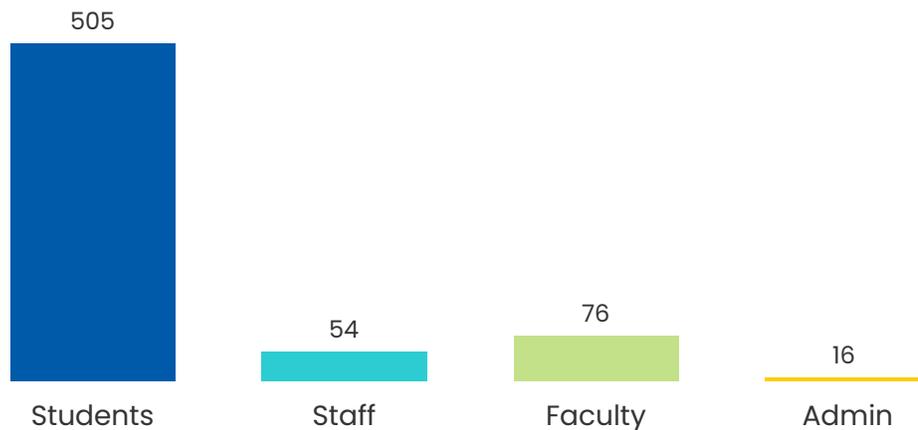


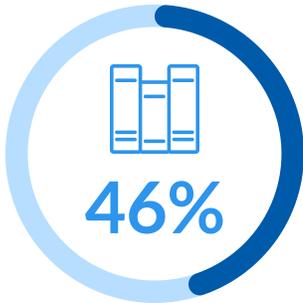
## Participants

- Budget Council requested a bookstore survey to be conducted in fall 2022.
- Survey was administered to students, staff, faculty, and administrators/supervisory confidential employees in fall 2022 between November 16 and December 5.
- A total of 654 participants agreed to participate in the survey. A total of 505 students, 54 staff, 76 faculty and 16 administrators/supervisory confidential completed the survey.
- Students, faculty, and staff were asked questions specific to their role.

Number of participants



## Students



of students purchased textbooks from the AHC bookstore in the past year



of students rented textbooks from the AHC bookstore in the past year



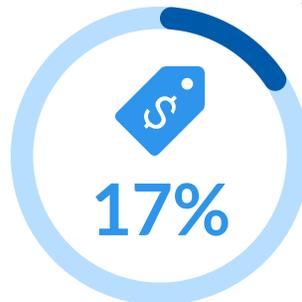
of students have used campus lending services (course reserve, Books for Bulldogs) in the past year



of students paid more than \$100 for course materials this semester



of students paid for digital materials that were not returnable or transferable



of students have used the price match option that AHC bookstore offers

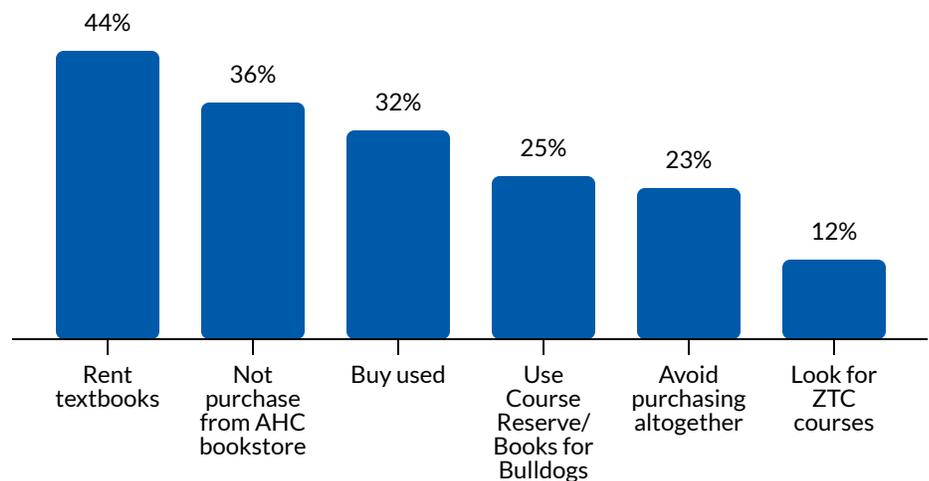


of students have sold back textbooks to the AHC bookstore

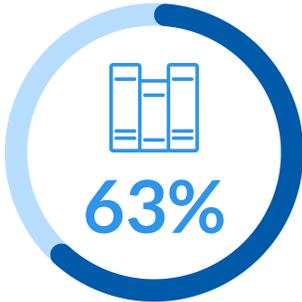
What price point would students consider to be a low-cost textbook?

**Under \$40**

## How are students reducing textbook costs?



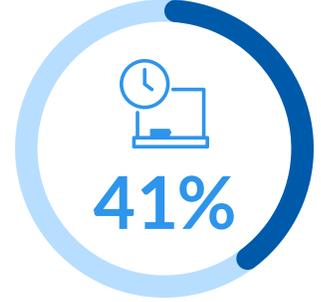
## Faculty / Staff



of faculty assign a  
textbook for class



of faculty assign  
textbook because it is  
the best way to teach  
course content



of faculty use  
textbooks for  
homework



of faculty are  
interested in lower  
cost course materials



of faculty assign a  
textbook because it is  
required by AP&P or  
department

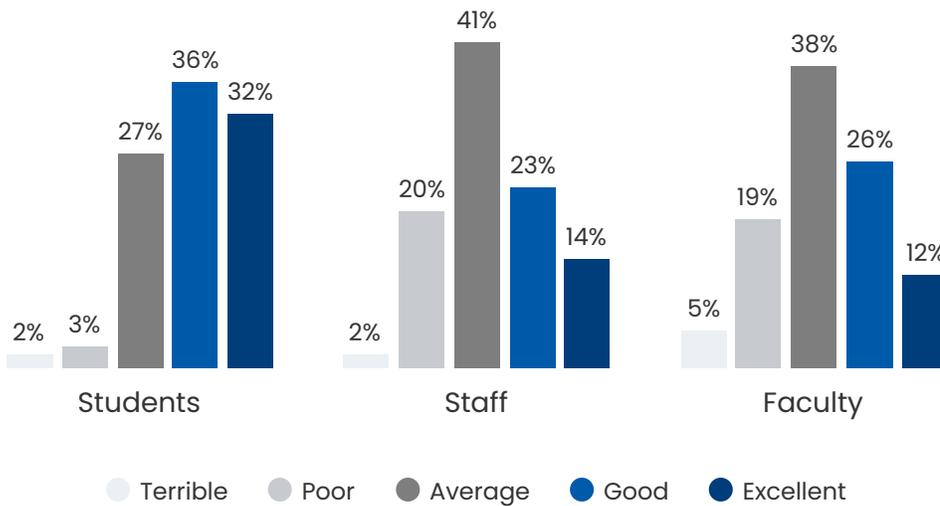


of faculty would prefer  
to not assign a  
textbook at all or  
would rather assign  
free materials



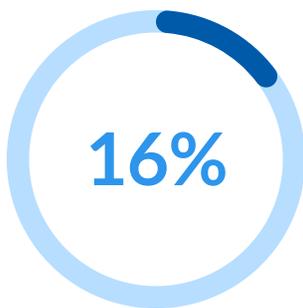
of staff say their job  
requires interaction  
with the AHC  
bookstore

## How would you rate overall service of AHC bookstore?



Overall:  
3.7 out of 5

## In the last year, have you experienced any problems with the AHC bookstore? Percent who selected "yes."



of students  
experienced problems  
with AHC bookstore



of faculty  
experienced problems  
with AHC bookstore



of staff  
experienced problems  
with AHC bookstore

# Bookstore Survey Fall 2022



What percent are somewhat or extremely satisfied with service provided by the AHC bookstore?

	Students	Staff / Admin	Faculty
Knowledge of bookstore staff	90%	87%	83%
Speed of service during the beginning of the semester	81%	73%	58%
Speed of service other times of the semester	87%	84%	77%
Problems resolved quickly	85%	73%	59%
Warm and friendly staff	86%	95%	91%
Store hours	89%	69%	79%

# Bookstore Survey Fall 2022



What percent are somewhat or extremely satisfied with the textbooks provided by the AHC bookstore?

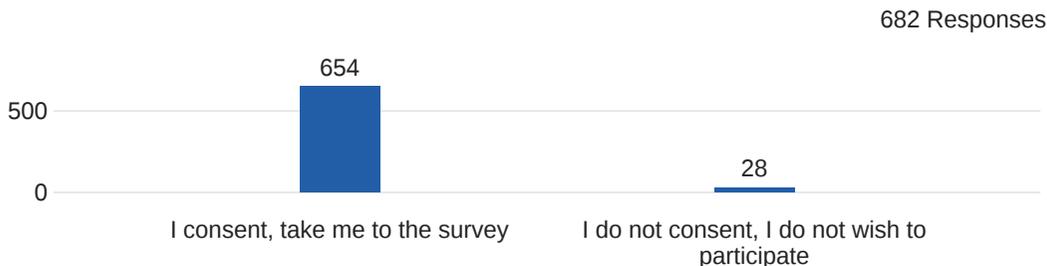
	Students	Staff	Faculty
Buying textbooks online	91%	-	-
Buy-back policies	73%	-	-
Process of textbook buy-backs	78%	-	-
Fair prices for selling back books	63%	-	-
Textbooks being ready by start of class	82%	46%	51%
Alternative textbooks (eBooks, rentals)	82%	72%	66%
Competitively priced textbooks	61%	44%	38%
Used textbooks sufficiently available	-	85%	47%
Textbook problems resolved in timely manner	-	69%	54%
Timely communication about potential problems	-	58%	44%
Assistance with course packs or duplicated materials	-	80%	50%
Sufficient copies of required textbook	-	53%	51%

What percent are somewhat or extremely satisfied with other products provided by the AHC bookstore?

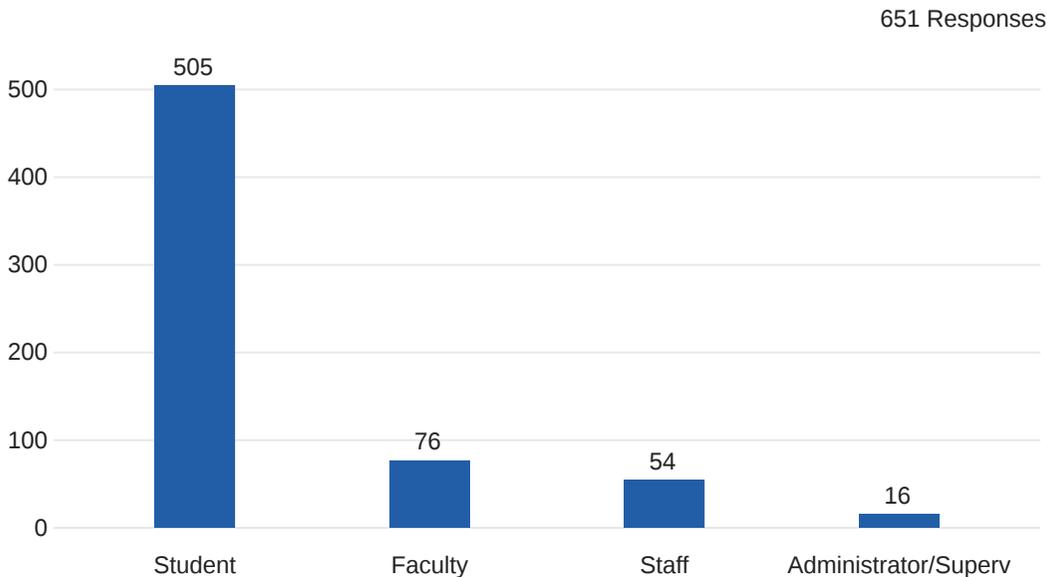
	Students	Staff	Faculty
Selection of reference and study aids	90%	90%	86%
Selection of school supplies	89%	89%	59%
Apparel/Insignia items	85%	85%	73%
Computer products and software	86%	86%	78%

# Bookstore Survey Fall 2022 Total = 682 responses

## Consent



## Which role best describes you?



# STUDENT SURVEY QUESTIONS

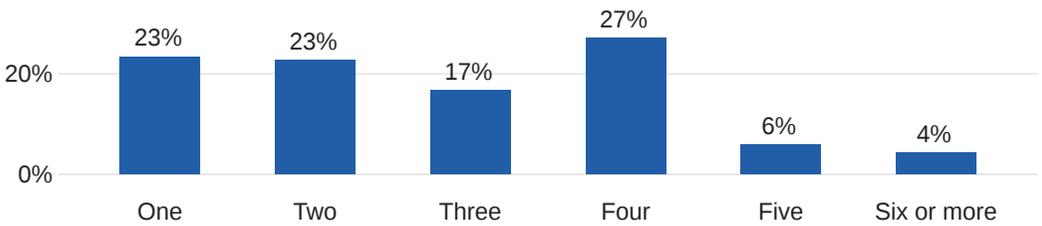
Are you a full-time or part-time student?

491 Responses



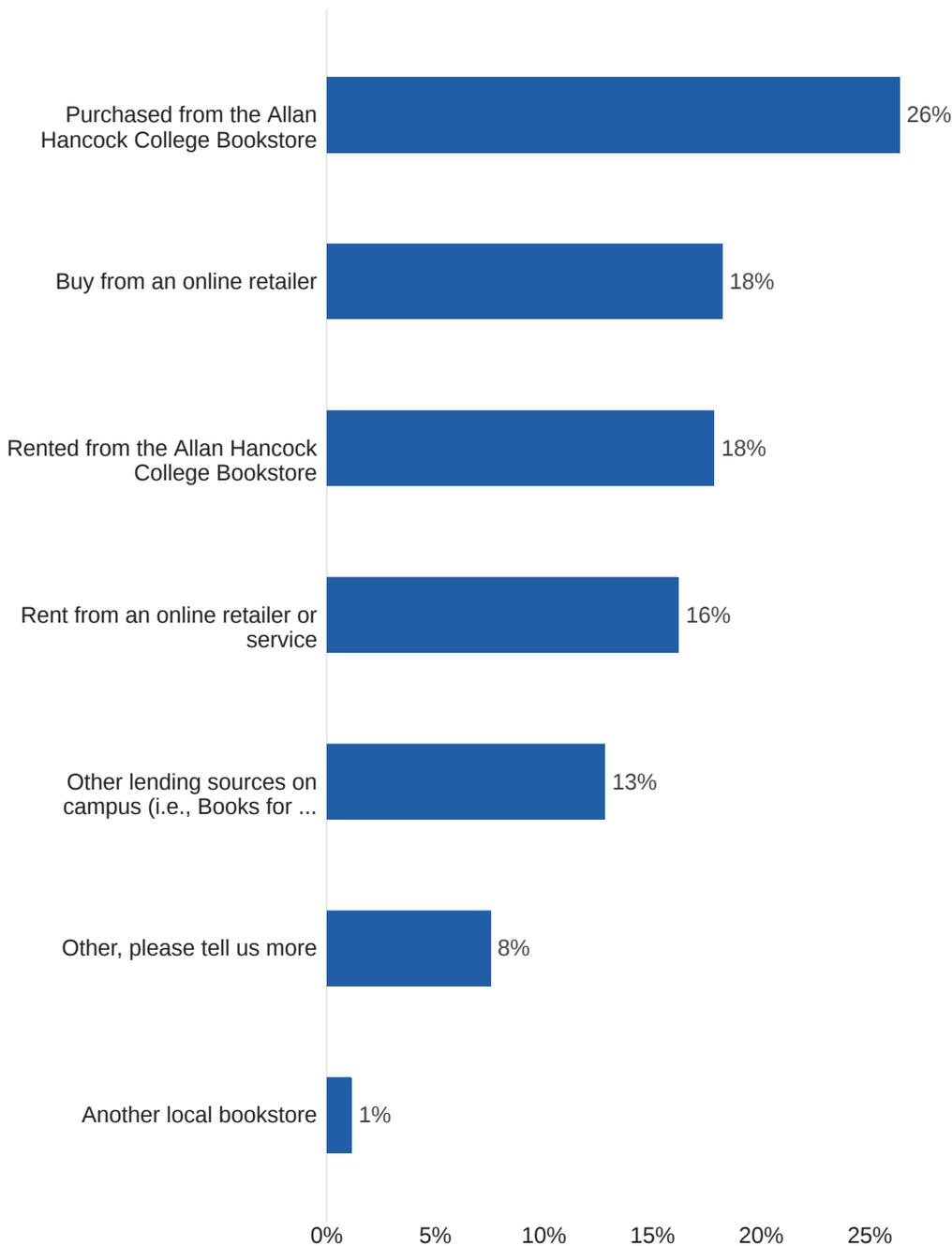
How many classes are you taking this semester?

