



College of the Redwoods  
**Bookstore Survey Report**

Spring 2010

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The Office of Institutional Research

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## Introduction

The College of the Redwoods Bookstore Survey (Bookstore Survey) was constructed to measure students' satisfaction with the bookstore services and selection on the Eureka campus.

## Bookstore Overview

The College of the Redwoods Bookstore is a local bookstore serving the students, faculty and staff of College of the Redwoods with pride since 1964. The primary goal of the Bookstore is to ensure students are able to obtain the course materials they need at reasonable prices. The Bookstore also provides many other items to support students' academic career and school spirit. The Bookstore carries textbooks and supplemental course materials, as well as a wide selection of supplies, general books, clothing, software and sundries. The Bookstore offers many services to students and staff including special orders, postage stamps, faxing, copying and calling cards.

## Survey Administration

The Bookstore Survey was administered to students, faculty and staff using convenience sampling. Bookstore Surveys were openly available at the Bookstore's Information Desk. Participants were encouraged to take a piece of candy in exchange for offering their feedback on Bookstore services and selection. Participants were directed to place the completed survey in a ballot box to ensure confidentiality. The Bookstore Survey resulted in 73 responses. Eighty-eight percent of responses were received from students, nine percent from staff and 3% from faculty. Of the considerable amount of students who use the Bookstore, this number offers a good representation of the population. Staff and faculty responded in much lower numbers yet their information remains valuable.

## Findings

The majority of respondents (96%) were primarily based on the Eureka campus (see Table 1). Ninety-six percent of respondents indicated Eureka as their campus location, three percent indicated the Arcata site as their campus location, and 1% percent indicated Klamath-Trinity as their campus location (see Table 1). No responses were received from the Del Norte, Mendocino, or Eureka downtown locations.

*Table 1: Campus Location*

Eureka	96%	
Arcata	3%	
Klamath-Trinity	1%	

As shown in Table 2 on the following page, the majority of respondents (85%) are satisfied with the selection and availability of books carried in the bookstore. Forty-eight percent of respondents indicated the selection and

availability of books was excellent while 37% indicated the selection and availability was good. Fourteen percent of respondents indicated the selection and availability of books was fair while 1% indicated the selection and availability was poor.

*Table 2: Selection and Availability of Books*

Excellent	48%	
Good	37%	
Fair	14%	
Poor	1%	

The majority of respondents (89%) were satisfied with the selection of general merchandise carried in the bookstore. Over half of the respondents (51%) indicated the selection of general merchandise was excellent and 38% indicated the selection was good (see Table 3). Eight percent of respondents indicated that the selection of general merchandise was fair while 3% indicated that the selection was poor.

*Table 3: Selection of General Merchandise*

Excellent	51%	
Good	38%	
Fair	8%	
Poor	3%	

The majority of respondents (88%) were satisfied with the bookstore hours of operation. Fifty-three percent of respondents indicated the hours of operation were excellent while 35% indicated the hours of operation were good. A minority of respondents indicated dissatisfaction with the hours of operation with 13% of respondents indicating the hours of operation were fair while no respondent indicated the hours of operation were poor (see Table 4).

*Table 4: Hours of Operation*

Excellent	53%	
Good	35%	
Fair	13%	
Poor	0%	

As shown in Table 5 on the following page, the majority of respondents (96%) indicated satisfaction with the professionalism and helpfulness of the permanent bookstore staff. Seventy-one percent of respondents indicated the professionalism and helpfulness of permanent bookstore staff were excellent and a quarter of respondents (25%) indicated the professionalism and helpfulness of permanent bookstore staff was good. Smaller amounts of respondents indicated the professionalism and helpfulness of permanent





bookstore staff was fair (4%) and no respondents indicated the professionalism and helpfulness of permanent bookstore staff was poor.

*Table 5: Professionalism and Helpfulness of Permanent Bookstore Staff*

Excellent	71%	
Good	25%	
Fair	4%	
Poor	0%	

The majority of respondents (96%) indicated satisfaction with the courtesy and helpfulness of the bookstore student staff. Three quarters of respondents (75%) indicated the courtesy and helpfulness of the bookstore student staff was excellent while 21% of respondents indicated the courtesy and helpfulness of the bookstore student staff was good (see Table 6). Three percent of respondents indicated the courtesy and helpfulness of the bookstore student staff was fair and 1% of respondents indicated the courtesy and helpfulness of the bookstore student staff was poor.

