness to check out possible alternatives for text books and patience with my search for the perfect text. SVC is very fortunate to have Kim and her staff.
24. Kim and Leslie-they are fabulous to me when I am ordering my text books. I have been here for a number of years-it has never worked so well.
25. Friendly, helpful staff
26. The new personnel are SIGNIFICANTLY better! More knowledgeable, more responsive, more helpful, more professional. I've had no real complaints with the new personnel as opposed to the constant problems before.
27. The staff - Kim and Leslie are really wonderful.
28. that it there when i have no where else to get suplies
29. The new staff that took over--is it two years ago now? Seriously, it totally changed my experience at the beginning of each quarter in getting the right texts for my classes, and I am SO GRATEFUL! THANK YOU to the staff!!!!
30. Very friendly staff
31. Friendly staff.
32. Their friendly disposition.
33. Very god staff, and highly effective ordering of textbooks.
34. Customer service!
35. The caring and helpful staff. The displays.
36. I find the staff very responsive and friendly. They are sort of trapped in the same way many brick and mortar retailers are - the cost of operation is higher, people browse but buy online.
37. Friendly, helpful staff
38. Getting student's textbooks
39. THE FRIENDLY SALES STAFF
40. Having my text books on the shelf ready for my students
41. Competitive prices
42. Being there when I need you.
43. Friendly people
44. It is operated by the college
45. Leslie Sanford's helpfulness with book requisitions.
46. Fun items such as cell phone covers. Nice clothing items from time to time.
47. The staff are wonderful, friendly and helpful!
48. Friendliness
49. The staff
50. Convenience and great people
51. Great staff - well merchandised
52. The staff are wonderful.
53. Availabilty and location.
54. Kim and Janet! :)
55. Location; ease of use; speed.
56. It's here when I need it.
57. The friendly staff and their professionalism!
58. Professionalism and positive attitude
59. Convenient
60. Great service at WIC and from Kim and Janet.
61. It's a bright and attractive store with staff who work to meet customer needs.
62. They have stamps!
63. Its easy to locate, almost everything I need for class I can get at the book store.
64. The helpfullness of the staff
65. The service
66. Convenience, cards & gift items that can be picked up for a birthday or special occasion for someone at work (last minute) or to bring home saving me from stopping by another store on the way home from work.
67. the friendly staff
68. I appreciate the excellent customer service I've received and witnessed when serving individuals. I enjoy seeing the creative marketing displays which are tailored to what is currently happening on campus.
69. Friendliness and competence of book store staff
70. I enjoy going in there and browsing and seeing what's available. I also appreciate I can ship things through the bookstore using FedEx and UPS.
71. Friendly folks.
72. Helpful staff, courtesy of staff
73. The closeness in location and convenience of use.
74. It's there!!
75. Friendly service.
76. The staff and selection
77. Great customer service
78. Friendly, helpful staff
79. The staff at the WIC bookstore are very helpful and friendly.
80. I like the staff there - very friendly and helpful. I LOVE the clearance table. The cards you have are well-chosen.
81. Great customer service!
82. Janet & Kim
83. Helpful, pleasant staff
84. the friendly staff and great service.
85. I appreciate the staff. They take their job seriously and try to do a good job.
86. The staff and their friendliness; their willingness to help you
87. The young lady who was able to accomodate my very late textbook acquisition, which worked out beautifully.
88. Most of the staff is very friendly and helpful
89. The staff -- very friendly and helpful!