481 Responses

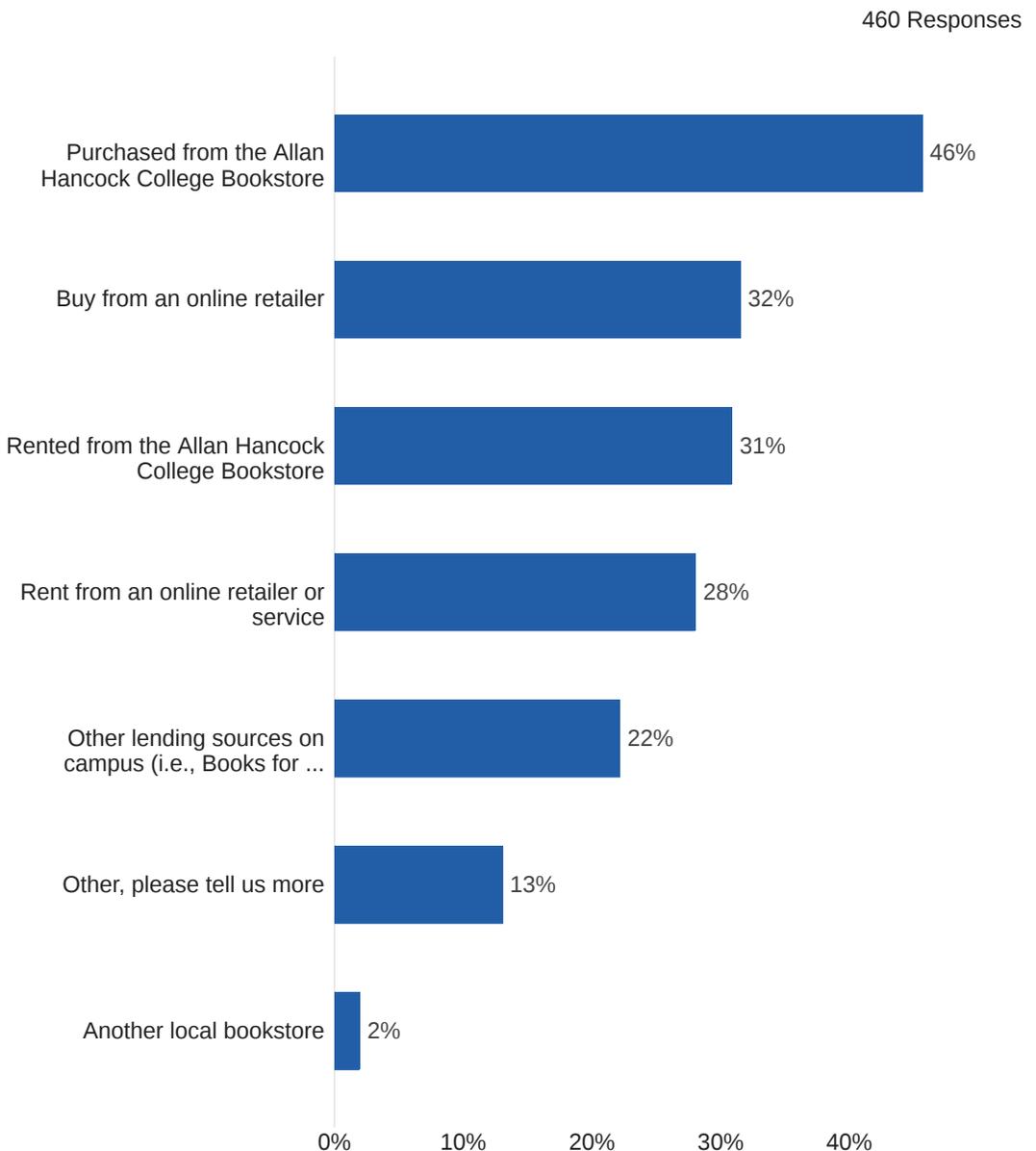


In the past year, where have you obtained textbooks for your classes? (Select all that apply) - Percent choices - Out of the total number of choices, what % selected this choice? Percent adds to 100%.

460 Responses

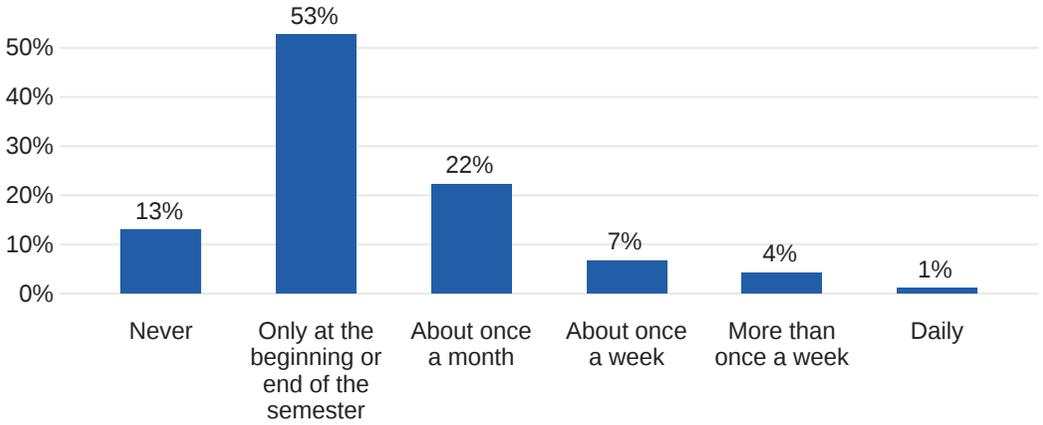


In the past year, where have you obtained textbooks for your classes? (Select all that apply) - Percent of responses - What % of the respondents selected this choice? In this case, the total % will add up to more than 100% because each person could (and did) select more than one item.



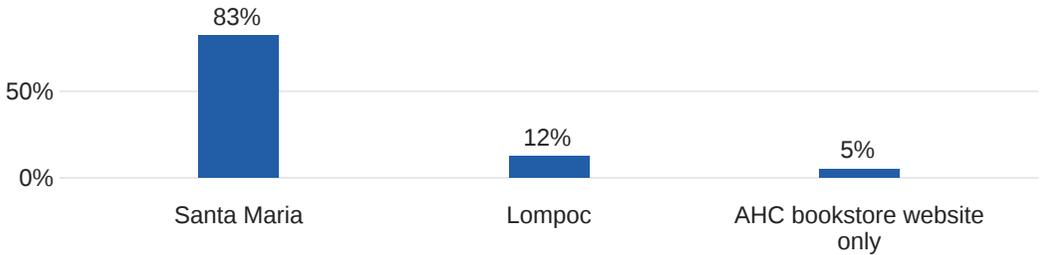
## How frequently do you visit (online or in-person) the Allan Hancock College Bookstore?

460 Responses



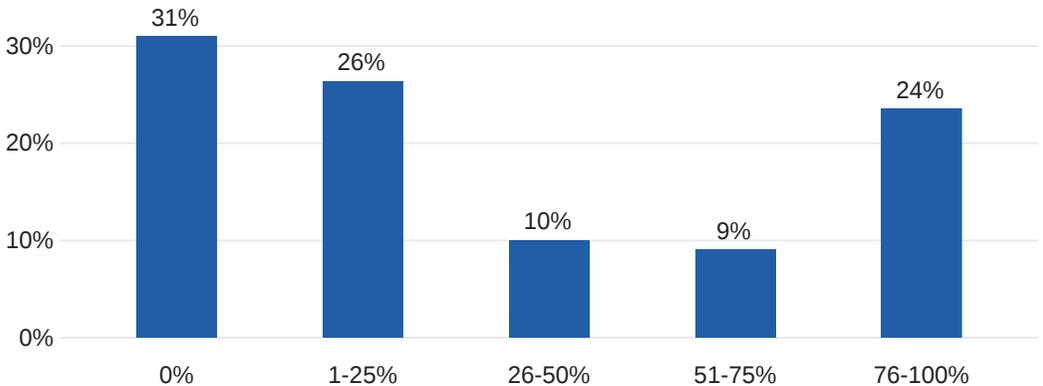
## What Allan Hancock College Bookstore location do you primarily use?

398 Responses



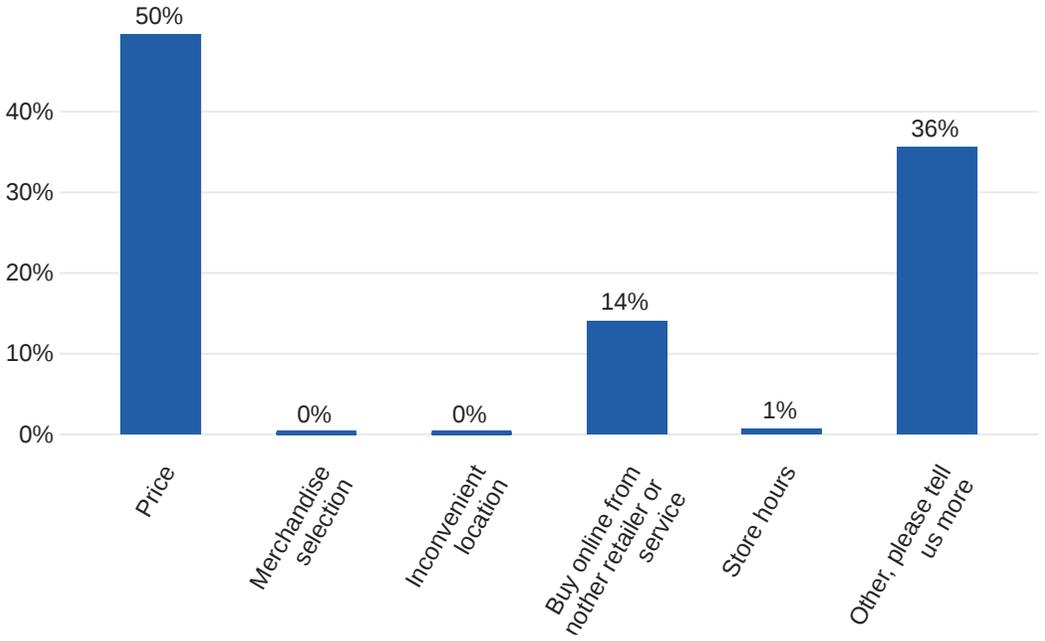
## What percentage of your total book purchases this semester were at the Allan Hancock College Bookstore?

451 Responses



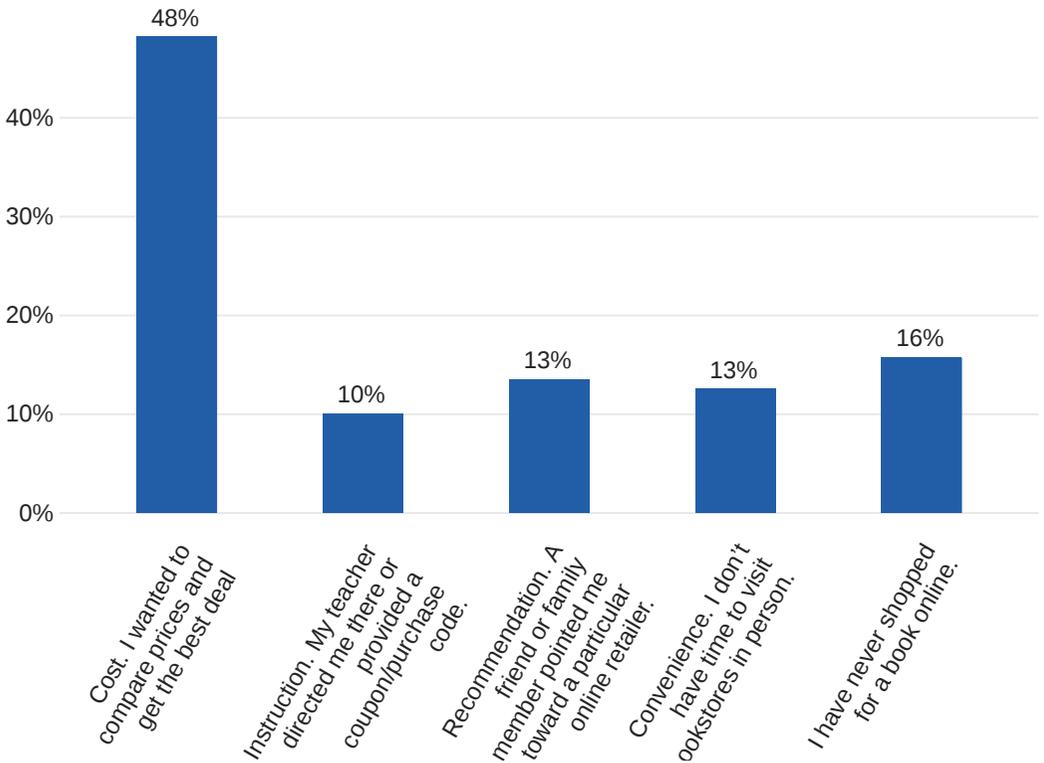
# Please tell us your reasons for not purchasing books from Allan Hancock College Bookstore.

135 Responses



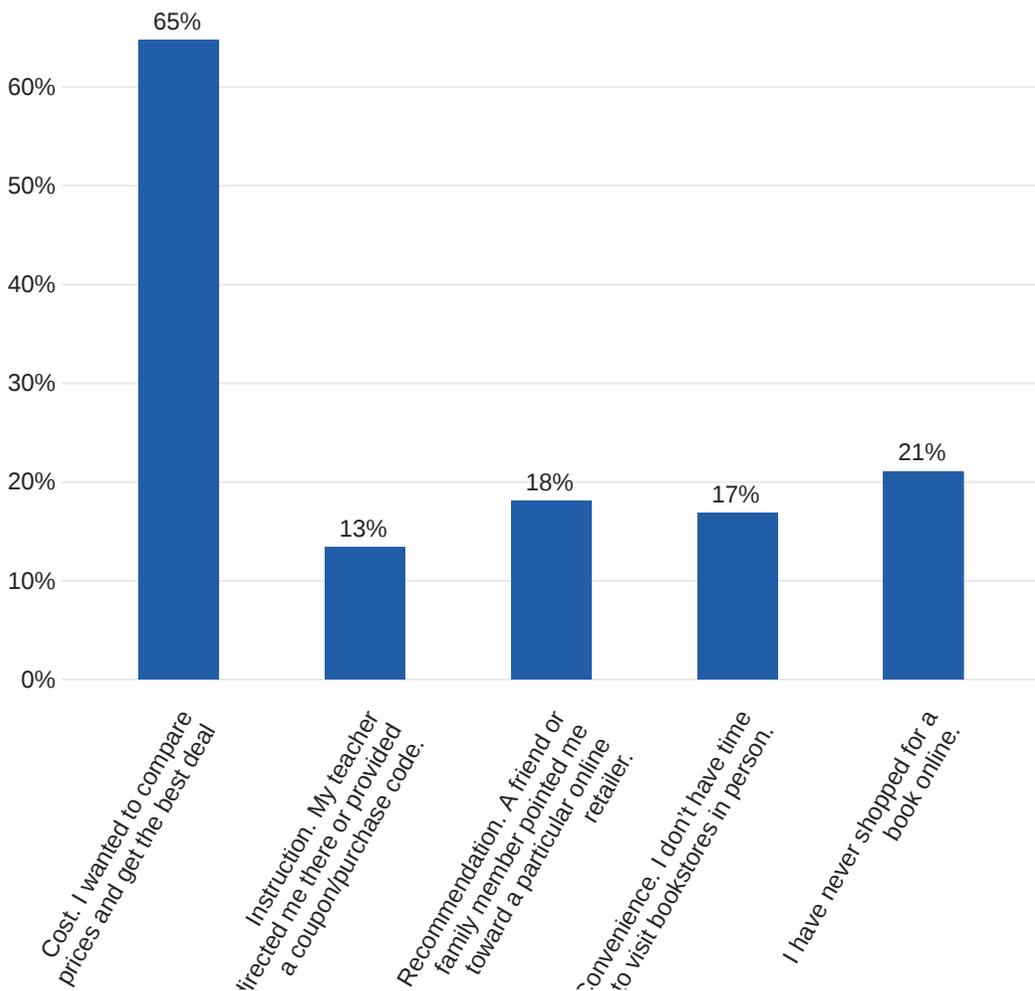
Why have you chosen to shop online for your books in the past? (Select all that apply) - Percent choices - Out of the total number of choices, what % selected this choice? Percent adds to 100%.

432 Responses



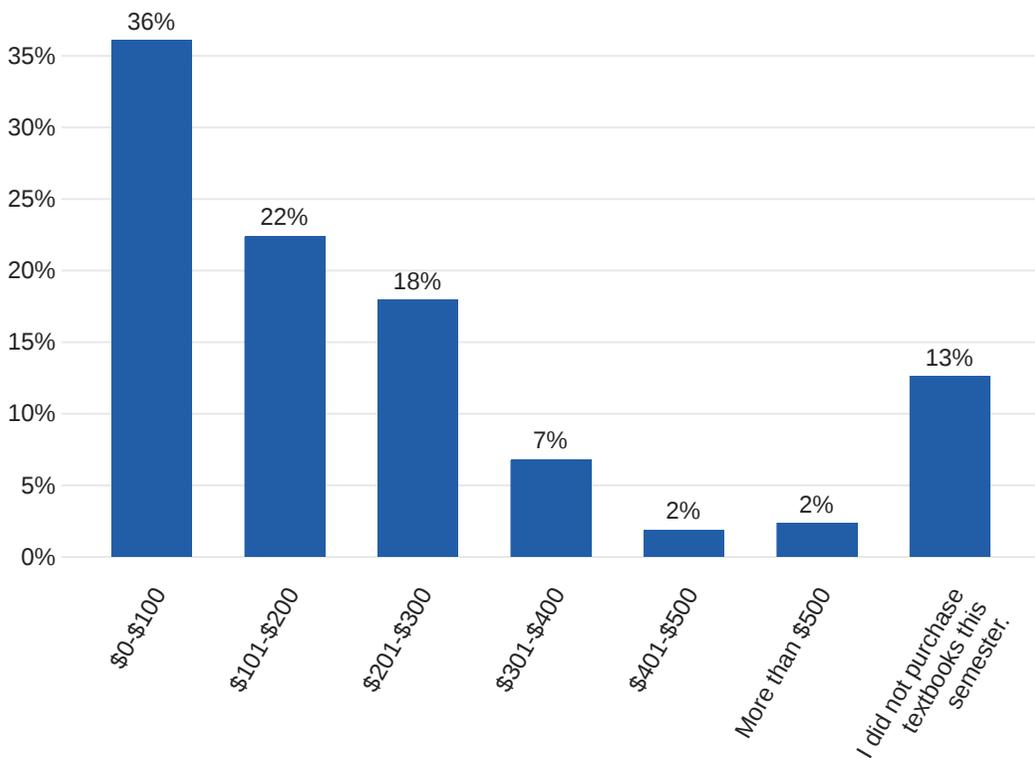
Why have you chosen to shop online for your books in the past? (Select all that apply) - Percent of responses - What % of the respondents selected this choice? In this case, the total % will add up to more than 100% because each person could (and did) select more than one item.

