

FACULTY RESPONSES

	Spring 2004		Spring 2006		Variance
The Book Marq's operating hours are convenient for me.	Strongly Agree	6 6%	28 15%	9%	
	Agree	61 58%	117 61%	3%	
	Disagree	12 11%	11 6%	-6%	
	Strongly Disagree	4 4%	2 1%	-3%	
	Don't Know	23 22%	34 18%	-4%	
	Total	106	192		
The Book Marq's location is convenient for me.	Strongly Agree	6 6%	36 19%	13%	
	Agree	57 53%	116 60%	7%	
	Disagree	28 26%	29 15%	-11%	
	Strongly Disagree	10 9%	8 4%	-5%	
	Don't Know	6 6%	3 2%	-4%	
	Total	107	192		
During my last visit to the Book Marq, I experienced helpful customer service.	Strongly Agree	20 19%	65 34%	15%	
	Agree	58 56%	104 54%	-2%	
	Disagree	11 11%	9 5%	-6%	
	Strongly Disagree	4 4%	2 1%	-3%	
	Not Applicable	11 11%	12 6%	-4%	
	Total	104	192		
I can easily find what I'm looking for.	Strongly Agree	12 12%	29 15%	3%	
	Agree	51 50%	124 65%	15%	
	Disagree	21 21%	22 11%	-9%	
	Strongly Disagree	4 4%	1 1%	-3%	
	Don't Know	14 14%	16 8%	-5%	
	Total	102	192		

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	Spring 2004		Spring 2006		Variance
Store specials are clearly communicated.	Strongly Agree	3 3%	10 5%	2%	2%
	Agree	14 13%	52 27%	14%	14%
	Disagree	28 27%	37 19%	-8%	-8%
	Strongly Disagree	11 11%	9 5%	-6%	-6%
	Don't Know	48 46%	84 44%	-2%	-2%
	Total	104	192		
The Book Marq has a good selection of general reading materials.	Strongly Agree	0 0%	6 3%	3%	3%
	Agree	22 21%	51 27%	6%	6%
	Disagree	20 19%	47 24%	5%	5%
	Strongly Disagree	14 13%	13 7%	-7%	-7%
	Don't Know	49 47%	75 39%	-8%	-8%
	Total	105	192		
The Book Marq has a good selection of reference materials.	Strongly Agree	2 2%	5 3%	1%	1%
	Agree	28 27%	88 46%	19%	19%
	Disagree	17 16%	24 13%	-4%	-4%
	Strongly Disagree	4 4%	5 3%	-1%	-1%
	Don't Know	54 51%	70 36%	-15%	-15%
	Total	105	192		
The Book Marq has a good selection of computer software.	Strongly Agree	3 3%	8 4%	1%	1%
	Agree	13 13%	42 22%	9%	9%
	Disagree	16 15%	19 10%	-5%	-5%
	Strongly Disagree	4 4%	1 1%	-3%	-3%
	Don't Know	68 65%	122 64%	-2%	-2%
	Total	104	192		
The Book Marq has a good selection of school supplies.	Strongly Agree	5 5%	25 13%	8%	8%
	Agree	32 31%	100 52%	21%	21%
	Disagree	19 18%	18 9%	-9%	-9%
	Strongly Disagree	3 3%	0 0%	-3%	-3%
	Don't Know	45 43%	49 26%	-18%	-18%
	Total	104	192		