*Table 6: Courtesy and Helpfulness of Bookstore Student Staff*

Excellent	75%	
Good	21%	
Fair	3%	
Poor	1%	

Survey respondents were asked to list three things they would do differently than the bookstore is currently doing. While the question indicated that the price of textbooks should not be included in this list, some respondents still focused on this issue. Some of the more common answers pertained to the availability of used/discount textbooks, various classroom materials and more food items. Other concerns focused on the desire for more open hours, more bookstore staff, and ease of getting through lines. Many respondents indicated appreciation for the bookstore services and staff.

Survey respondents were also asked to indicate what changes they would like to see in the bookstore if they were to return five years later. Some of the more common answers pertained to more classroom materials, more food items and a larger store overall. Other concerns focused on reorganizing the store to make certain areas more accessible and more discounted textbooks while many respondents indicated they had no desire for things to change.

Comments regarding the three things respondents would do differently than the bookstore is currently doing, what changes they would like to see in the bookstore if they were to return five years later, and general comments are detailed in the following section labeled "Qualitative Comments."

## Qualitative Comments

*Besides the price of textbooks, if you ran the bookstore, what would be three things you would do differently than the bookstore is doing now?*

### Materials

- Graph paper--maybe printing services would copy and bind for a better price.
- Art/Photography--B&W film, photo paper, portfolios/ask instructor.
- More printing supplies.
- More backpacks (simpler, cheaper, etc.).
- 2. Cool laptop stuff (mice, portable keyboard, etc.).
- 3. Free cheapo pencils/pens/erasers for student (so crappy, they come in to buy))
- Stock up on stamps.
- More puzzle books.
- More availability for games to do during class.
- More general products.
- More general product.
- Less expensive bulk paper (lined).
- A better deal for buying several binders.
- Gloves.
- Everyone loves samples.

### Textbooks

- Have more used books
- Try to find discount books for students.
- Do a better job of ordering. Rent out books.
- More days to sell books.
- Longer to buy old textbooks back policy.
- More cool books.
- More literature offerings.
- Online ordering, which is now available! Hooray!
- Don't revise books into unnecessary new editions just to ream a fresh population.

### Food Items

- Things I would change is candy prices, soda and energy drink prices.
- Better food selection.
- More food items.
- More food, less clothes.
- More candy and drinks.
- Free candy.
- More free Snickers.

- Better food choices.
- Have free water at the door.

### Hours

- Have the bookstore stay open until 9pm or 10pm so as to be available for the students in evening courses.
- Open earlier. Close later.
- Hire more people.
- Should be open on Fridays.
- Be open weekends.
- Stay open an hour later.

### Staffing

- Staff info. Counter with staff who know when books are coming, especially reorders.
- Help out better.
- Sexier uniforms.
- 2. A live-in cat.

### Lines

- The turn in backpack line.
- Adjust line ups-feed them through another areas so the returns desk is more open.
- Better way to deal with backpacks during the rush.

### Miscellaneous

- Have a better [organization].
- Make sure all light bulbs are functioning.
- School colors.
- Sitting area for the other book section (coffee shop?).
- Help taking books out on cart.
- Offer payment plans for students who cannot afford to pay an entire amount altogether, say \$20-30/month.
- Open up another printing office so more course packets can be available.
- 3. A selection of different types of unicorns from around the world.
- Play music.
- Price on yellow tag.
- Music being played.
- More color on the walls, posters, etc.
- Have a few chairs around so we can sit.
- Better return/customer service.
- Don't give my backpack away.
- Theme days! Discount days!



### Appreciation

- Things seem to be running smoothly.
- It's great.
- Nothing, it's a good bookstore.
- The staff is courteous and helpful. I wouldn't change a thing.
- All of the employees were friendly and helpful-even in my desperate fit for books. Thanks!
- Right now I'm happy.
- I think you are doing a great job!
- Very well run. No suggestions.
- I appreciate the quality of the bookstore ere on campus. I wouldn't change a thing.
- Nothing really. It's a pretty well ran bookstore. I've only been in here like once or twice. Very helpful, friendly people.

### No Change

- Nothing.
- Nothing.
- Nothing.
- I can't think of any.
- Same.

### Pricing

- Nothing besides the OUTragious prices.
- Lower prices.
- Lower all prices! College students are poor!
- Less expensive!!!
- The pricing if possible.