432 Responses



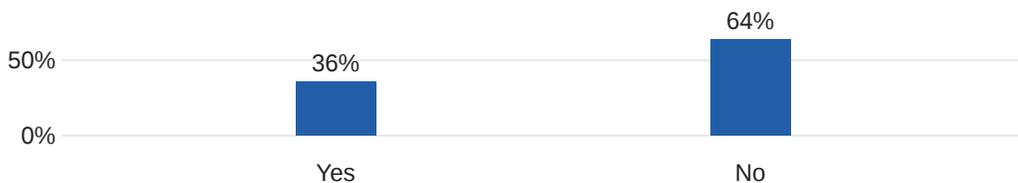
How much out-of-pocket expense (costs not covered by financial aid) did your course materials (textbooks, handbooks, guides, course packets, and other print and digital learning materials) cost you this semester?

429 Responses



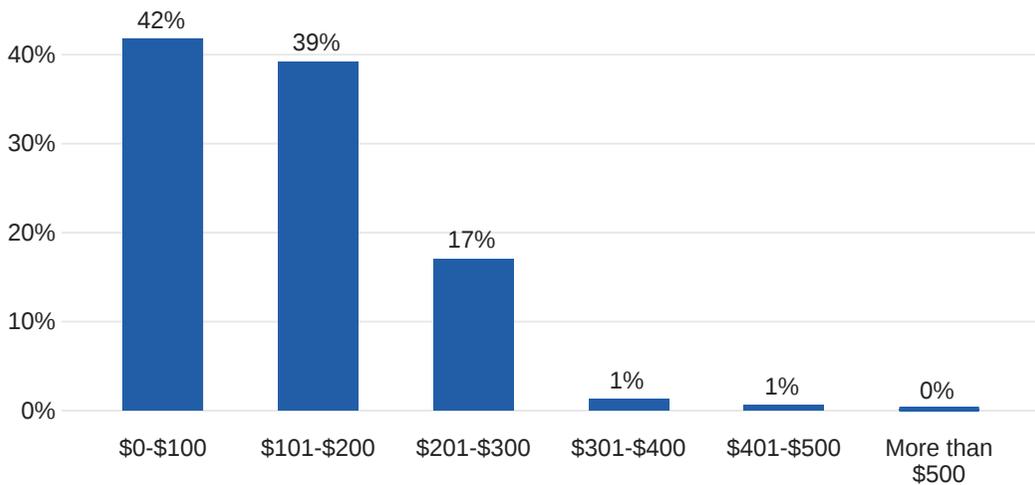
Did you have to purchase any digital learning materials that are not returnable or transferable (i.e., software codes, access codes)?

432 Responses



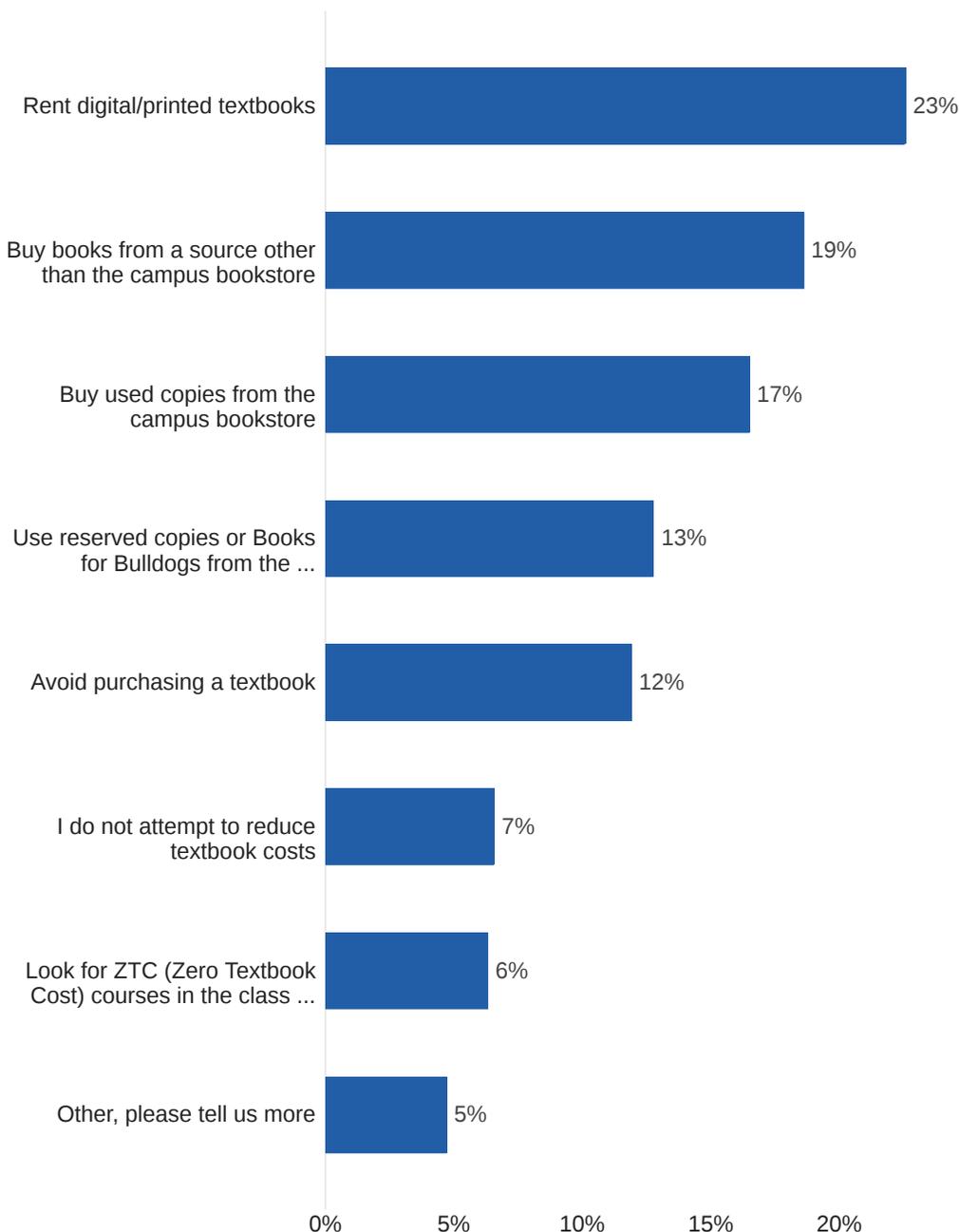
How much did digital learning materials that are not returnable or transferable (i.e., software codes, access codes) cost you this semester

153 Responses

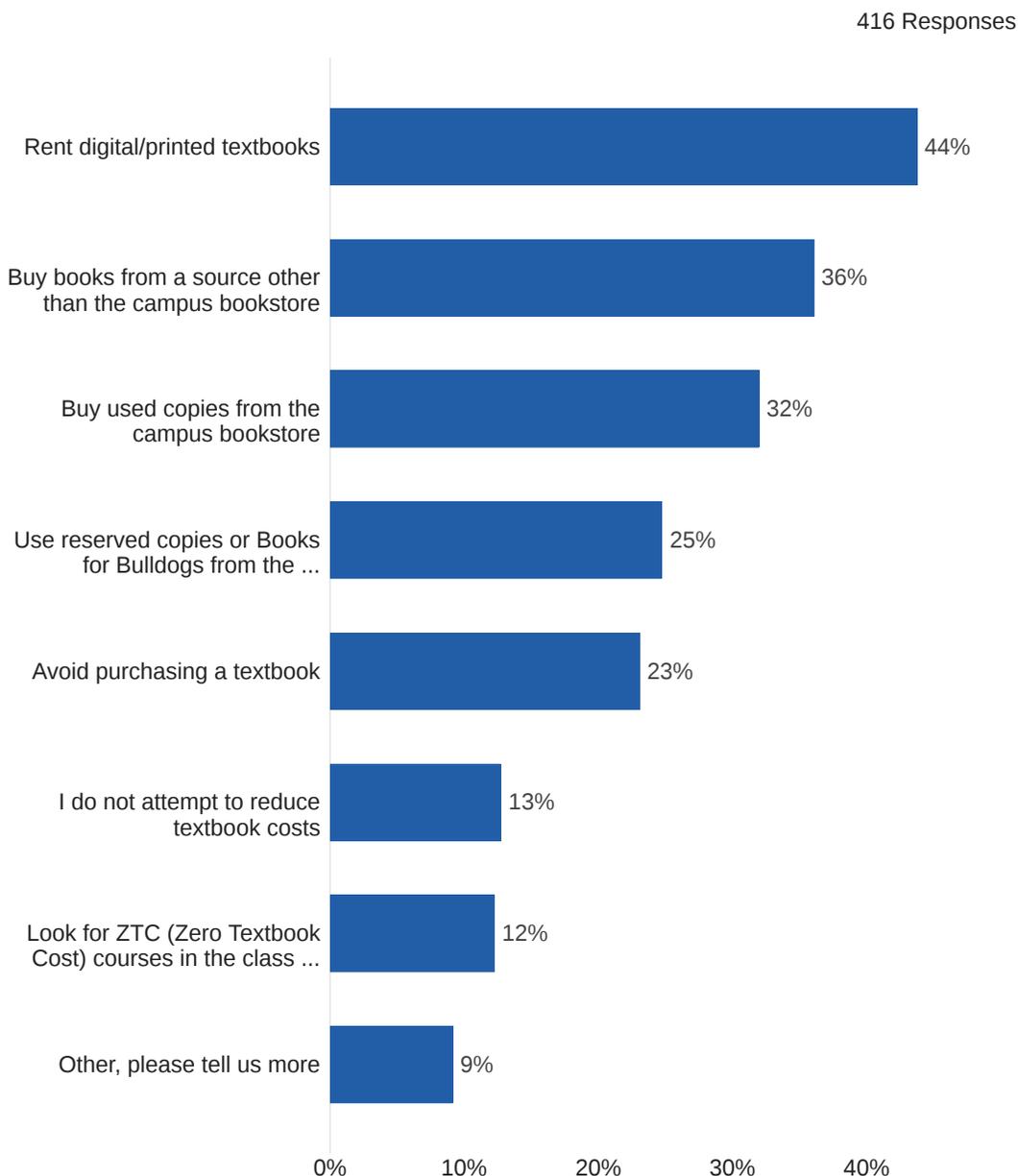


What measures have you taken to reduce your required textbook costs? (Select all that apply) - Percent choices  
 - Out of the total number of choices, what % selected this choice? Percent adds to 100%.

416 Responses

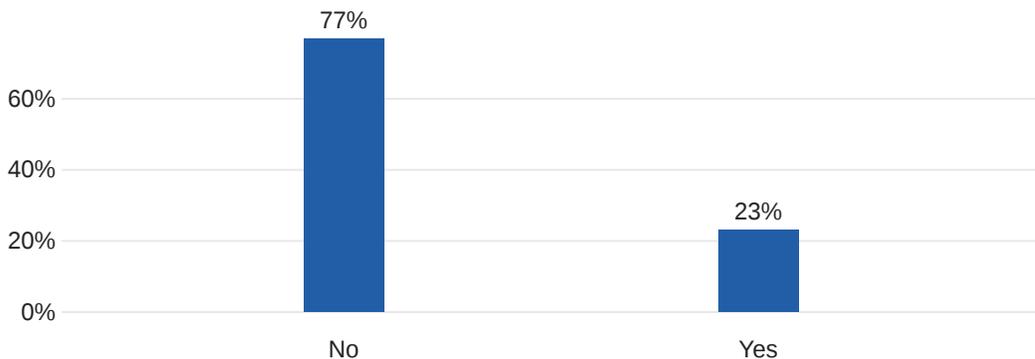


What measures have you taken to reduce your required textbook costs? (Select all that apply) - Percent of responses - What % of the respondents selected this choice? In this case, the total % will add up to more than 100% because each person could (and did) select more than one item.



### Have you ever purchased paper copies of free electronic books (eBooks) from the Allan Hancock College Bookstore?

422 Responses



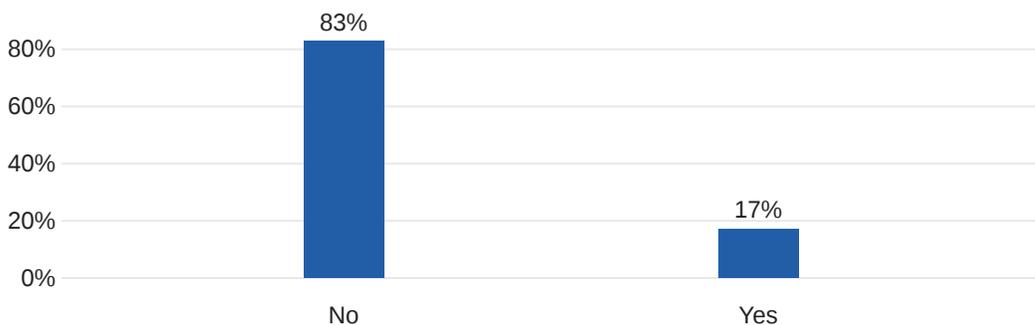
### Have you ever rented a book from the Allan Hancock College Bookstore?

419 Responses



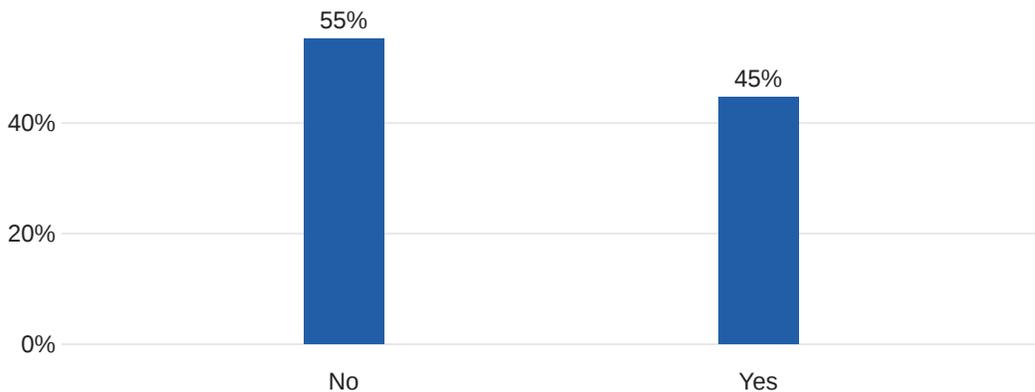
### Have you ever used the price match option the Allan Hancock College Bookstore offers?

413 Responses



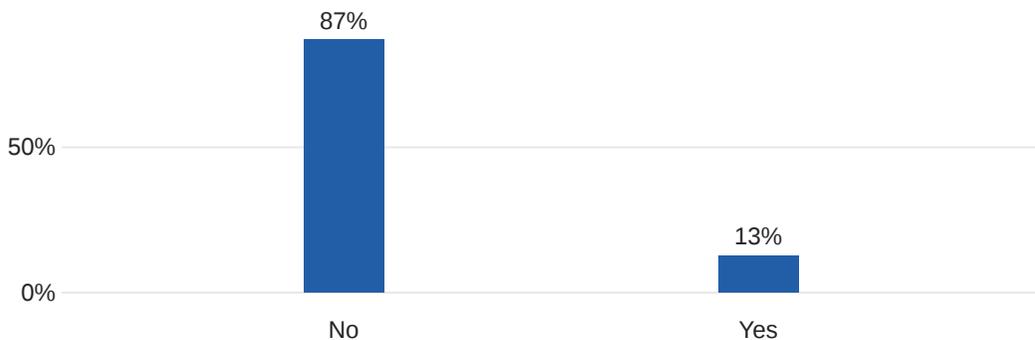
Have you ever used the Shop by H# feature to find course materials from the Allan Hancock College Bookstore?

414 Responses



Have you ever had textbooks mailed to you from the Allan Hancock College Bookstore?

407 Responses



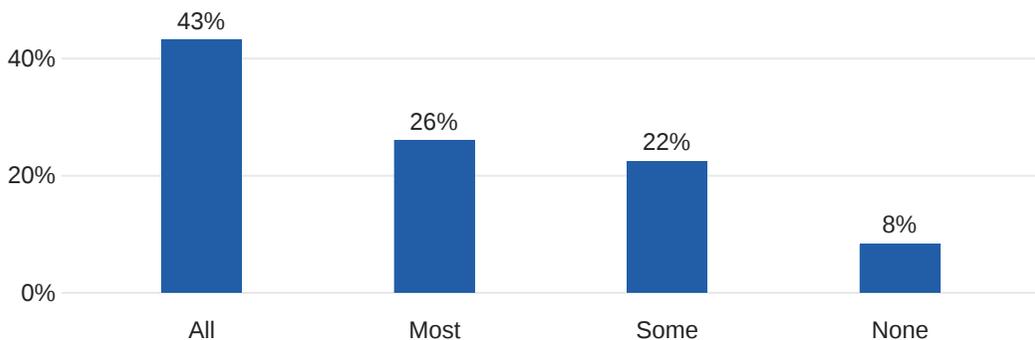
# Have you ever sold back textbooks to the Allan Hancock College Bookstore?