FACULTY RESPONSES

	Spring 2004		Spring 2006		Variance
The Book Marq usually has the textbooks for all students in my class on time.	Strongly Agree	3 3%	48 25%	22%	
	Agree	43 43%	118 61%	19%	
	Disagree	25 25%	11 6%	-19%	
	Strongly Disagree	12 12%	4 2%	-10%	
	Don't Know	18 18%	11 6%	-12%	
	Total	101	192		
The Book Marq generally has used books if students want them.	Strongly Agree	3 3%	32 17%	14%	
	Agree	39 39%	105 55%	16%	
	Disagree	22 22%	21 11%	-11%	
	Strongly Disagree	4 4%	1 1%	-3%	
	Don't Know	33 33%	33 17%	-15%	
	Total	101	192		
The Book Marq has reasonable deadlines for textbook adoptions.	Strongly Agree	3 3%	20 10%	7%	
	Agree	40 40%	109 57%	17%	
	Disagree	21 21%	34 18%	-3%	
	Strongly Disagree	6 6%	6 3%	-3%	
	Don't Know	30 30%	23 12%	-18%	
	Total	100	192		
The procedure for textbook adoptions is convenient.	Strongly Agree	6 6%	31 16%	10%	
	Agree	49 49%	110 57%	8%	
	Disagree	12 12%	24 13%	1%	
	Strongly Disagree	4 4%	3 2%	-2%	
	Don't Know	29 29%	24 13%	-17%	
	Total	100	192		
The Book Marq has reasonable deadlines to process course packs.	Strongly Agree	0 0%	11 6%	6%	
	Agree	23 23%	46 24%	1%	
	Disagree	6 6%	5 3%	-3%	
	Strongly Disagree	3 3%	2 1%	-2%	
	Don't Know	70 69%	128 67%	-2%	
	Total	102	192		

FACULTY RESPONSES

	Spring 2004		Spring 2006		Variance	
The procedure to process course packs is convenient.	Strongly Agree	0	0%	10	5%	5%
	Agree	20	20%	43	22%	3%
	Disagree	8	8%	5	3%	-5%
	Strongly Disagree	3	3%	3	2%	-1%
	Don't Know	71	70%	131	68%	-1%
	Total	102		192		
I generally purchase general reading materials from the Book Marq.	Daily	0	0%	0	0%	0%
	Once per week	0	0%	1	1%	1%
	Once per month	3	3%	6	3%	0%
	Once at the beginning of the term	20	19%	46	24%	5%
	Never	80	78%	139	72%	-5%
	Total	103		192		
General reading materials at the Book Marq are competitively priced.	Strongly Agree	1	1%	4	2%	1%
	Agree	17	17%	47	24%	8%
	Disagree	18	17%	25	13%	-4%
	Strongly Disagree	7	7%	4	2%	-5%
	Don't Know	60	58%	112	58%	0%
	Total	103		192		
I generally purchase reference materials from the Book Marq.	Daily	0	0%	0	0%	0%
	Once per week	0	0%	1	1%	1%
	Once per month	1	1%	3	2%	1%
	Once at the beginning of the term	15	15%	43	22%	8%
	Never	87	84%	145	76%	-9%
	Total	103		192		
Reference materials at the Book Marq are competitively priced.	Strongly Agree	1	1%	3	2%	1%
	Agree	10	10%	42	22%	12%
	Disagree	16	16%	17	9%	-7%
	Strongly Disagree	5	5%	4	2%	-3%
	Don't Know	69	68%	126	66%	-3%
	Total	103		192		

FACULTY RESPONSES

	Spring 2004	Spring 2006	Variance
Total	101	192	

FACULTY RESPONSES

	Spring 2004		Spring 2006		Variance	
I generally purchase computer software from the Book Marq.	Daily	1	1%	0	0%	-1%
	Once per week	0	0%	0	0%	0%
	Once per month	1	1%	3	2%	1%
	Once at the beginning of the term	8	8%	15	8%	0%
	Never	92	90%	174	91%	0%
	Total	102		192		
Computer software at the Book Marq are competitively priced.	Strongly Agree	5	5%	5	3%	-2%
	Agree	8	8%	26	14%	6%
	Disagree	7	7%	17	9%	2%
	Strongly Disagree	9	9%	1	1%	-8%
	Don't Know	72	71%	143	74%	3%
	Total	101		192		
I generally purchase school supplies from the Book Marq.	Daily	0	0%	0	0%	0%
	Once per week	1	1%	0	0%	-1%
	Once per month	2	2%	14	7%	5%
	Once at the beginning of the term	22	22%	76	40%	17%
	Never	74	75%	102	53%	-22%
	Total	99		192		
School supplies at the Book Marq are competitively priced.	Strongly Agree	1	1%	3	2%	1%
	Agree	15	15%	67	35%	20%
	Disagree	16	16%	23	12%	-4%
	Strongly Disagree	12	12%	7	4%	-8%
	Don't Know	58	57%	92	48%	-9%
	Total	102		192		
I prefer new textbooks for students in my class.	Strongly Agree	4	4%	13	7%	3%
	Agree	20	20%	40	21%	1%
	Disagree	45	45%	107	56%	11%
	Strongly Disagree	12	12%	20	10%	-2%
	Don't Know	19	19%	12	6%	-13%

