

Marshall Bookstore Assessment Day Survey Results (Faculty and Staff) – 2011

Initial Report

Last Modified: 04/18/2011

1.

| # | Question | Strongly Agree | Agree | Neither Agree nor Disagree | Disagree | Strongly Disagree | Responses | Mean |
|---|--|----------------|-------|----------------------------|----------|-------------------|-----------|------|
| 1 | The bookstore has an overall customer-friendly environment | 70 | 99 | 14 | 4 | 3 | 190 | 1.79 |
| 2 | I can purchase what I need in the bookstore quickly and easily | 47 | 115 | 17 | 8 | 2 | 189 | 1.96 |
| 3 | Bookstore associates are knowledgeable | 59 | 95 | 31 | 3 | 2 | 190 | 1.92 |
| 4 | Bookstore associates are friendly | 78 | 87 | 16 | 7 | 4 | 192 | 1.81 |
| 5 | The hours of operation at the bookstore are convenient for me. | 57 | 100 | 18 | 8 | 2 | 185 | 1.91 |

| 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 | 1.79 | 1.96 | 1.92 | 1.81 | 1.91 |
| Variance | 0.63 | 0.60 | 0.63 | 0.79 | 0.67 |
| Standard Deviation | 0.79 | 0.78 | 0.79 | 0.89 | 0.82 |
| Total Responses | 190 | 189 | 190 | 192 | 185 |

2.

| # | 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. | 13 | 66 | 47 | 17 | 7 | 150 | 2.59 |
| 2 | The bookstore has a good selection of magazines. | 25 | 66 | 44 | 13 | 1 | 149 | 2.32 |
| 3 | It is easy to locate the books I'm looking for in the general books department. | 27 | 88 | 42 | 9 | 0 | 166 | 2.20 |

| 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 | 4 |
| Mean | 2.59 | 2.32 | 2.20 |
| Variance | 0.93 | 0.77 | 0.60 |
| Standard Deviation | 0.96 | 0.88 | 0.77 |
| Total Responses | 150 | 149 | 166 |

3.

| # | 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. | 37 | 100 | 25 | 19 | 3 | 184 | 2.19 |
| 2 | I can find the size(s) I need while shopping for apparel in the bookstore. | 29 | 100 | 22 | 24 | 6 | 181 | 2.33 |
| 3 | There is a good selection of snacks and food products in the bookstore. | 32 | 96 | 35 | 11 | 2 | 176 | 2.18 |

| 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 | 2.19 | 2.33 | 2.18 |
| Variance | 0.87 | 1.01 | 0.71 |
| Standard Deviation | 0.93 | 1.00 | 0.84 |
| Total Responses | 184 | 181 | 176 |

4.

| # | Question | Strongly Agree | Agree | Neither Agree nor Disagree | Disagree | Strongly Disagree | Responses | Mean |
|---|---|----------------|-------|----------------------------|----------|-------------------|-----------|------|
| 1 | I am satisfied with the efollett.com shopping experience. | 29 | 75 | 31 | 9 | 4 | 148 | 2.22 |

| Statistic | I am satisfied with the efollett.com shopping experience. |
|--------------------|---|
| Min Value | 1 |
| Max Value | 5 |
| Mean | 2.22 |
| Variance | 0.85 |
| Standard Deviation | 0.92 |
| Total Responses | 148 |

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

Text Response

I really wish there were more professional MU apparel pieces, at an affordable cost.

Numerous responses requested that prices be made more affordable.

NO CHANGES

More Sales, more lanes open.

Customer service needs to be stressed.

THE STAFF IS ALWAYS HELPFUL AND VERY FRIENDLY.

Offer more office supplies.

Sizes in women's clothing for Women, not just teens.

Make available more non-Marshall clothing

Stop putting gates on the textbooks.

Have discounts for faculty/staff more often. One respondent recommended having faculty/staff discounts consistently.

I think you do a super job with a small space.

I'm taking this survey as a faculty member, yet there are no questions regarding how I use the bookstore. There is no way for me to give my feedback on issues like textbook ordering, pricing, customer service etc. It seems like if you are going to ask me, as a faculty member, to take some time to complete a survey, please make the survey relevant to my needs vis-a-vis the bookstore. Thank you

If a textbook is required for a course, more copies should be ordered. In some cases the students are not getting the books until 2-3 weeks after the course has started due to sufficient books not being ordered. There were other complaints about not receiving textbooks in a timely manner.

The Bookstore needs to carry more sizes in the big and tall sizes, 4x, 5x, etc.

Have special hours during events like athletic competitions, Marshall Artist series, etc.

Bookstore in South Charleston could use more selection of non-course-book items. More references, computer supplies, apparel, Marshall-themed gifts would be good.

I would like to see a wider selection of Marshall neck ties. I also think a standard gray t-shirt and sweatshirt with Marshall in block green letters would be a timeless and popular selection. It might also be a little more modestly priced option than some of the other options.

I'm not often aware of faculty books and wish they would get better display and promotion. If there are book signings, I don't hear of them. Also, is there space to place 30 chairs together for an informal faculty author book talk?

More competitive pricing with online retailers. Better process in-store to find out what books one needs for classes.

Extended evening and weekend hours, possibly...

You need a better selection of greeting cards.

Kelly Green Marshall apparel

Require professors to submit textbook requirements for all classes at least a month before the class is supposed to begin.

It's just fine the way it is!

| Statistic | Value |
|-----------------|-------|
| Total Responses | 47 |