408 Responses



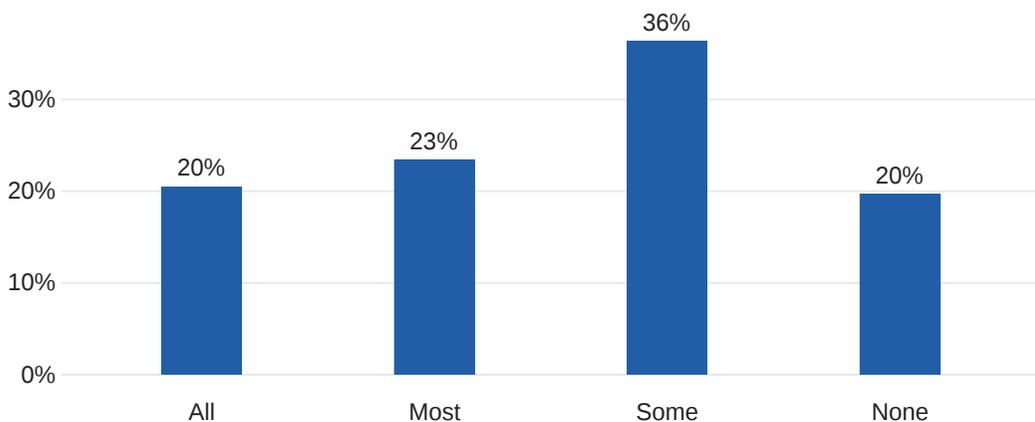
# What portion of the required textbooks for your courses do you generally purchase?

411 Responses



# What portion of the recommended or optional textbooks for your courses do you generally purchase?

401 Responses



## What do you consider to be a low cost textbook?

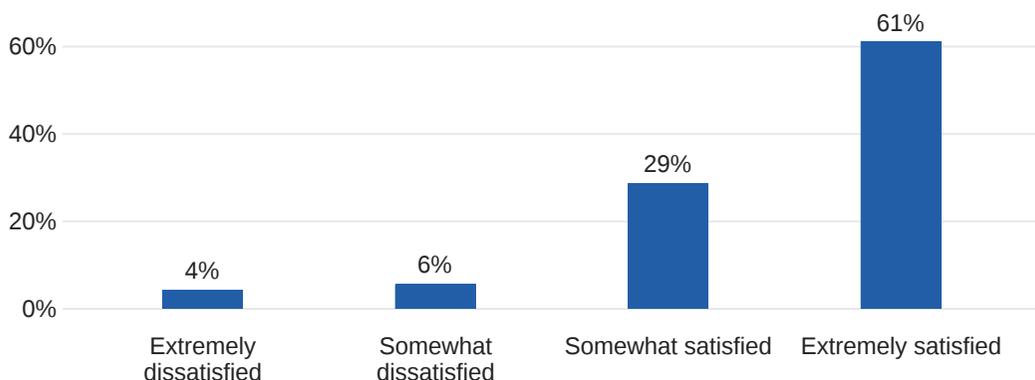
401 Responses



Thinking back over the last year on your personal experience in dealing with the AHC bookstore, please rate how satisfied you are with the service provided.

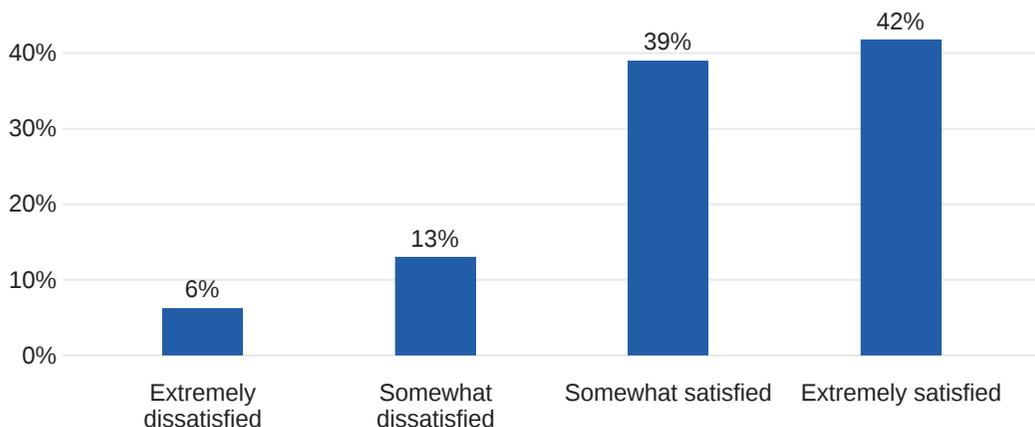
## Knowledge of bookstore staff

160 Responses

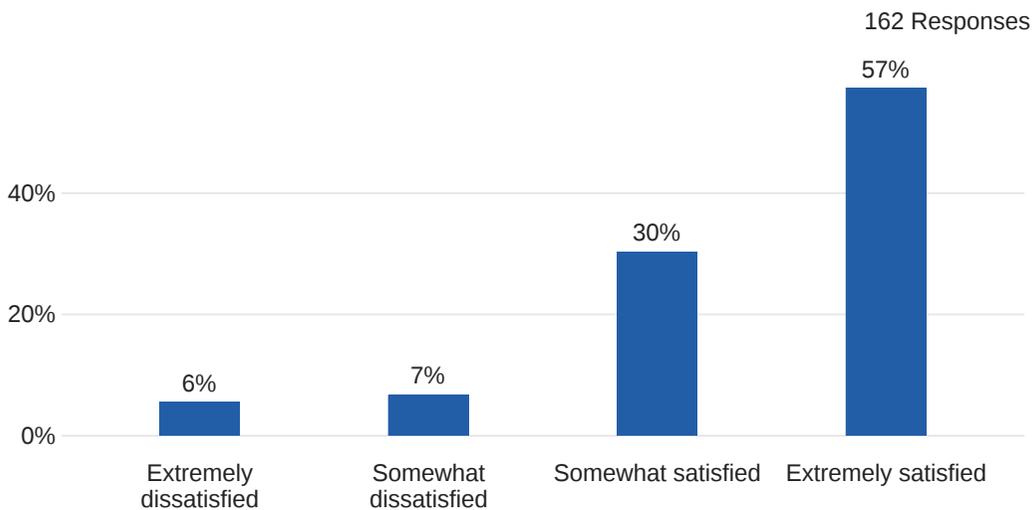


## Speed of service during the beginning of the semester

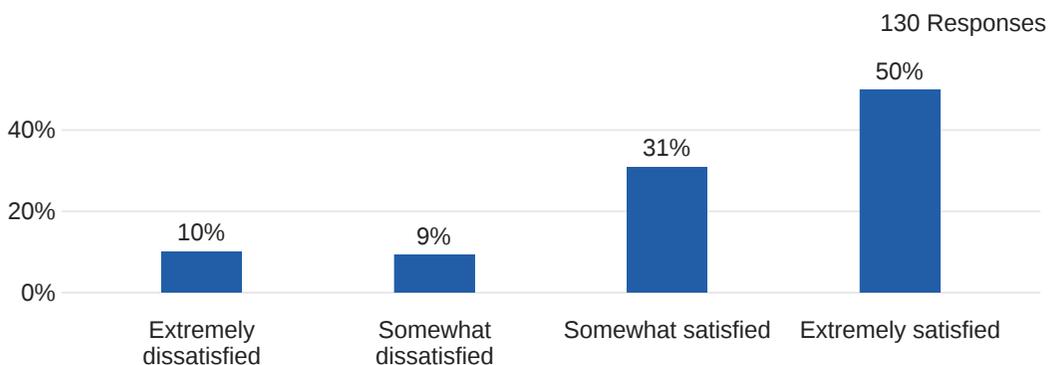
177 Responses



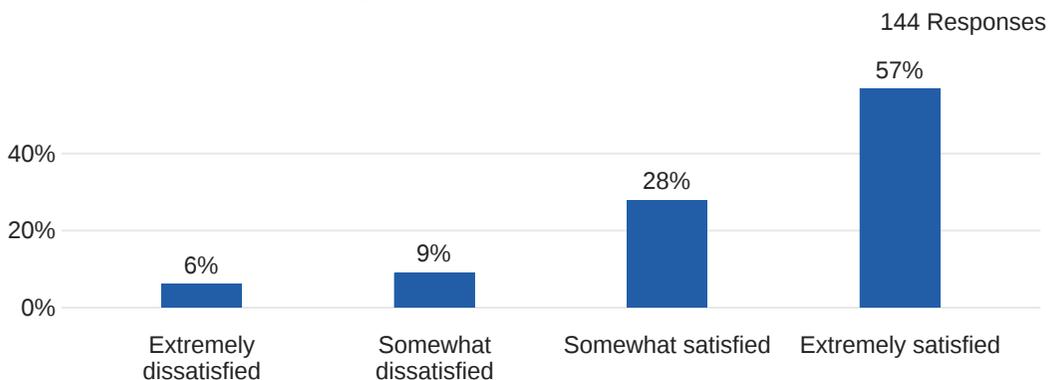
## Speed of service during other times of the semester



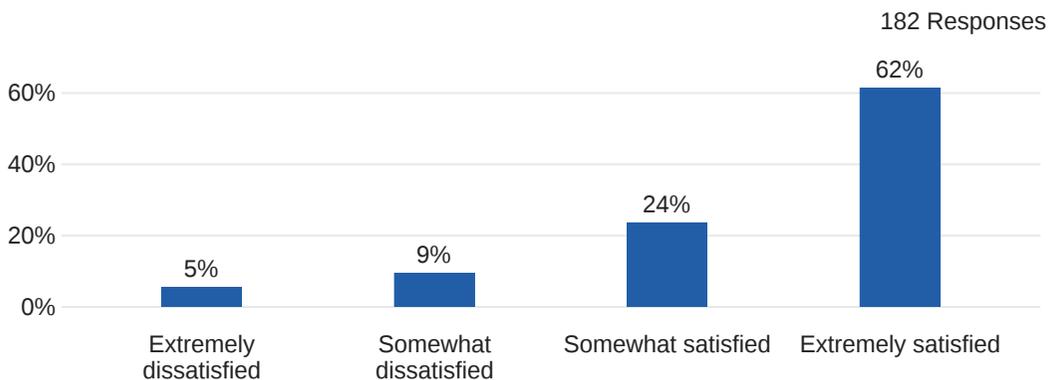
## Refund and exchange policies



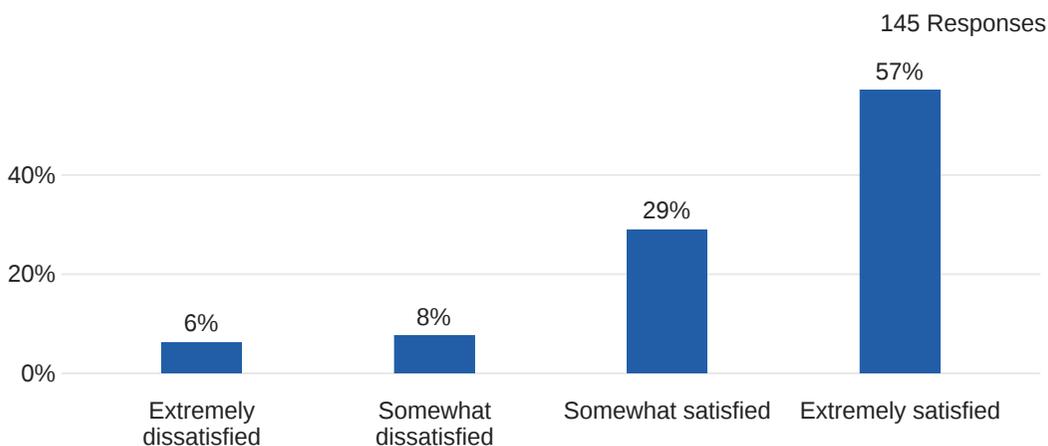
## Problems resolved quickly



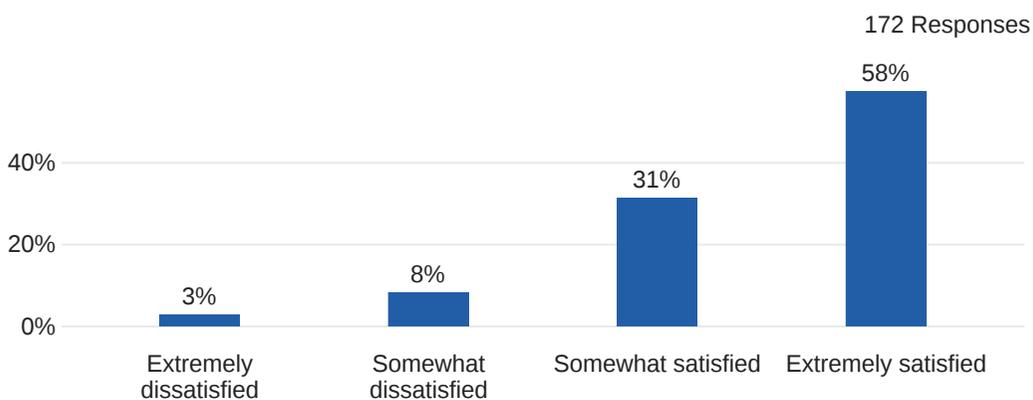
## Warm and friendly staff



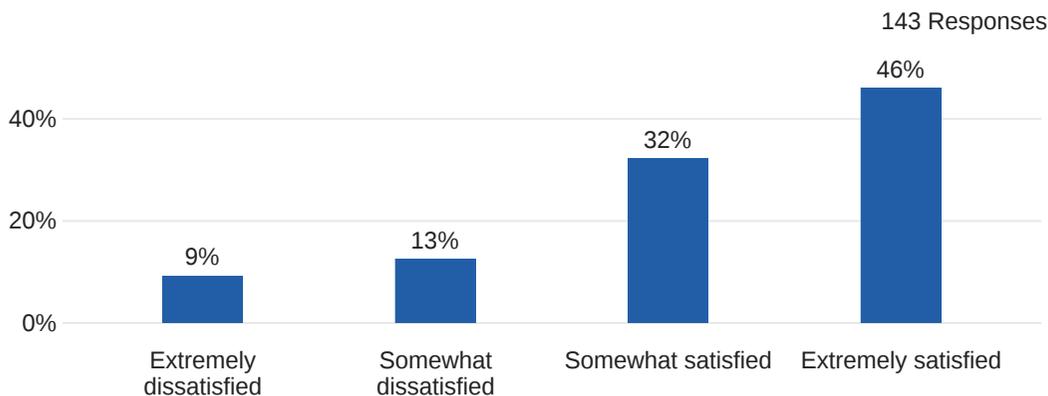
## Resolution of problems



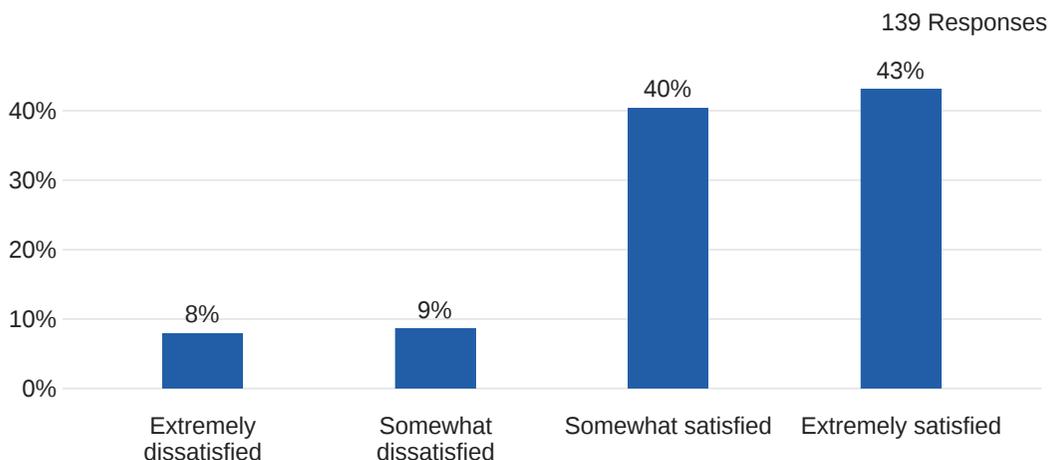
## Store hours



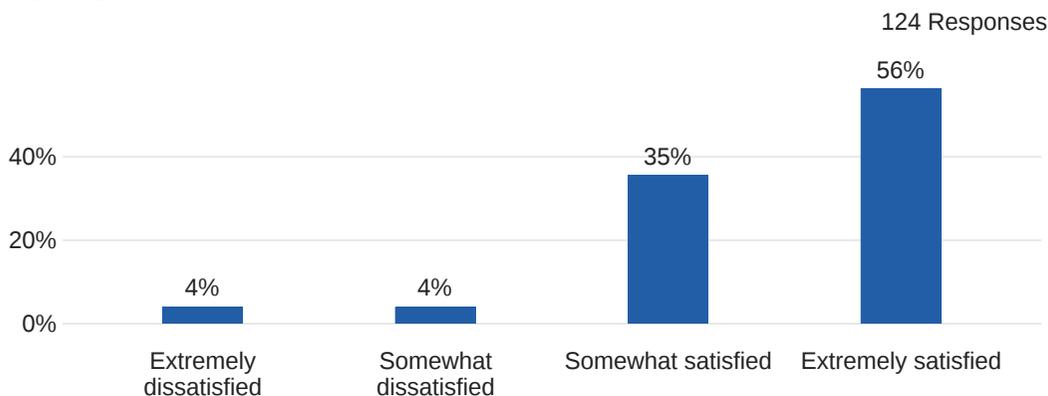
## Communication about late or out-of-stock textbooks



