INTRODUCTION

The Office of Auxiliary Services at Marquette University invited all 1265 faculty to complete a customer satisfaction survey on the Book Marq and a total response rate of 17% was achieved. This survey is one step in a process to assess current service and will assist in determining the direction of services in the future. The web based survey was administered through Campuslabs in October of 2012.

Auxiliary Services crafted the first Book Marq survey with students from MUSG in March of 2004 and repeated the instrument in 2006, 2008, 2010, and 2012. Recent actions after the previous surveys have included:

• Results presented to various Academic Committees, Book Marq Mgmt. & Aux Services Vendor Committee
• The Book Marq expanded digital course material offerings in 2011 and 2012
• The Book Marq implemented a text rental program in 2010
• The Book Marq implemented HEOA requirements in 2010
• Two additional full-time positions added since 2010
• The Book Marq was remodeled in 2010
• An on-line order system has been streamlined and makes up over 18,000 orders per year

ANALYSIS

This survey indicates that the three most important factors for faculty continue to be textbooks on the shelves before class starts, reasonable deadlines for textbook adoptions, and helpful customer service. Feedback from faculty indicated a significant 10% improvement in fulfillment – 84% faculty surveyed said textbooks were on the shelves before class started. Survey results showed only 6% of faculty did not experience helpful customer service this past year. Perception of the adoption process improved with a 5% reduction in dissatisfaction.

It is no secret that students are concerned about value when it comes to their course materials. NACS (National Association of College Stores) research reports that students spent an average of $655 on textbooks and course materials in the last 12 months. The Government Accountability Board found in a report published in 2005 that course material prices have risen twice the rate of inflation from 1986-2004. The GAB raised concerns about bundling, the frequency of revisions, and other practices prompting the 2008 Higher Education Opportunity Act, which required intuitions to implement textbook information practices intended to improve communications, transparency, pricing, and buy back value for students. Multiple factors have driven up the price of textbooks – Where the NEW textbook dollar goes. The Book Marq partnered with Marquette to meet HEOA requirements to make textbook requirements readily available for students and have worked to expand used textbook materials steadily since 2004. Follett also introduced a rental program in 2010 and have been working to expand digital offerings through programs like Caféscribe and inkling. Student’s perception of pricing at the Book Marq has slightly improved during this period. Dissatisfaction with the Book Marq’s prices were at higher levels in 2004, but have improved in the 2012 survey when asked if they were “competitively priced”:

• New = 2004 74% disagreed or strongly disagreed vs. 57% in 2012
• Used = 2004 65% disagreed or strongly disagreed vs. 60% in 2012
• Rental = 2004 40% disagreed or strongly disagreed vs. 35% in 2012
• Digital = 2012 50% of students indicated they don’t know

Used and rental course materials has improved the perception of pricing, but 87% of students say they were required to buy a textbook never used in class. An editorial in the Marquette Tribune on January 24, 2013 supported Marquette student concerns on the cost of textbooks reflected in the survey results. This editorial challenged the faculty to reevaluate the number of materials required for use in the classroom and to look for the most affordable way to find students their materials. New technologies are being offered, but are not overwhelmingly received – 56% of students are not interested in using electronic textbooks. Students sight a preference to read and highlight in a printed text.
Other noteworthy responses found in the survey were:

- Faculty surveyed said they did receive helpful service

Q4. Please indicate your level of agreement with the following statement: During my last visit to the BookMarq, I experienced helpful customer service.

- Faculty surveyed said they could easily find what they were looking for
Faculty surveyed are unaware of the availability of digital text materials.

Q5. Services
Please indicate your level of agreement with the following statements: - I can easily find what I'm looking for in the Book Marq.

- Strongly agree: 18.84%
- Agree: 52.04%
- Disagree: 0.63%
- Strongly disagree: 0%
- Don't know: 24.40%

Q11. Services
Please indicate your level of agreement with the following statements: - The Book Marq generally has digital course materials if students want them.

- Strongly agree: 4.08%
- Agree: 27.04%
- Disagree: 2.55%
- Strongly disagree: 0.61%
- Don't know: 65.82%
- Faculty surveyed believe the Book Marq has their text materials available to students on time

Q12. Textbooks
Please indicate your level of agreement with the following statements:

- The Book Marq generally has the books for all students in my class on time.

- Faculty surveyed believe that textbook deadlines are reasonable
Q14. Textbooks
Please indicate your level of agreement with the following statements: - The Book Marq has reasonable deadlines for textbook adoptions.

- Faculty surveyed believe textbook procedures are convenient

Q15. Textbooks
Please indicate your level of agreement with the following statements: - The procedure for textbook adoptions is convenient.
• More than half of the faculty surveyed said they were interested in using electronic textbooks

![](chart1.png)

Q1. Are you interested in using electronic textbooks?

- Yes: 61.32%
- No: 30.68%

• Less than half of the students surveyed said they were interested in using electronic materials

![](chart2.png)

Q3. Are you interested in using electronic textbooks?

- Yes: 44.41%
- No: 55.59%

• Students preferred to read and highlight in printed textbooks
Q4. Why are you NOT interested in using electronic textbooks? (Check all that apply)

- Faculty prefer to read and highlight in a printed copy
Q24. Why are you not interested in using digital textbooks? (Check all that apply)

- Faculty surveyed said they are likely to use digital course management materials within the next 12 months
DISCUSSION

While the overall satisfaction of service in the Book Marq continues to receive high marks from faculty. Faculty top priority remains with the availability of materials before classes begin. Faculty surveyed expressed a strong interest in using digital course materials, but many do not know what is available.

For questions about this report or data, please contact:

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