FACULTY RESPONSES

	Spring 2004		Spring 2006		Variance
Total	100		192		
I have used Digital course materials for my class. (Web publishers, e.g. XanEdu)					
Once	6	6%	13	7%	1%
Twice	1	1%	6	3%	2%
Three Times	1	1%	3	2%	1%
More than three times	7	7%	28	15%	7%
Never	82	85%	142	74%	-11%
Total	97		192		
I intend to use Digital course materials in the next 12 months.					
Very Likely	9	9%	32	17%	7%
Possibly	13	13%	40	21%	8%
Doubtful	12	12%	16	8%	-4%
Very Unlikely	19	19%	52	27%	8%
Unsure	45	46%	52	27%	-19%
Total	98		192		
I have used Digital course management (e.g. D2L) for my class in the last 12 months.					
Yes	43	46%	119	62%	16%
No	51	54%	73	38%	-16%
Total	94		192		
I intend to use Digital course management in the next 12 months.					
Very Likely	33	34%	104	54%	20%
Possibly	14	14%	28	15%	0%
Doubtful	9	9%	8	4%	-5%
Very Unlikely	18	19%	24	13%	-6%
Unsure	23	24%	28	15%	-9%
Total	97		192		
I have used the Book Marq for course packs in the past 12 months.					
Yes	17	18%	21	11%	-7%
No	78	82%	171	89%	7%
Total	95		192		
I intend to use course packs within the next 12 months.					
Very Likely	9	9%	21	11%	2%
Possibly	16	16%	29	15%	-1%
Doubtful	10	10%	28	15%	4%

FACULTY RESPONSES

	Spring 2004		Spring 2006		Variance
Very Unlikely	32	33%	59	31%	-2%
Unsure	31	32%	55	29%	-3%
Total	98		192		
Operating hours	7	7%	16	9%	2%
Location	8	8%	14	8%	0%
Reasonable deadlines for submitting textbook orders	3	3%	14	8%	5%
Assistance with course packs	1	1%	2	1%	0%
Textbooks on shelf before class starts	49	49%	89	48%	-1%
Responsiveness to special orders	2	2%	1	1%	-1%
Helpful Customer Service	8	8%	20	11%	3%
Speed of service	2	2%	4	2%	0%
Availability of new textbooks	2	2%	6	3%	1%
Availability of used textbooks	6	6%	9	5%	-1%
Availability of digital course materials	1	1%	0	0%	-1%
Communication of potential problems (e.g., out of stocks)	3	3%	3	2%	-1%
On Line textbook adoption option	1	1%	4	2%	1%
Availability of general reading materials	4	4%	1	1%	-3%
Availability of reference materials	1	1%	0	0%	-1%
Availability of computer software	1	1%	0	0%	-1%
Availability of school supplies	0	0%	1	1%	1%
Total	99		184		

These factors are most important to me when using a campus book store. MOST IMPORTANT

FACULTY RESPONSES

These factors are most important to me when using a campus book store. 2ND MOST IMPORTANT

