

Assessment Day Bookstore Survey Report (Faculty and Staff) – 2012

Likert Scale Items have a scale ranging from 1 = Excellent to 5 = Unsatisfactory. Therefore, lower means are more positive than higher means.

Last Modified: 03/07/2012

1.

#	Question	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Responses	Mean
1	The bookstore has an overall customer-friendly environment	54	96	9	7	2	168	1.85
2	I can purchase what I need in the bookstore quickly and easily	38	93	20	12	3	166	2.09
3	Bookstore associates are knowledgeable	46	90	22	6	1	165	1.95
4	Bookstore associates are friendly	56	91	14	5	2	168	1.85
5	The hours of operation at the bookstore are convenient for me.	50	89	16	8	3	166	1.95

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	1.85	2.09	1.95	1.85	1.95
Variance	0.63	0.80	0.61	0.62	0.75
Standard Deviation	0.79	0.89	0.78	0.79	0.87
Total Responses	168	166	165	168	166

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.	22	35	37	19	11	124	2.69
2	The bookstore has a good selection of magazines.	20	66	27	12	3	128	2.31
3	It is easy to locate the books I'm looking for in the general books department.	26	74	28	14	3	145	2.27

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	2.69	2.31	2.27
Variance	1.42	0.86	0.88
Standard Deviation	1.19	0.93	0.94
Total Responses	124	128	145

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.	26	83	21	23	3	156	2.32
2	I can find the size(s) I need while shopping for apparel in the bookstore.	27	79	20	17	9	152	2.36
3	There is a good selection of snacks and food products in the bookstore.	30	76	25	15	1	147	2.19

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	2.32	2.36	2.19
Variance	0.97	1.17	0.81
Standard Deviation	0.98	1.08	0.90
Total Responses	156	152	147

4.

#	Question	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Responses	Mean
1	I am satisfied with the efollett.com shopping experience.	24	54	27	8	6	119	2.31

Statistic	I am satisfied with the efollett.com shopping experience.
Min Value	1
Max Value	5
Mean	2.31
Variance	1.06
Standard Deviation	1.03
Total Responses	119

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

Text Response

Comments are summarized below according to general themes.

Get rid of the closed off text section - faculty and students need to be able to see what's there. Really dislike being unable to browse texts.

Needs more Kelly green!

This information was provided about the South Charleston bookstore

Please have more "real people" sizes instead of extremely small shirts – a number of respondents requested a greater variety of clothing, both in terms of color and size.

Numerous respondents complained about textbook prices.

Numerous respondents requested that the bookstore order adequate numbers of textbooks for their classes.

One respondent requested that the bookstore give students adequate information about all e-book vendors.

Increase merchandise choices in the computer store.

The employees who handle the graduation gown rental do an excellent job. I have had very positive experiences with them and I have never heard any complaints about the rental system.

Offer a frequent shopper's card

Need more greeting cards. Need more snacks.

The Book Store should have more office supplies.

Sell Miquel Rius paper products.

Make SALE days for apparel and advertise it.

I enjoy the Holiday sale for Faculty and Staff.

You're doing a great job, Thank you.

I shop at the South Charleston Bookstore. The staff are friendly and knowledgeable. While the store is small, the staff will get whatever I need. The bookstore stays open during special events at our school. Students appreciate the staff also.

Open longer hours in the evening.

Have always had good experiences when shopping at the MU bookstore however, as a staff member at MU, I would appreciate an additional Faculty/Staff appreciation day with discounts.

It would be nice if the Book Store was open to 6PM

Install a dressing room so that customers can try on the apparel. Also, I dislike that the books are roped off at times. I like browsing through the aisles to see what other professors are using.

Communicate with faculty when there are issues regarding books we have ordered. Several times I haven't found out about a problem obtaining a book I have ordered until my students try to buy it - the first week of class. Often, students have to wait a month for a book to arrive then by the time the problem is resolved.

Statistic	Value
Total Responses	51