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 at 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