*Besides the price of textbooks, if you came back 5 years from now, what would you like to see has changed in the bookstore?*

### Materials

- My supplies.
- Have affordable flashdrives.
- More printing supplies.
- More stuff.
- More art supplies.
- Maybe large portfolios.
- Illustration board.
- More friction erase pens.
- Laptops should be available to buy!

- Better backpacks.

### Textbooks

- Cheaper books
- Used ones
- That prices on textbooks have become more affordable.
- More discounted books that don't correlate.
- Don't revise books into unnecessary new editions just to reach a fresh population.

### Food Items

- Coffee bar.
- Sandwich shop.
- More food selection.
- Love the local food selections, would like to see more local products offered. Vegetarian and healthy selections are great!!
- Get some good food choices.

### Staffing

- I don't wanna see Jenn Thompson here in 5 years; get that girl outta here!!
- The staff.
- The help.

### Miscellaneous

- Easy access to ED pricing computers.
- Renovation--info. counter up front with customer service-oriented people.
- Bigger store.
- All the above mentioned things.
- The organization.
- The attitude.
- Too new to know! But I'll let you know as soon as I do.
- Make it bigger.
- It should be bigger.
- Price on yellow tag.
- Music being played.

### No Change

- Not sure.
- I like the store as the same.
- Nothing.
- Nothing, it's a good bookstore.
- Not much. The store functions fine.

- Nothing.
- Nothing.
- Nothing.
- Nothing.
- No suggestions.
- Nothing.
- Nothing, great work.
- N/A.
- Nothing, great service.
- Nothing.
- Same.

### Pricing

- You should be ashamed of yourselves for this robbery!!!
- Just prices.
- All the above things plus the price of textbooks.
- Price of everything.
- Price of books!!!

### *Comments*

#### Materials

- No sweat shop attire.

#### Textbooks

- The online book list and order capability is the best!
- The help that I received in finding my books was exceptional.
- No damn books. No good. Need more.

#### Appreciation

- I love the staff!
- I think they do a great job.
- Thank you for assisting me in finding the information I was searching for.
- I love the bookstore. Torrance and Jen are great!
- Great!
- The student staff is cute!
- Very good overall.
- Douglas helped me today. He was very courteous, informed and extraordinarily helpful.
- Good work.
- Everyone in the bookstore is friendly and helpful.

- Thank you for such a fantastic support service for students and the campus in general.
- Nice store.
- Jenn and Jenn are awesome!

#### No Change

- None.
- Said it all.

#### Pricing

- Lower prices.
- Your prices suck! Cheaper online by far! Way to take advantage of people trying to better themselves.
- Cheaper books!!!
- May your slumber alude you.

## Frequencies

### 2. Campus Location

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Arcata Instructional Site	2	2.7	2.8	2.8
	Eureka	68	93.2	95.8	98.6
	Klamath-Trinity	1	1.4	1.4	100.0
	Total	71	97.3	100.0	
Missing	99	2	2.7		
Total		73	100.0		

### 3. Selection and Availability of Books

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	35	47.9	47.9	47.9
	Fair	10	13.7	13.7	61.6
	Good	27	37.0	37.0	98.6
	Poor	1	1.4	1.4	100.0
	Total	73	100.0	100.0	

### 4. Selection of General Merchandise Carried in the Bookstore

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	37	50.7	51.4	51.4
	Fair	6	8.2	8.3	59.7
	Good	27	37.0	37.5	97.2
	Poor	2	2.7	2.8	100.0
	Total	72	98.6	100.0	
Missing	99	1	1.4		
Total		73	100.0		

5. CR Bookstore Hours of Operation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	38	52.1	52.8	52.8
	Fair	9	12.3	12.5	65.3
	Good	25	34.2	34.7	100.0
	Total	72	98.6	100.0	
Missing	99	1	1.4		
Total		73	100.0		

6. Professionalism and Helpfulness of the Permanent Bookstore Staff

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	51	69.9	70.8	70.8
	Fair	3	4.1	4.2	75.0
	Good	18	24.7	25.0	100.0
	Total	72	98.6	100.0	
Missing	99	1	1.4		
Total		73	100.0		

7. Courtesy and Helpfulness of the Bookstore Student Staff

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	55	75.3	75.3	75.3
	Fair	2	2.7	2.7	78.1
	Good	15	20.5	20.5	98.6
	Poor	1	1.4	1.4	100.0
	Total	73	100.0	100.0	