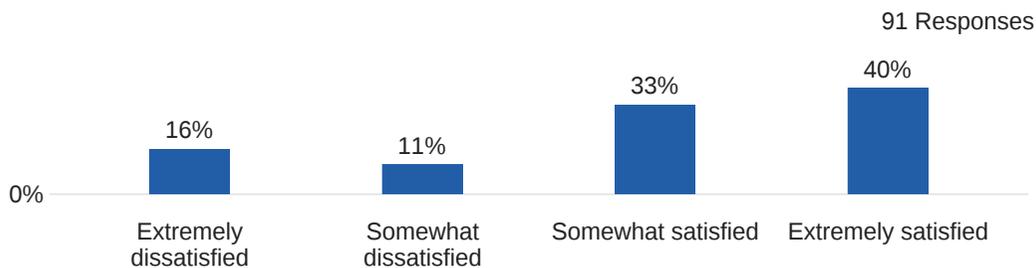
## Advertising of services



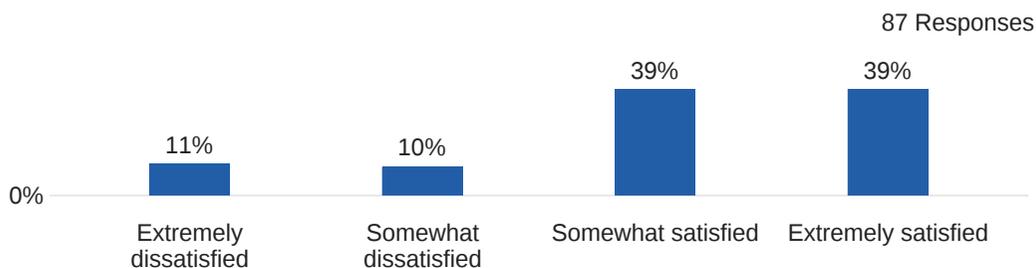
## Buying textbooks online



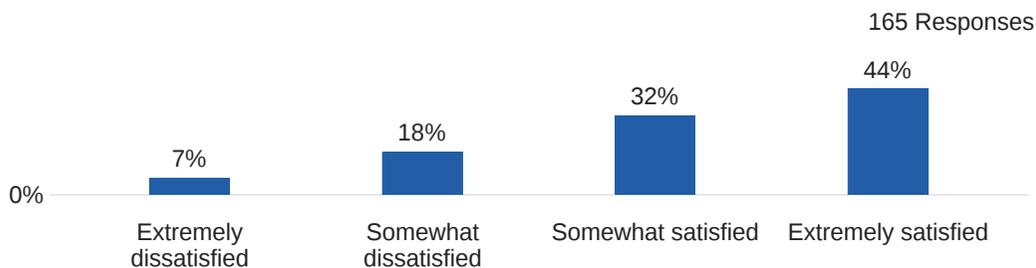
## Buy-back policies



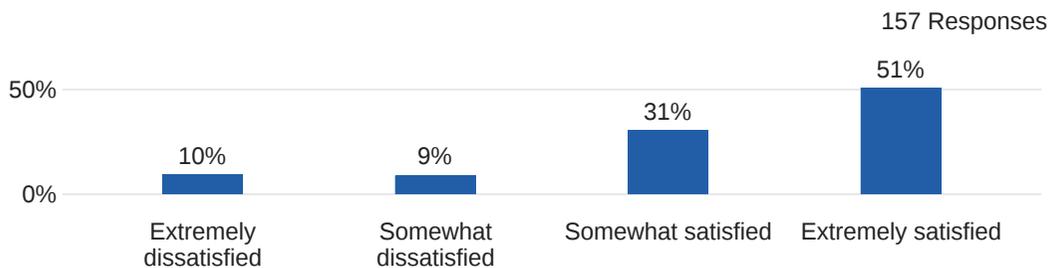
## Process of textbook buy-backs



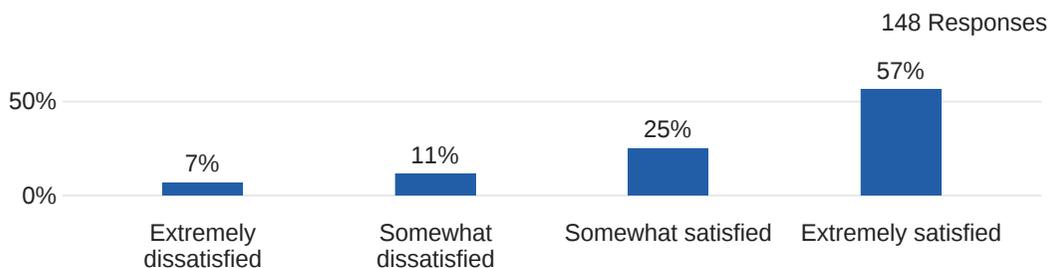
## Textbook availability



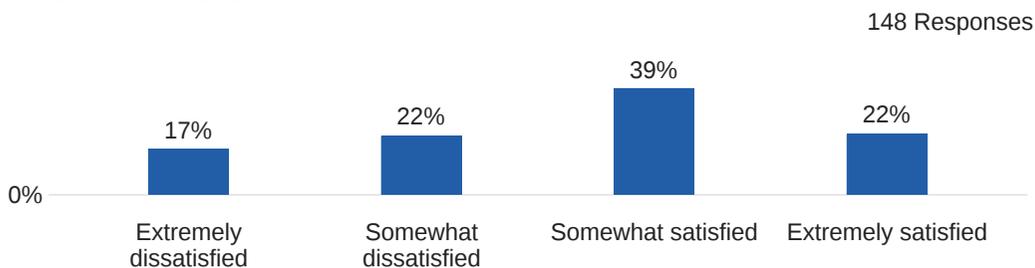
## Textbooks being ready by start of class



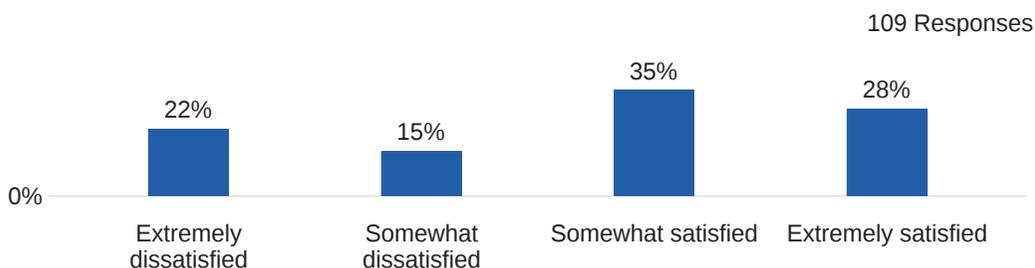
## Alternative textbooks (eBooks, rentals)



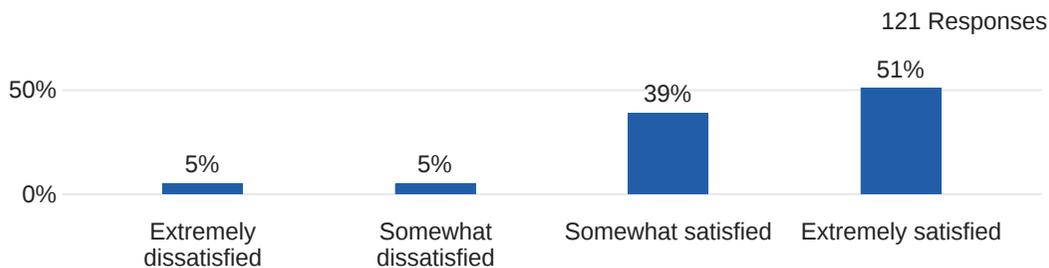
## Competitively priced textbooks



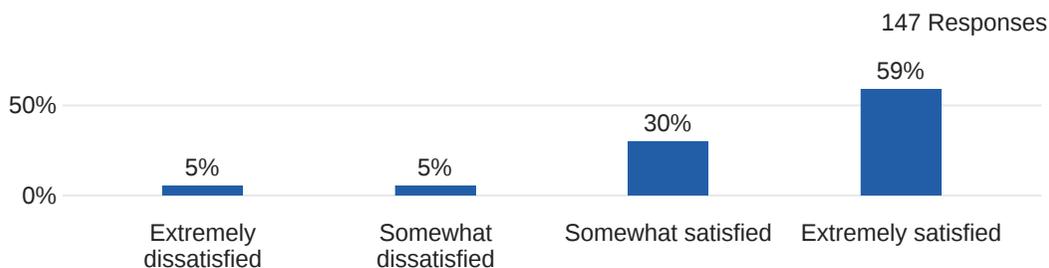
## Fair prices for selling back books



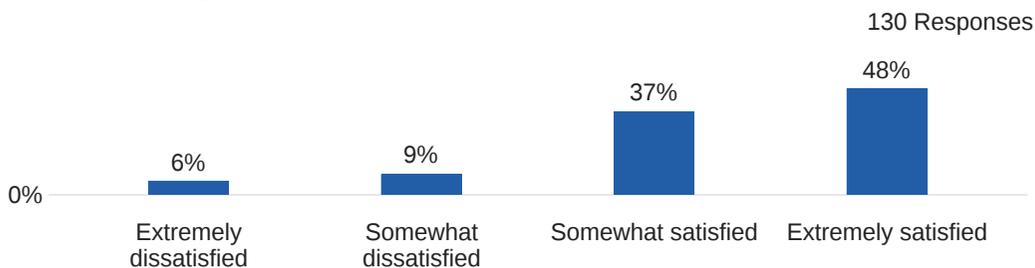
## Selection of reference and study aids



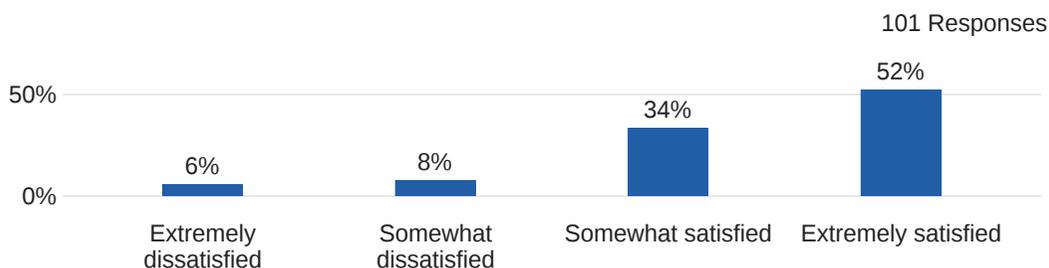
## Selection of school supplies



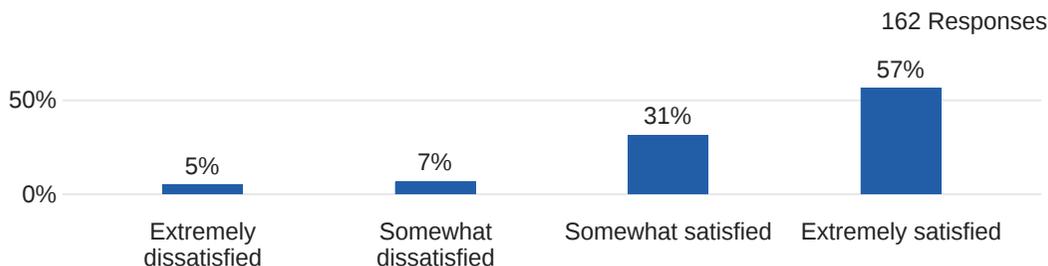
## Apparel/Insignia items



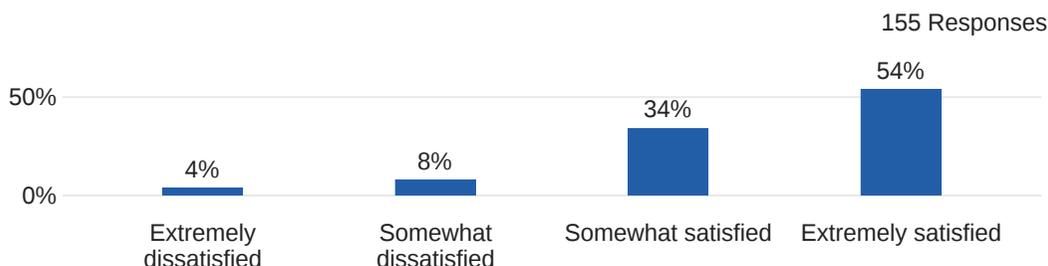
## Computer products and software



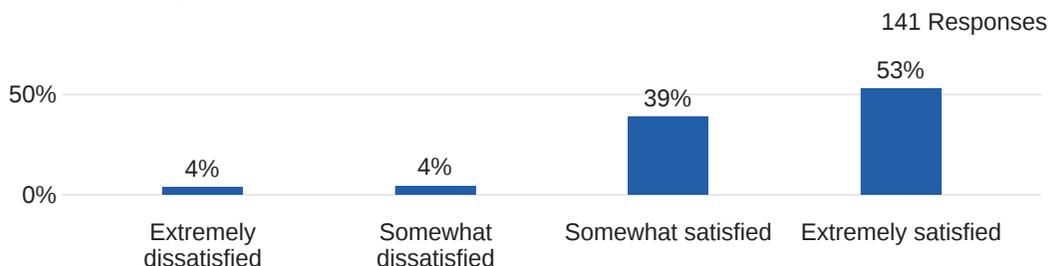
## Locating items in store



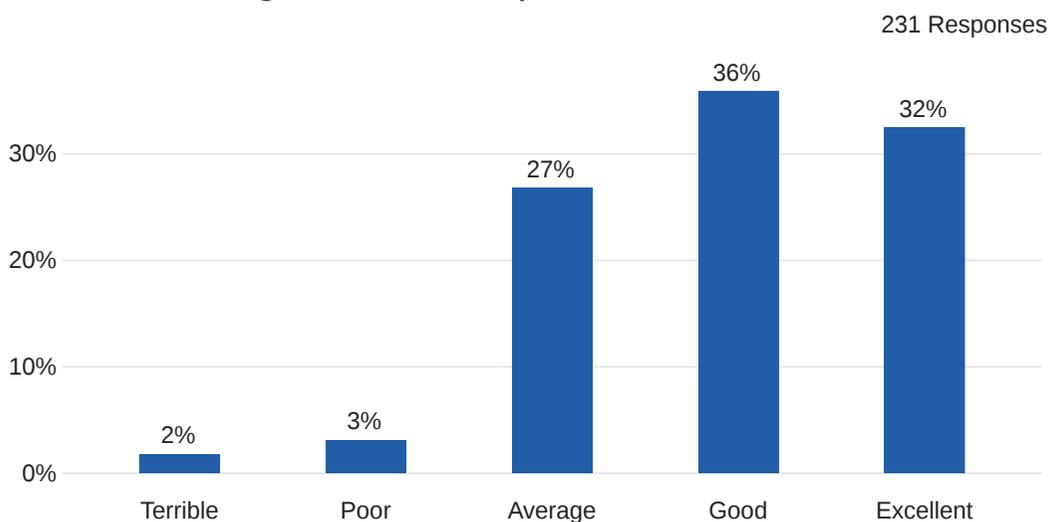
## Displays are attractive



## In-store signage

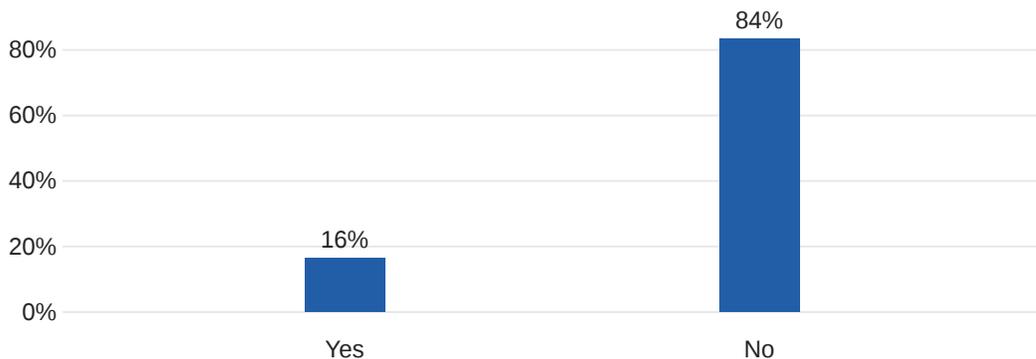


## How would you rate the overall service the Allan Hancock College Bookstore provides?



# In the last year, have you experienced any problems/issues with the Allan Hancock College Bookstore?

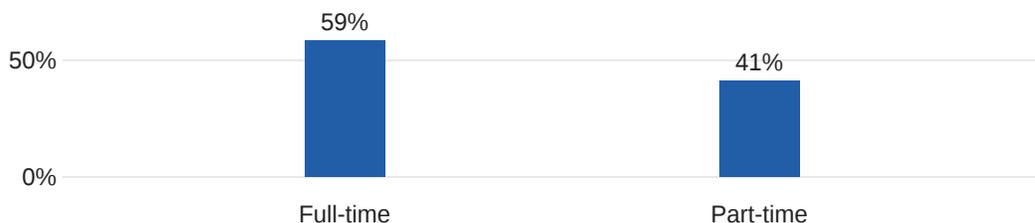
383 Responses



## FACULTY SURVEY QUESTIONS

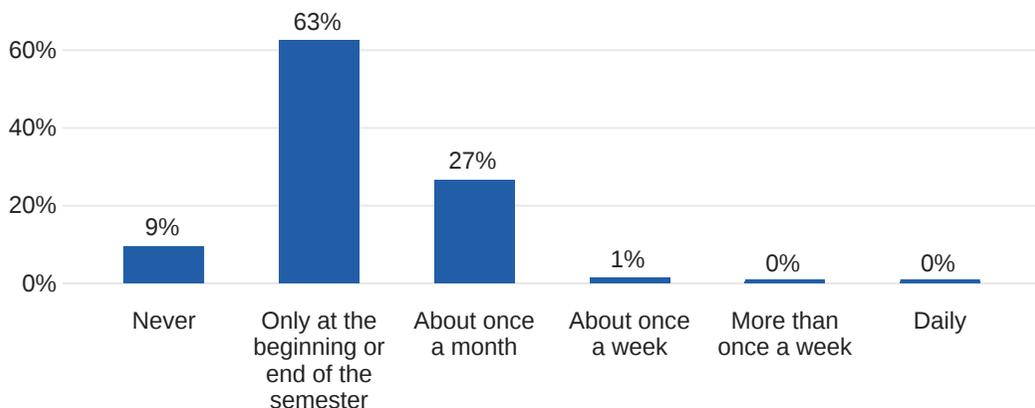
Are you full-time or part-time faculty?

