

The Office of Auxiliary Services at Marquette University invited a random sample of 2500 students and 1100 faculty to participate in a survey evaluating the services of the Book Marq. This survey is one step in a process to assess our current service, and will assist in determining the direction of services in the future. The survey administered on-line in March of 2006. Survey results have been posted to this web site, discussed with the MUSG Business & Government Committee and the Faculty Committee on Teaching.

- 192 faculty surveys were completed in 2006, compared to 101 in 2004. A random sample of 1107 was used; 18% responded.
- 866 students surveys were completed in 2006, compared to 1281 in 2004. The 2006 survey was administered through a random sample of 2500 students; 35% responded.
- Prizes were awarded to three randomly selected participants for both the faculty and student surveys.
 - Faculty Winners: Roberta Coles, James Holstein and Linda Milson
 - Student Winners: Paula Lenzini, Grete Engel and Amy Marit
- The most important factors for using a campus book store remained the same for students and faculty in 2004 & 2006. The 2006 survey results reflect increased satisfaction in all areas including these *most* important factors.

Auxiliary Services crafted the first Book Marq survey with students from MUSG in March of 2004. Actions taken after the 2004 survey included:

- Results shared with MUSG Academics committee.
- Personnel changes @ the Book Marq.
 - A new manager was brought in.
 - One additional full-time position added.
- The Book Marq staff began personal office visits to collect book adoptions.
- Checkouts lanes were added.
- Increased marketing efforts.
- Online textbook program improved; sales increased over 100%.
- Used textbooks increased from 27% to 42%.

Actions being taken from 2006 survey:

- Sharing survey results and collecting additional feedback.
 - Students = MUSG
 - Faculty = COT
 - Email back to all participants.
 - Posted on the web site
- Used book inventories will continue to be increased.
- Step up efforts to increase book adoptions prior to buy back to increase the value of textbooks and increase used book inventories.

Thank you for participating,

Todd Vicker
Executive Director
Auxiliary Services