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

1. I can't think of one.
2. none
3. More nice, product selections such as quality giftware or local arts & craft work...
4. can't think of anything
5. Used to be you could go in and get cute gift type things. Not so much anymore. I miss that. Reducing their size was a big mistake. Hard to negotiate around students and display units at the beginning of the quarter.
6. Not sure.
7. More office supplies for college departments.
8. A website that actually FUNCTIONS!
9. I would like to see the college and the bookstore partner to move toward lower cost online books. I am pleased to see the book rent program, it would be cool to become recognized as a college that provides books at a low cost.
10. Mail service (USPS/Fed Ex/UPS)
11. Computer in the store for staff to assist students with ordering books online.
12. Do not shop often enought to have input - other than additional staff at the start of the quarter in order to cut down the lines/wait times.
13. Being able to mail UPS
14. N/A
15. More used books.
16. The personal services that used to be there such as employees of the College being able to ship personal packages.....Being able to buy a balloon bouquet....
17. I would wish for more cheap texts, but I guess that is beyond the bookstore's control.
18. I think customer service for those who use the phone to call in. As a staff member, I've called the bookstore several times on behalf of a student or something, and I have never been able to get someone on the phone when I've called. I have had to literally ask the student for their name, number and main purpose of the question and actually leave my work area and walk over the bookstore in order to inquire about this student's question because the student who called the library could not get a hold of anyone at the bookstore either. The bookstore staff need to have mobile telephones or headsets that they can use when roaming around in order to answer the phones while still being available for instore customers.
19. Quarterly Email to students and faculty about renting books
20. I can't think of anything.
21. Cards
22. More staff.
23. Computer software.....like Quickbooks, Photoshop, Money
24. Last minute gift items and more food items - especially when the cafeteria & coffee shop are closed - it used to be so nice to count on the bookstore for last minute food items...
25. More food.
26. online database for faculty to use for ordering course materials for a class. There's gotta be a better way than email.
27. Percentage off for employees ... encouraging staff and faculty to buy at bookstore.
28. More selection of teamwear.
29. ?
30. LARGER SELECTION OF PLUS SIZE CLOTHING
31. CAN NOT THINK OF ANY
32. faculty discount on SVC clothing :)
33. software for home computer
34. na
35. I encourage my students to buy used-older edition textbooks online because the Cardinal Bookstore sells older edition textbooks at a price that is WAY TOO expensive compared to online options. I'm not sure why the bookstore can't compete more closely in this market. Example: Older edition text would cost student 0.99 plus shipping... but the bookstore sells for around $65.
36. Verba to webiste
37. ???
38. None, I am satisfied with what there is.
39. print on demand text books.
40. N/A
41. More used books, sell balloons like you used to. More greeting cards and fun things. Art materials.
42. Don't know.
43. More visible in-store signage above the aisles for course sections instead of on printed paper next to book (not helpful)
44. none
45. Well, sometimes even when we send in our requisitions on time, somehow they get lost. Maybe a check system that would avoid that issue in the future?
46. Can't think of anything.
47. Better prices for students' books.
48. Regarding snacks, I would appreciate a larger variety for those who want something after the Cafeteria is closed. And, the Bookstore used to offer some beverages and I don't see anything now. In addition to employees, I would think students would like more snack/beverage options. And, the prices of things like peanuts have gone way up ... I think about .30 a package!
49. Better card selection
50. On occasion, we need nice gifts for visitors or gifts for hosts when traveling & we want to provide something with the college logo. You have a nice selection of low-to mid range casual items, but three higher end choices would be nice. Sometimes we need 2 or 3 different items for a group. Though we don't need it often, I'm guessing there are a number of offices on campus that would purchase these & maybe they could be a graduation gift or student purchase as well.
51. Open house activities the Bookstore which included refreshments and raffle. A wonderful time to network and check out the bookstore.
52. Keep working on making the textbook site as clear and understandable as possible. I think the math information can be challenging to understand unless you talk with someone.
53. Can't think of another service to add.
54. Massage.
55. More "fun" things for sale. Sometimes I like to just browse the store to see what's new or unusual. I'd like also to see more electronic and computer/tablet/smartphone accessories carried.
56. Rapid Espresso Service
57. Copy service for students
58. As a faculty member the order forms don't load smoothly, and are sometimes slow to respond while filling out data.
59. This isn't a service, but there isn't any other place to comment on their website and its placement. This really isn't the fault of the bookstore - the bookstore should have a permanent presence on the college's website. One should not have to look through a menu to find it - it should figure prominently on the page. Also, is clicking on a disclaimer really necessary before you even see the bookstore's website?
60. Better phone staffing - sometimes when you call it's hard to get an actual person. More card and gift selections.
61. A bigger variety of things to purchase...personal.
62. at the WIC i would like to see more merchandise similiar to the MVC, or be able to view items others than text books online and be made for purchase.
63. High quality organic chocolate ( fair trade ) I would like them to be open later for ESL students who attend school at night. I wonder if someone could come to ESL classes at night once or twice a quarter with a cart of ESL required texts and dictioinaries to sell.
64. A larger selection of world language dictionaries for children and the elderly
65. I tried to buy an old-fashioned teacher's gradebook - sigh.
66. beverages/very small coolers are available/ energy drinks not sold at espresso or cafeteria... and water.

**11. OVERALL STORE EVALUATION**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Overall Store evaluation** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 3 | 2.5 | 2.7 | 2.7 |
| 3 | 13 | 10.9 | 11.6 | 14.3 |
| 4 | 52 | 43.7 | 46.4 | 60.7 |
| 5-High satisfaction | 44 | 37.0 | 39.3 | 100.0 |
| Total | 112 | 94.1 | 100.0 |  |
| Missing | System | 7 | 5.9 |  |  |
| Total | | 119 | 100.0 |  |  |