75 Responses



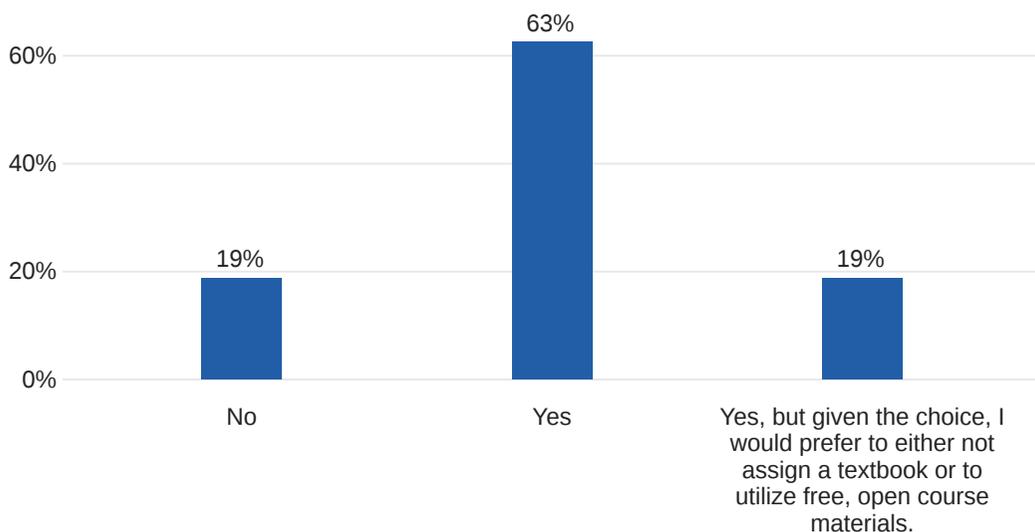
How frequently do you interact with the Allan Hancock College Bookstore?

75 Responses



Do you assign a textbook for your course(s)?

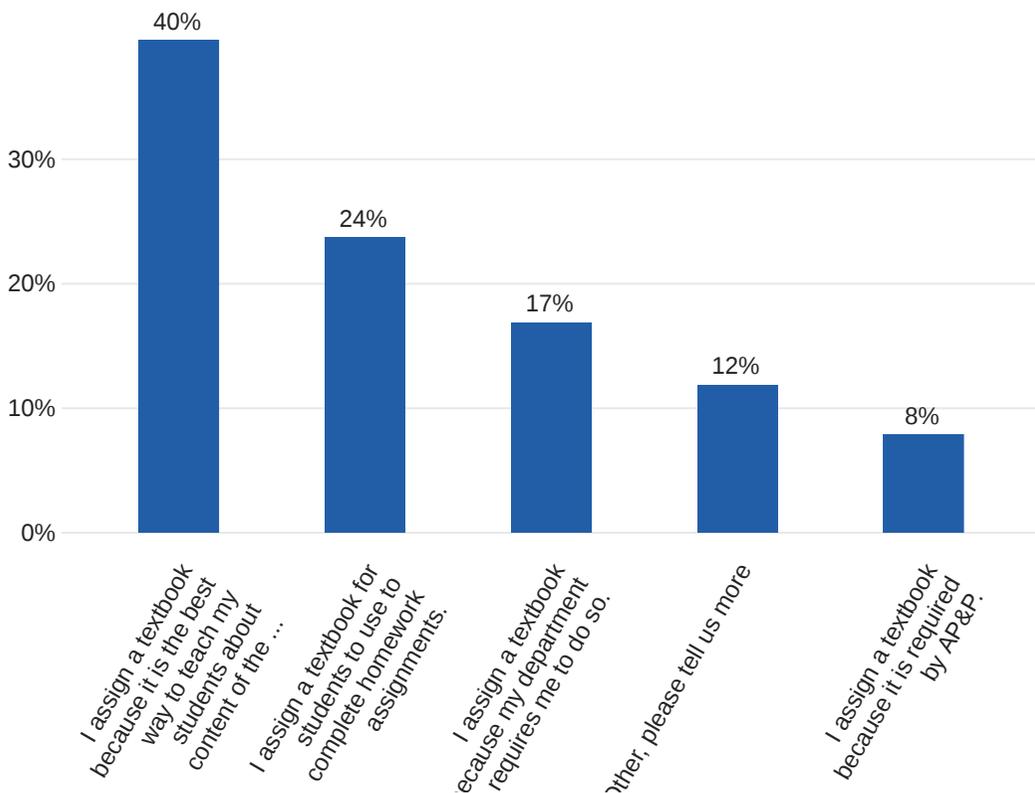
75 Responses



Why do you assign a textbook for your course(s)?  
 (Check all that apply) - Percent choices - Out of the total  
 number of choices, what % selected this choice?

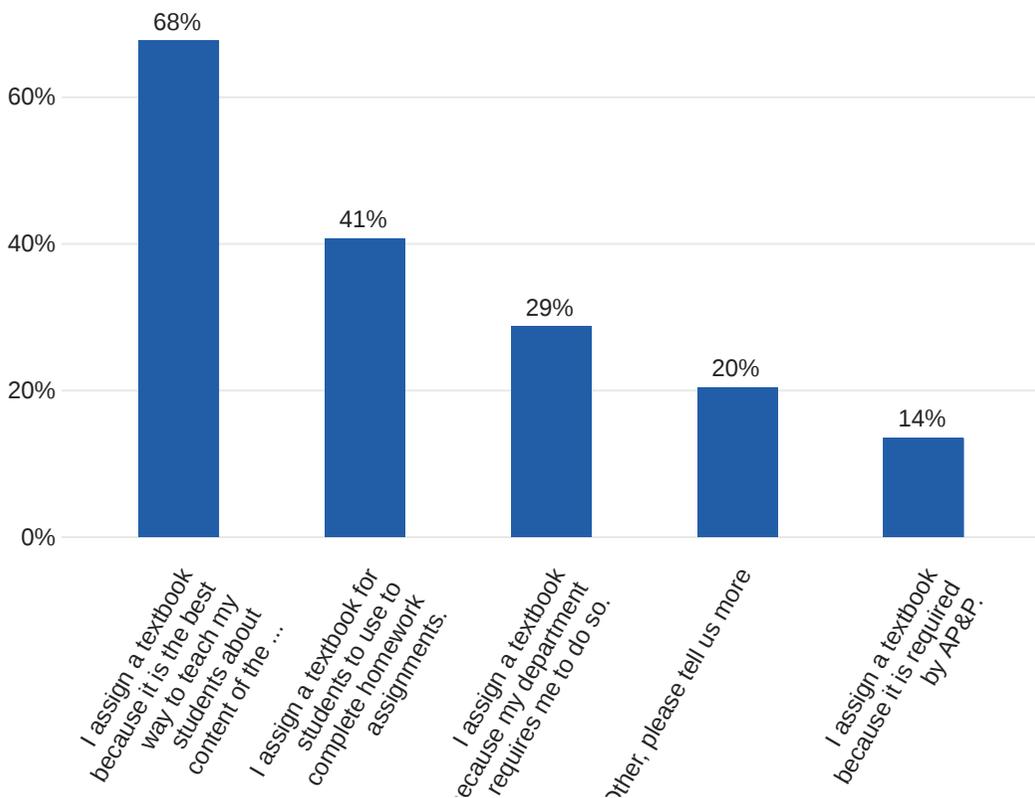
Percent adds to 100%.

59 Responses



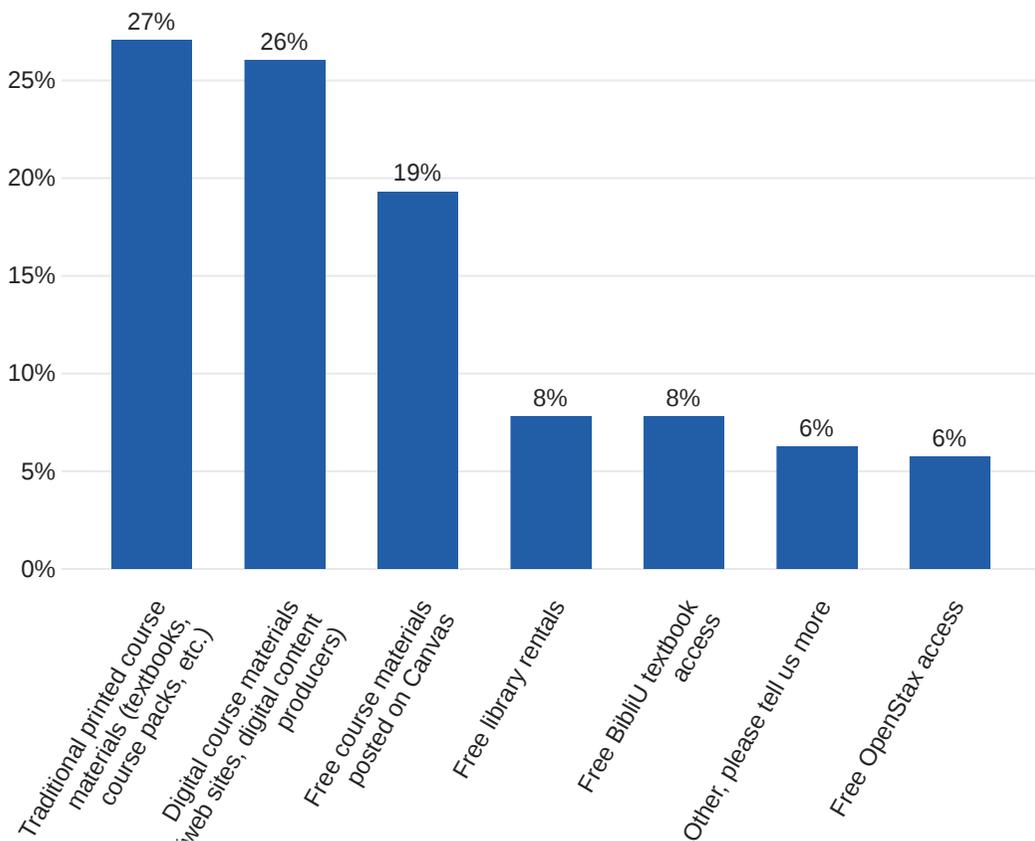
Why do you assign a textbook for your course(s)?  
 (Check all that apply) - Percent of responses - What % of the respondents selected this choice? In this case, the total % will add up to more than 100% because each person could (and did) select more than one item).

59 Responses



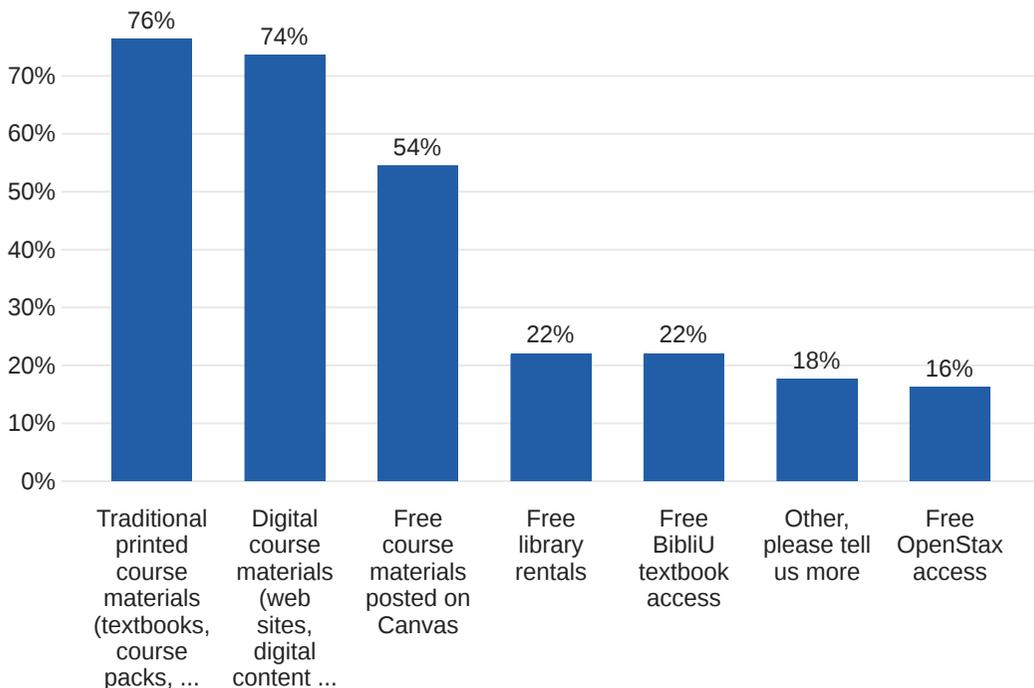
In the past 12 months, which of the following have you used for course instruction? (Check all that apply) - Percent choices - Out of the total number of choices, what % selected this choice? Percent adds to 100%.

68 Responses



In the past 12 months, which of the following have you used for course instruction? (Check all that apply) - Percent of responses - What % of the respondents selected this choice? In this case, the total % will add up to more than 100% because each person could (and did) select more than one item.

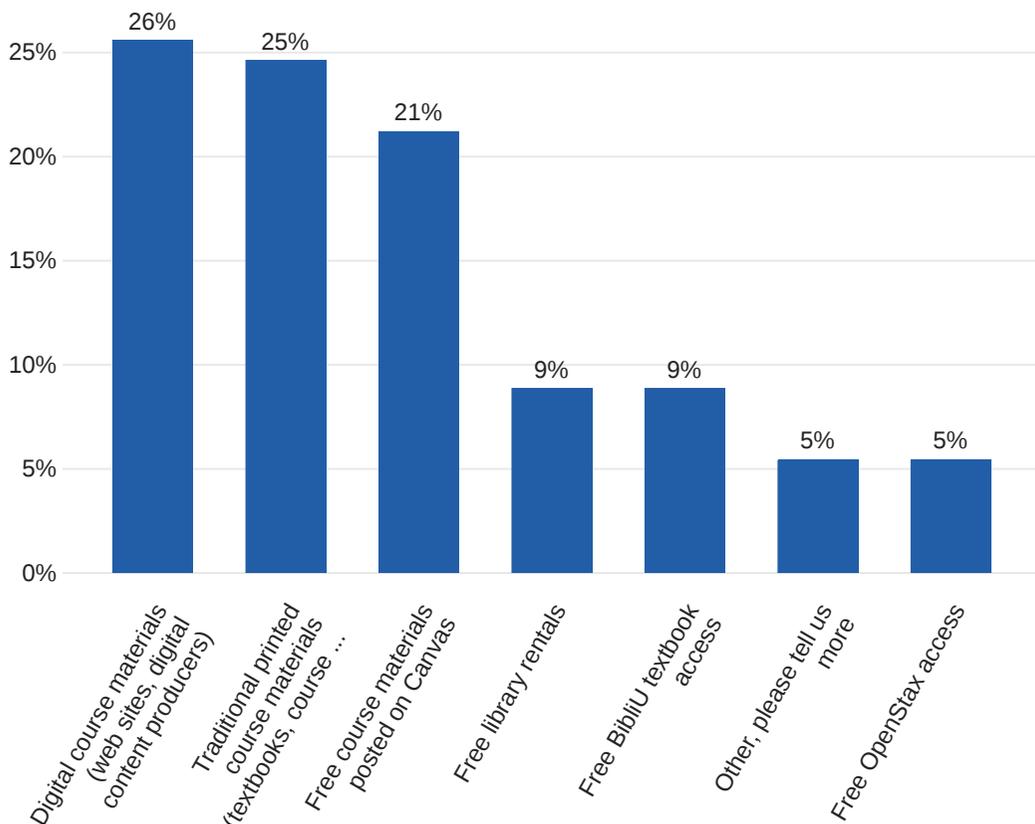
68 Responses



In the next 12 months, which of the following do you plan to use for course instruction? (Check all that apply)

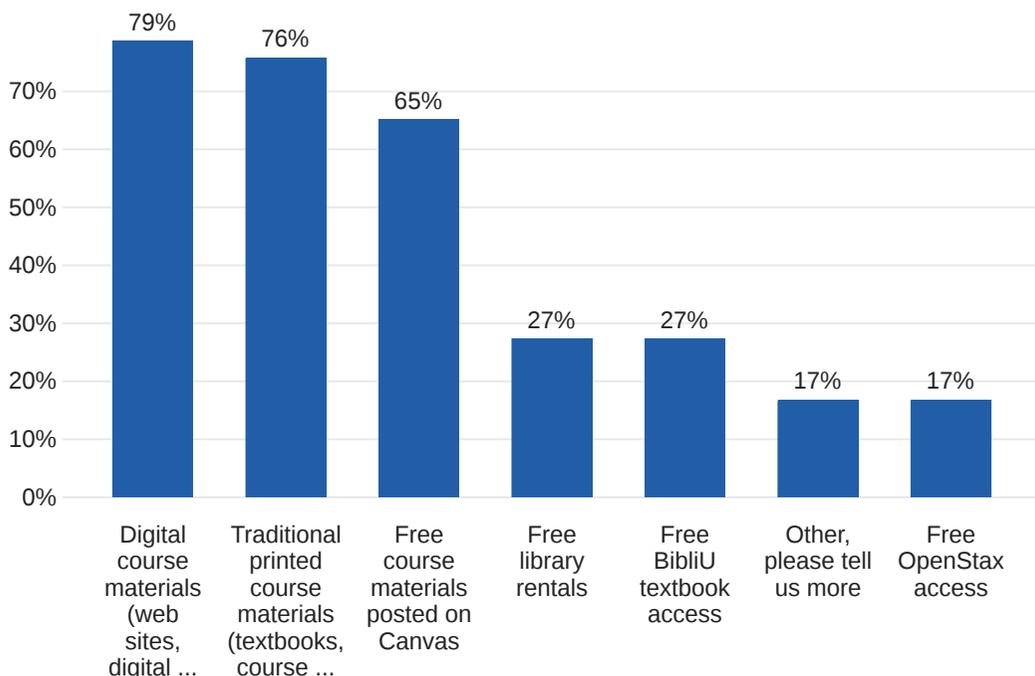
Percent choices - Out of the total number of choices, what % selected this choice? Percent adds to 100%.