	Spring 2004		Spring 2006		Variance
Operating hours	14	14%	15	8%	-6%
Location	6	6%	24	13%	7%
Reasonable deadlines for submitting textbook orders	6	6%	23	13%	7%
Assistance with course packs	1	1%	4	2%	1%
Textbooks on shelf before class starts	10	10%	20	11%	1%
Responsiveness to special orders	10	10%	6	3%	-7%
Helpful Customer Service	22	22%	28	15%	-7%
Speed of service	10	10%	9	5%	-5%
Availability of new textbooks	3	3%	8	4%	1%
Availability of used textbooks	7	7%	23	13%	6%
Availability of digital course materials	0	0%	0	0%	0%
Communication of potential problems (e.g., out of stocks)	4	4%	15	8%	4%
On Line textbook adoption option	3	3%	5	3%	0%
Availability of general reading materials	1	1%	1	1%	0%
Availability of reference materials	0	0%	2	1%	1%
Availability of computer software	1	1%	0	0%	-1%
Availability of school supplies	2	2%	0	0%	-2%
Total	100		183		

FACULTY RESPONSES

These factors are most important to me when using a campus book store. 3RD MOST IMPORTANT

	Spring 2004		Spring 2006		Variance
Operating hours	11	11%	17	10%	-2%
Location	5	5%	19	11%	6%
Reasonable deadlines for submitting textbook orders	8	8%	11	6%	-2%
Assistance with course packs	1	1%	7	4%	3%
Textbooks on shelf before class starts	6	6%	15	9%	2%
Responsiveness to special orders	6	6%	10	6%	-1%
Helpful Customer Service	19	20%	29	17%	-3%
Speed of service	6	6%	13	7%	1%
Availability of new textbooks	5	5%	7	4%	-1%
Availability of used textbooks	10	10%	24	14%	3%
Availability of digital course materials	0	0%	0	0%	0%
Communication of potential problems (e.g., out of stocks)	11	11%	8	5%	-7%
On Line textbook adoption option	2	2%	4	2%	0%
Availability of general reading materials	0	0%	2	1%	1%
Availability of reference materials	2	2%	4	2%	0%
Availability of computer software	1	1%	3	2%	1%
Availability of school supplies	3	3%	2	1%	-2%
Total	96		175		

FACULTY RESPONSES

These factors are most important to me when using a campus book store. 4TH MOST IMPORTANT

	Spring 2004		Spring 2006		Variance
Operating hours	10	11%	12	7%	-3%
Location	8	8%	15	9%	0%
Reasonable deadlines for submitting textbook orders	3	3%	15	9%	6%
Assistance with course packs	2	2%	5	3%	1%
Textbooks on shelf before class starts	3	3%	9	5%	2%
Responsiveness to special orders	8	8%	13	8%	-1%
Helpful Customer Service	17	18%	27	16%	-2%
Speed of service	14	15%	14	8%	-6%
Availability of new textbooks	3	3%	5	3%	0%
Availability of used textbooks	7	7%	14	8%	1%
Availability of digital course materials	0	0%	2	1%	1%
Communication of potential problems (e.g., out of stocks)	10	11%	15	9%	-2%
On Line textbook adoption option	2	2%	8	5%	3%
Availability of general reading materials	2	2%	2	1%	-1%
Availability of reference materials	0	0%	4	2%	2%
Availability of computer software	1	1%	4	2%	1%
Availability of school supplies	5	5%	5	3%	-2%
Total	95		169		

FACULTY RESPONSES

What area are you in?

	Spring 2004		Spring 2006		Variance
Arts & Sciences	38	44%	83	43%	0%
Business	10	11%	16	8%	-3%
Communication	4	5%	11	6%	1%
Engineering	3	3%	13	7%	3%
Health Sciences	5	6%	15	8%	2%
Nursing	4	5%	15	8%	3%
Professional Studies	4	5%	4	2%	-3%
Dentistry	9	10%	21	11%	1%
Education	6	7%	8	4%	-3%
Law	4	5%	6	3%	-1%
Total	87		192		

What is your academic status?

Department Chair	2	3%	8	4%	2%
Professor	7	9%	20	10%	1%
Associate Professor	22	28%	52	27%	-1%
Assistant Professor	20	26%	54	28%	2%
Instructor	20	26%	37	19%	-6%
Other	7	9%	21	11%	2%
Total	78		192		