INTRODUCTION

The Office of Auxiliary Services at Marquette University invited a random sample of 2500 students to complete a customer satisfaction survey on the Book Marq and a total response rate of 25.7% 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 improvements 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

It is no secret that students are concerned about value when it comes to their course materials. This survey indicates that the three most important factors for students continue to be price, availability of used textbooks, and the buyback value. 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:

- Satisfaction with customer service remains high at 85% in 2012 vs. 74% in 2004
Q11. Please indicate your level of agreement with the following statement: During my last visit to the Book Marq, I experienced helpful customer service.

- Used text were are “readily available” increased from 68% disagreed in 2004 vs. 28% in 2012

Q20. Textbooks

Please indicate your level of agreement with the following statements: - The Book Marq usually has used textbooks if I want them.
• Students primarily use printed vs. digital materials

Q4. Why are you NOT interested in using electronic textbooks? (Check all that apply)

- 95.78% Prefer printed copy to read
- 69.36% Prefer printed copy to highlight in
- 29.38% Navigation is too difficult
- 24.96% Cost of available electronic versions
- 26.1% Do not like limited ownership terms
- 20.1% Access problem - do not like carrying eReader or laptop
- 11.56% Access problem - do not own a reader device
- 5.37% Missing important features
- 4.24% Other (please specify)

• The most important features with digital materials for students are:
Q5. Please select the three most important features of a digital textbook:

- Searching with textbook: 65.26%
- Highlighting: 52.58%
- Co-interacting: 57.75%
- Adding notes: 41.47%
- Zoom and scale: 26.04%
- Provides links to other sources: 18.15%
- Other (please specify): 16.12%
- Other: 5.32%
Less than half of the students surveyed said they were interested in using electronic materials.
• Students preferred to read and highlight in printed textbooks

Q4. Why are you NOT interested in using electronic textbooks? (Check all that apply)

- Prefer printed copy to read (95.76%)
- Prefer printed copy to highlight in (62.36%)
- Navigation is too difficult (29.38%)
- Lack or available electronic versions (8.70%)
- Cost of electronic version is prohibitive (12.43%)
- Do not like limited ownership terms (24.86%)
- Access problem - do not like carrying eReader or laptop (26.1%)
- Access problem - do not own a reader device (11.60%)
- Missing important features (5.37%)
- Other (please specify) (4.24%)

• Students do not feel the Book Marq buy back value is competitive
DISCUSSION

While the overall satisfaction of service in the Book Marq continues to receive high marks from students, the value of textbooks also continues to remain the top concern. The Book Marq must continue to expand digital and rental options to keep up with the increased demand in both these areas. Students chose to purchase more digital resources (up 66% FY13) and rent more textbooks (up 7% in FY 13) in an effort to find their best value. Student’s satisfaction with the amount they receive when they sell back their textbooks has remained virtually unchanged and very low.

For questions about this report or data, please contact:

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