66 Responses



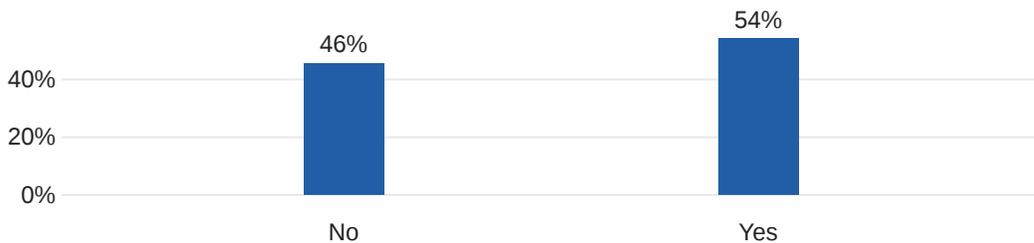
In the next 12 months, which of the following do you plan to use for course instruction? (Check all that apply)  
 - Percent of responses - What % of the respondents selected this choice? In this case, the total % will add up to more than 100% because each person could (and did) select more than one item.

66 Responses



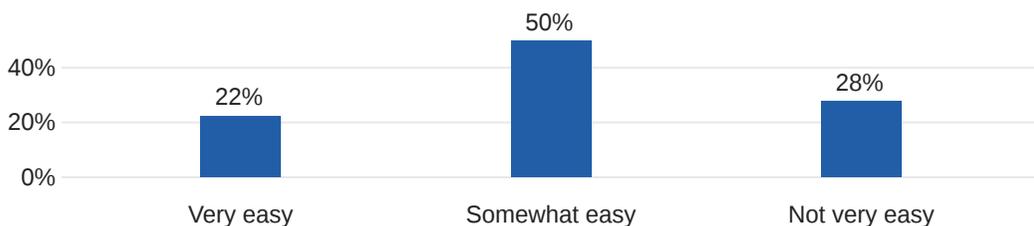
## Have you used Follett Discover to adopt your course materials for Winter 2022/Spring 2023

68 Responses



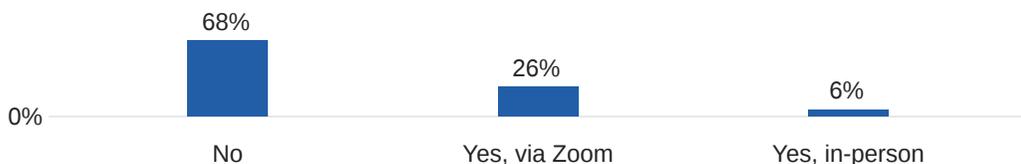
## How would you rate its ease of use?

36 Responses



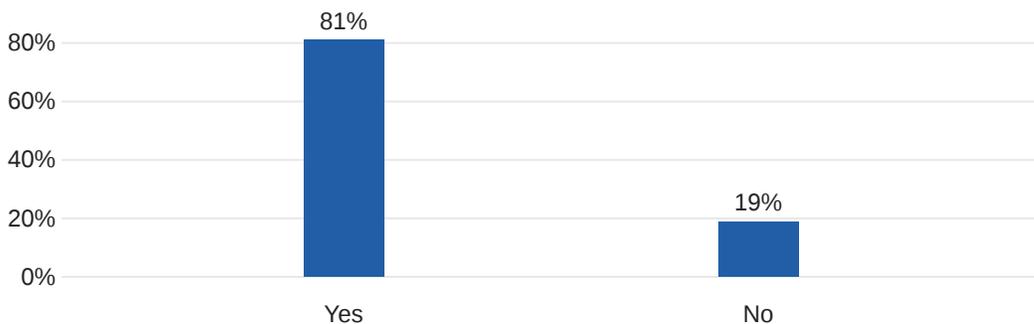
## Would you like to have a training session on how to use Follett Discover?

68 Responses

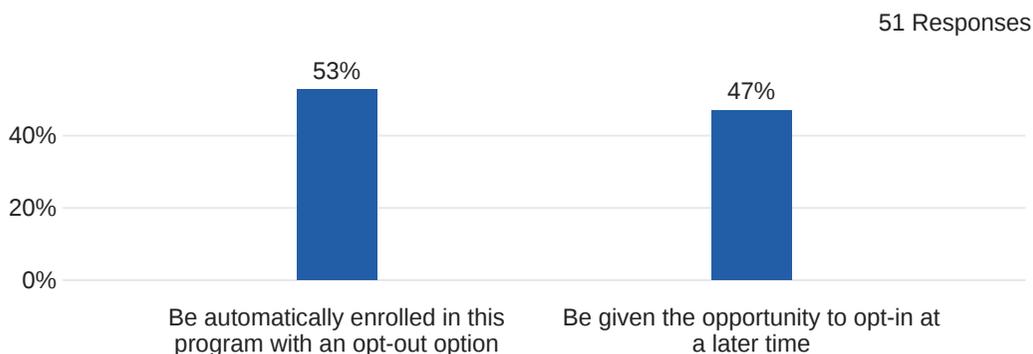


## Would you like to have immediate access to course materials through the Allan Hancock College Bookstore?

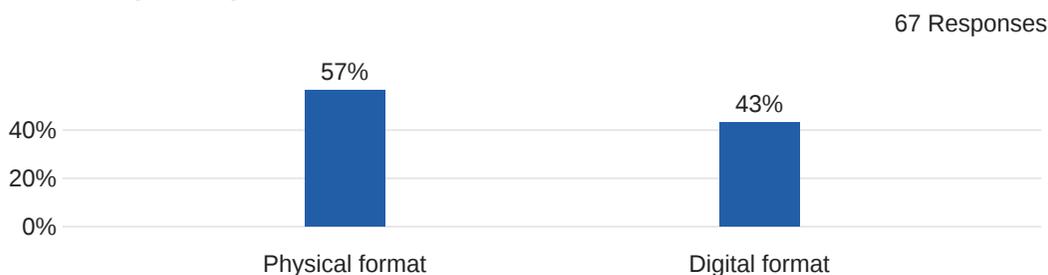
64 Responses



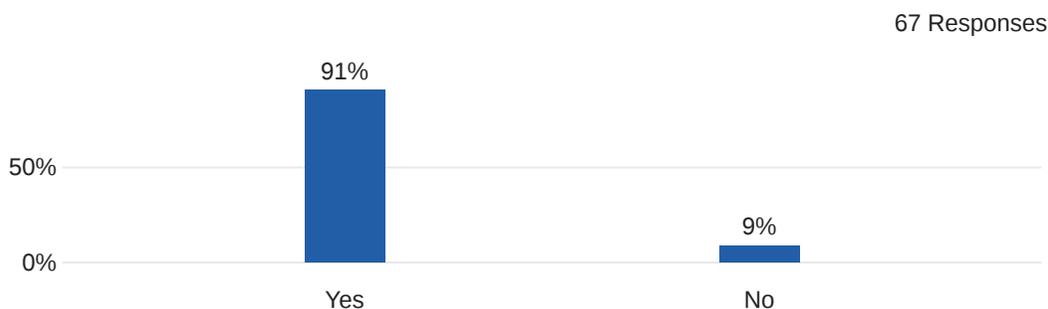
For immediate access to course materials, would you rather



What is your preference for course materials?

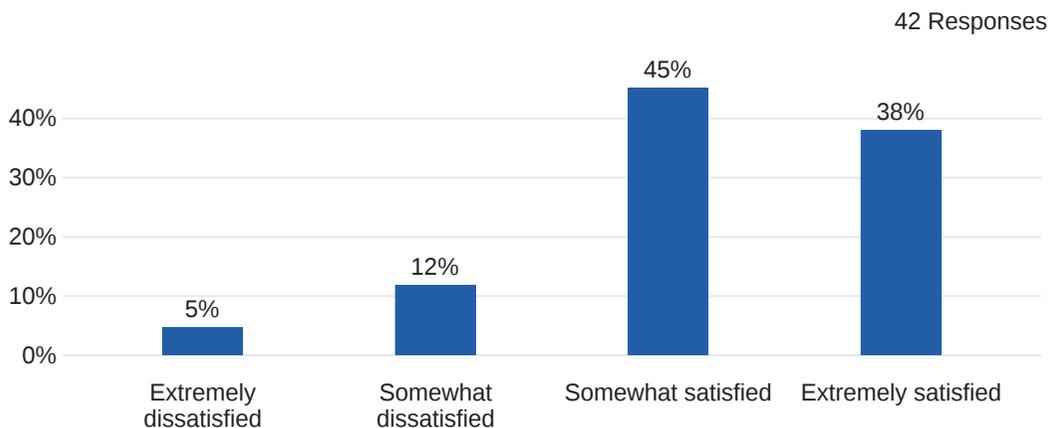


Would you be interested in a lower cost course materials program?

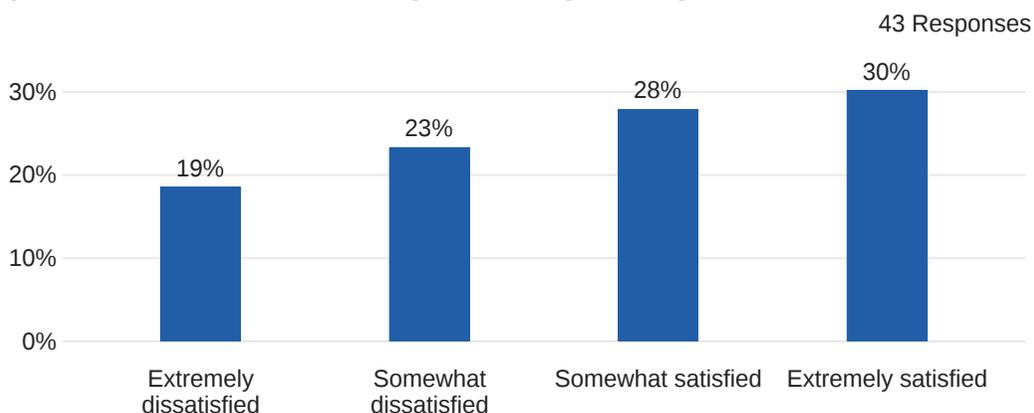


Thinking back over the last year on your personal experience in dealing with the AHC bookstore, please rate how satisfied you are with the service provided.

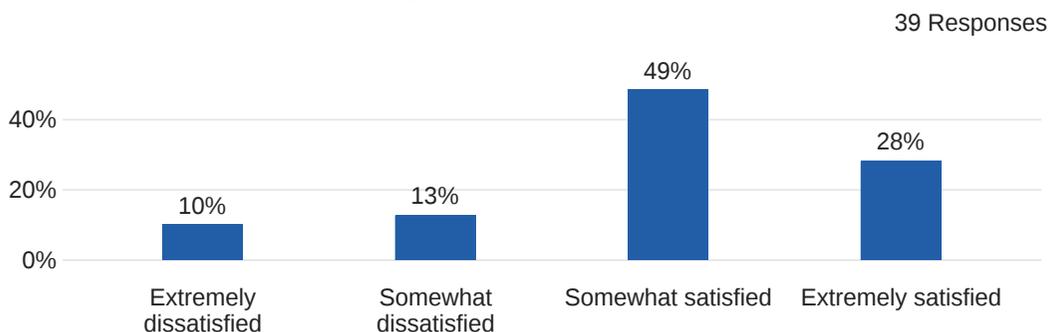
## Knowledge of bookstore staff



## Speed of service during the beginning of the semester

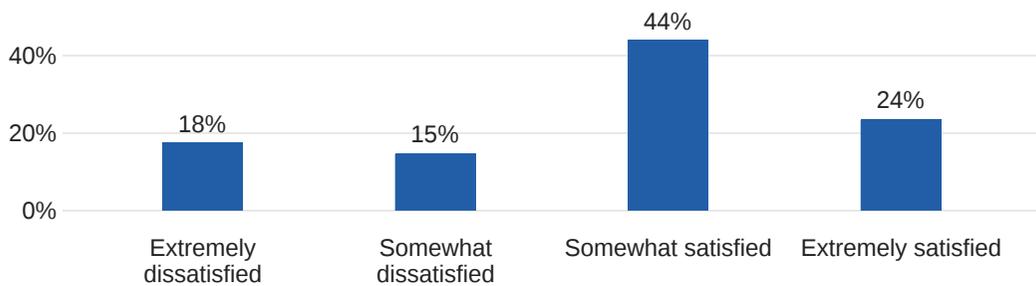


## Speed of service during other times of the semester

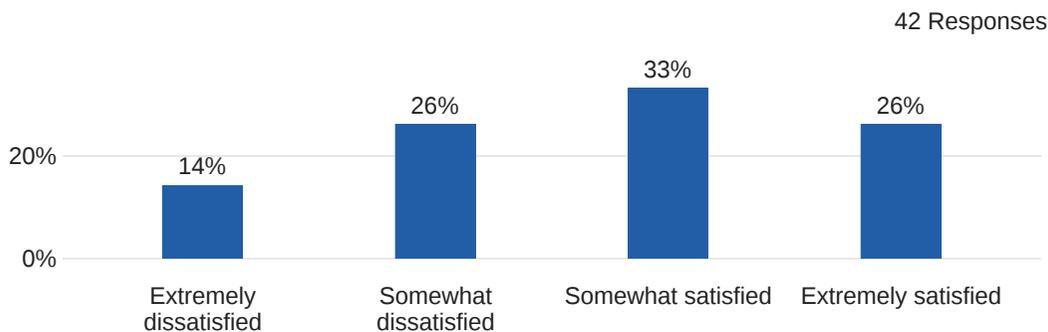


## Responsive to special orders and requests

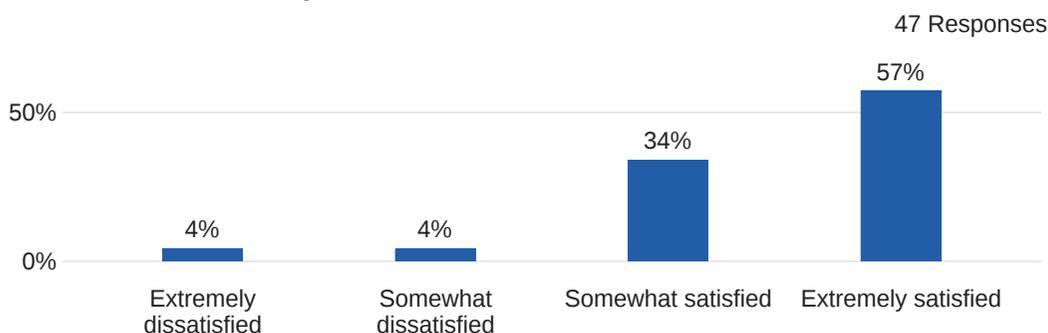
34 Responses



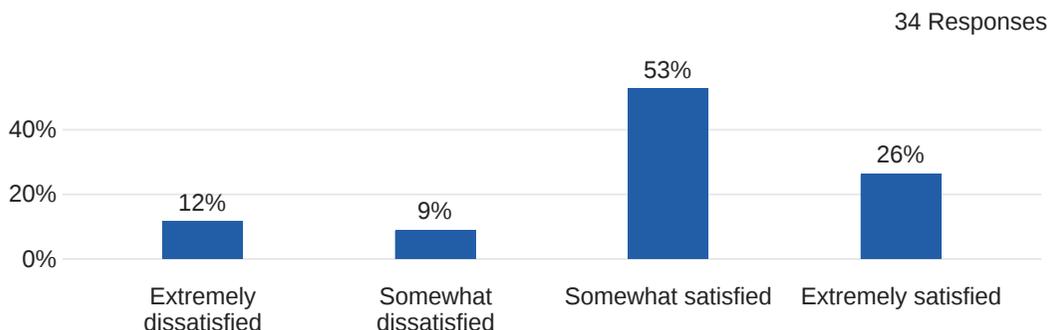
## Problems resolved quickly



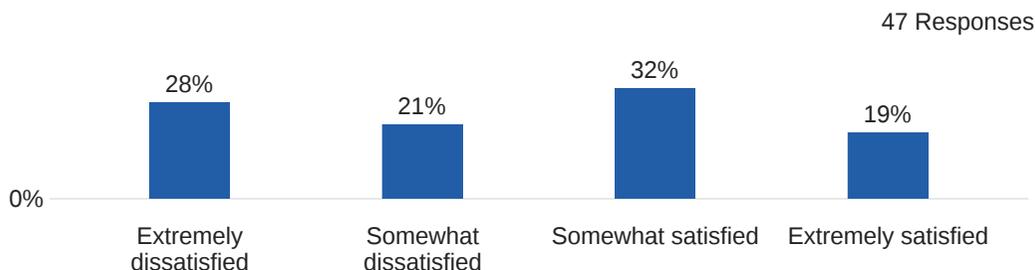
## Warm and friendly staff



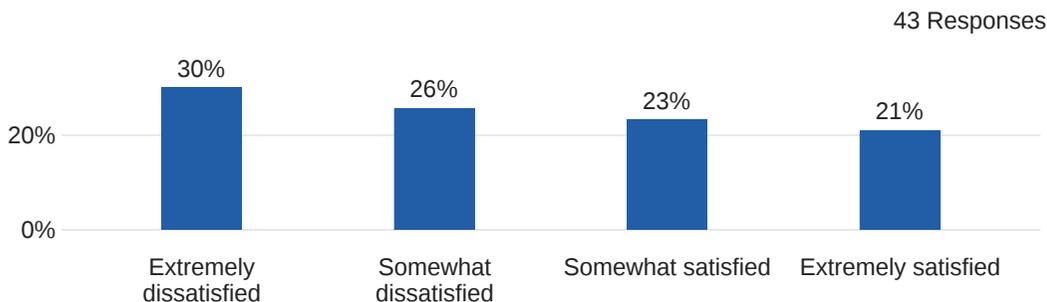
## Store hours



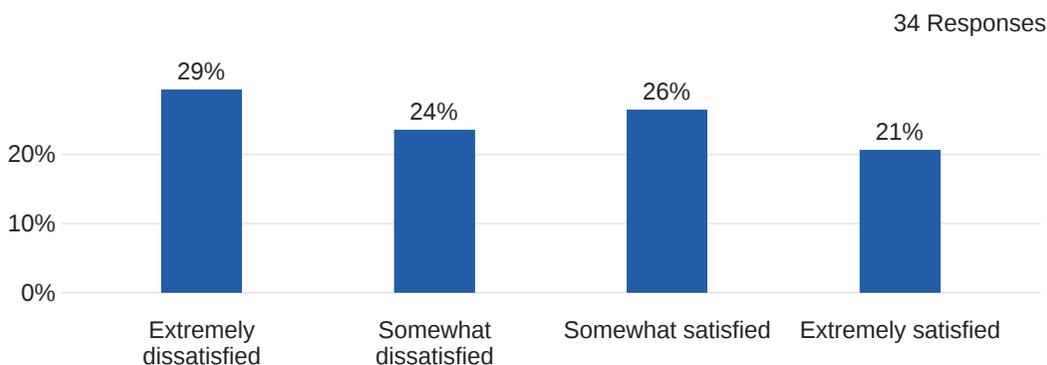
## Textbooks and course materials are on the shelves before classes start



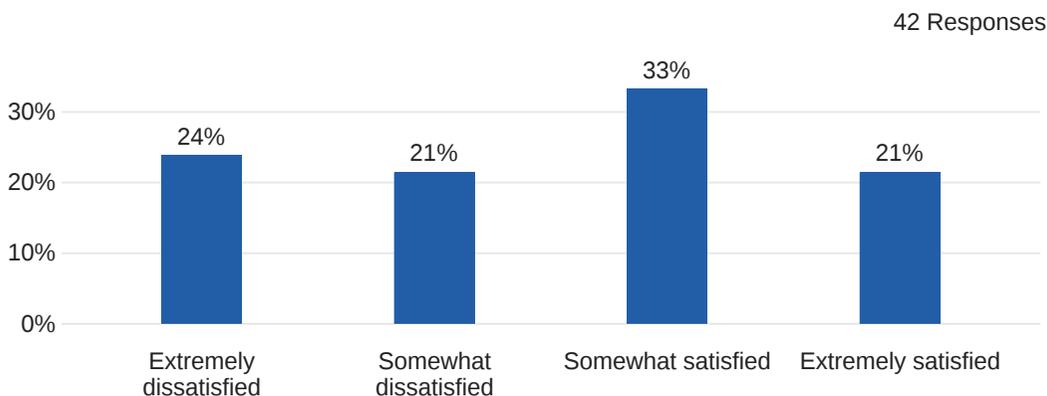
## Timely communication of potential problems (out-of-stock etc.)



## Used textbooks are sufficiently available

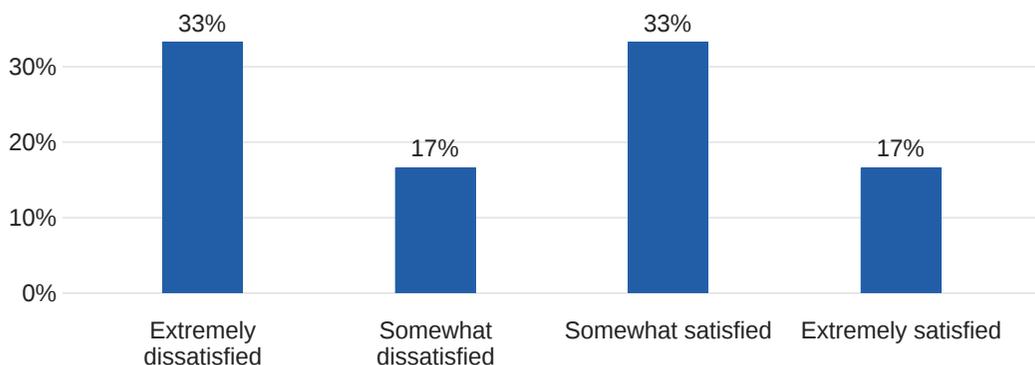


## Textbook problems are resolved in a timely manner



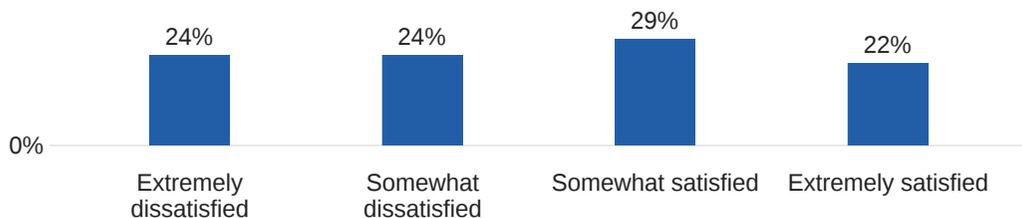
## Assistance with course packs or duplicated materials

18 Responses



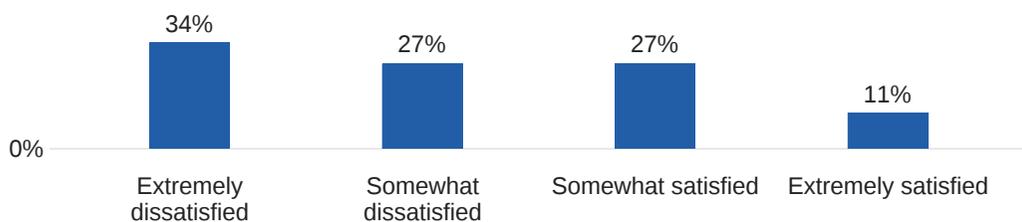
## Sufficient copies of required textbooks

45 Responses



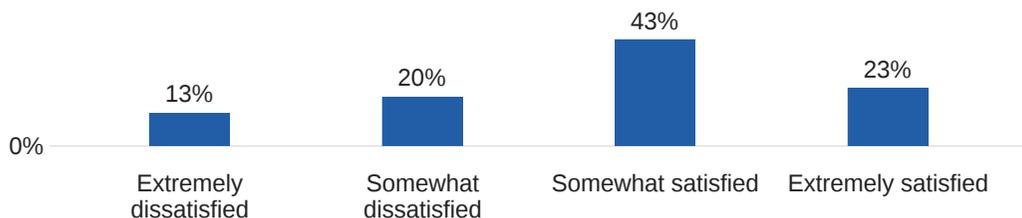
## Competitively priced textbooks

44 Responses



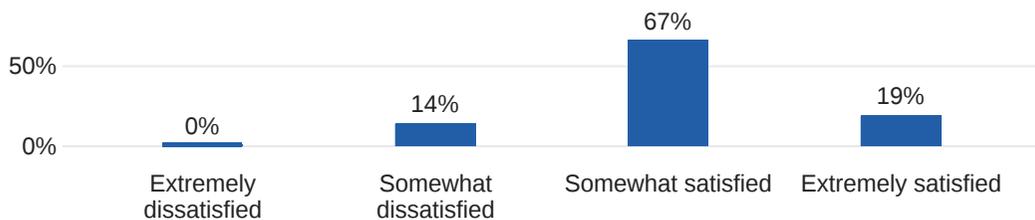
## Alternative textbooks (eBooks, rentals)

30 Responses



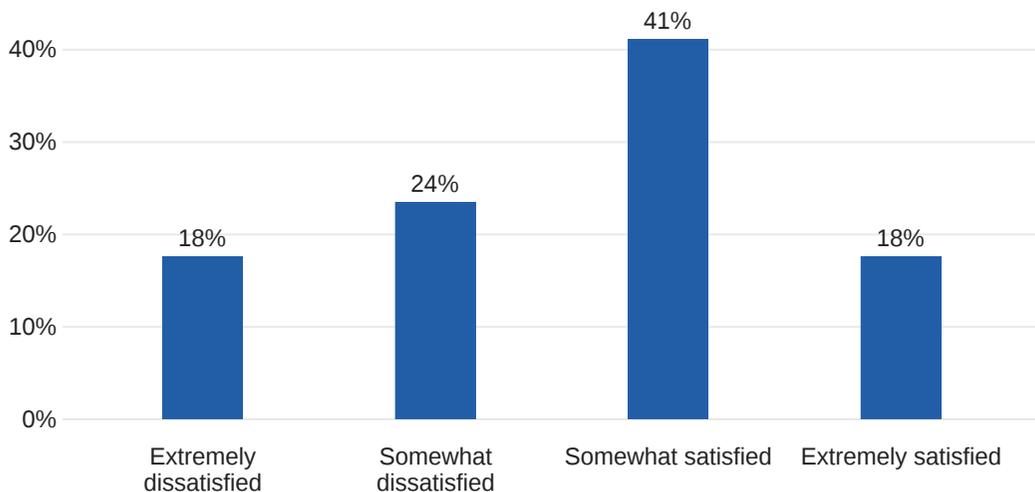
## Selection of reference and study aides

21 Responses



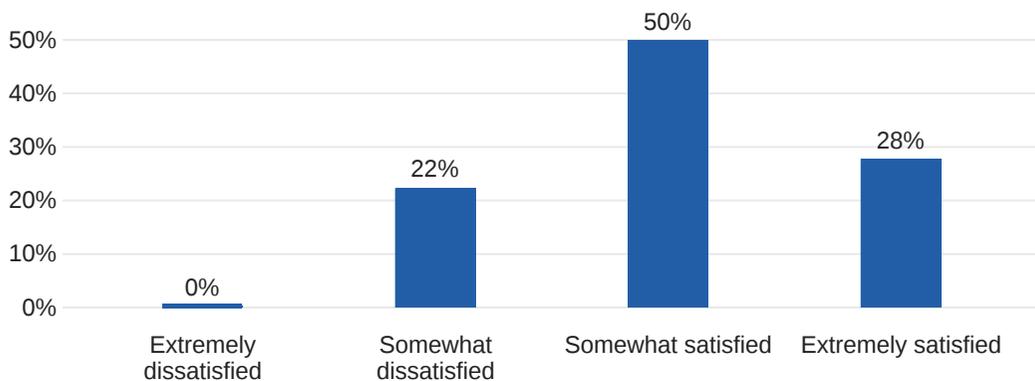
## Selection of art, nursing or other course supplies

17 Responses

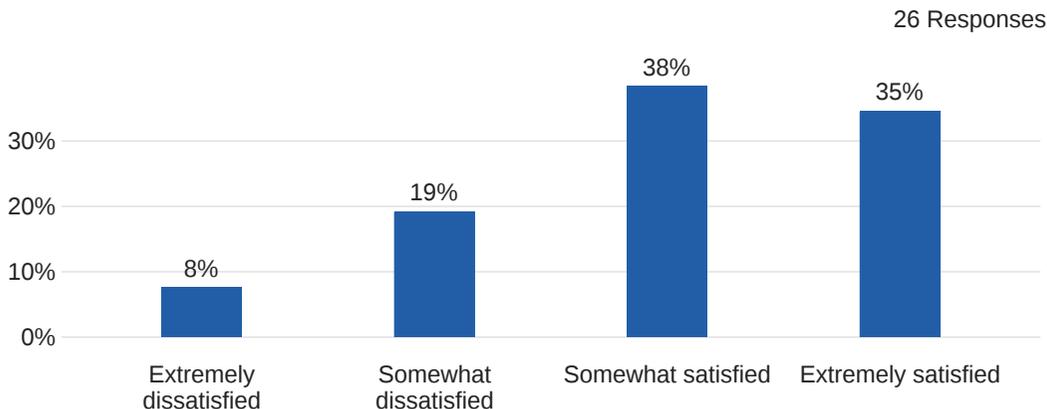


## Selection of electronic supplies and computer software

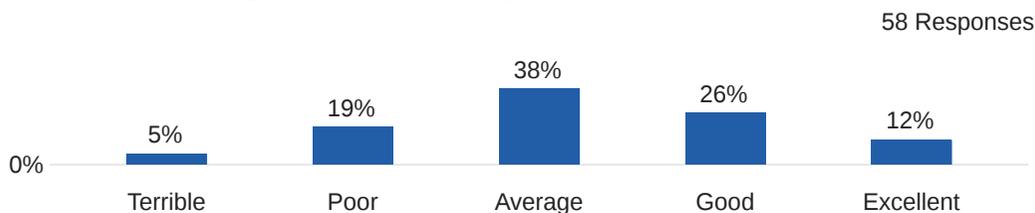
18 Responses



## Selection of insignia and clothing



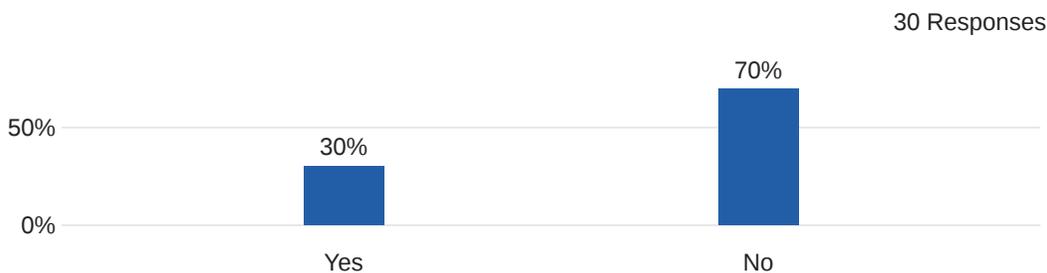
## How would you rate the overall service the Allan Hancock College Bookstore provides?



## In the last year, have you experienced any issues with the Allan Hancock College bookstore?



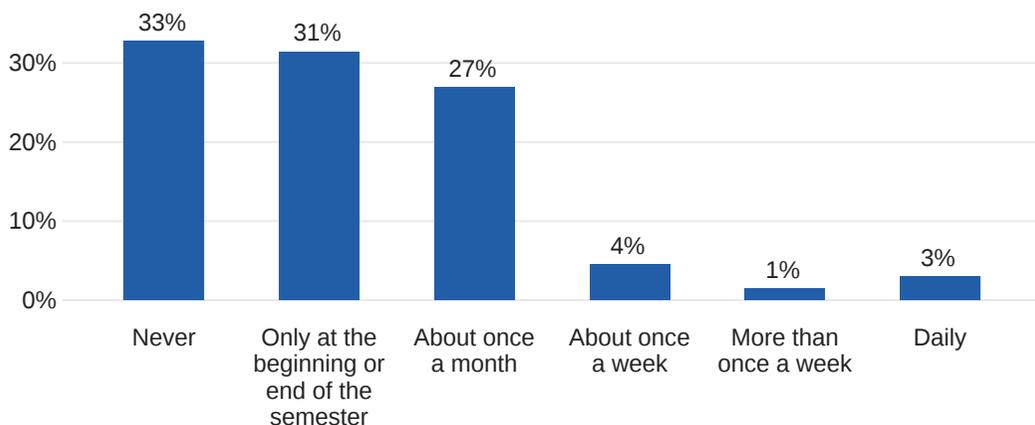
## Was your problem/issue resolved in a timely manner?



## STAFF SURVEY QUESTIONS

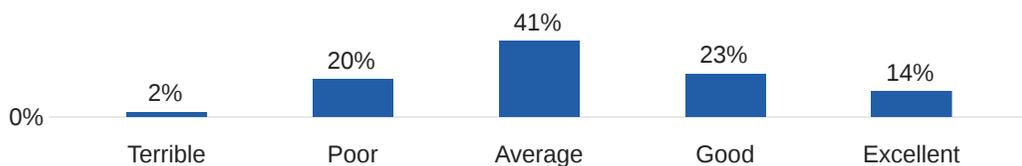
How frequently does your job require you to interact with the Allan Hancock College Bookstore?

67 Responses



How would you rate the overall service the Allan Hancock College Bookstore provides?

44 Responses

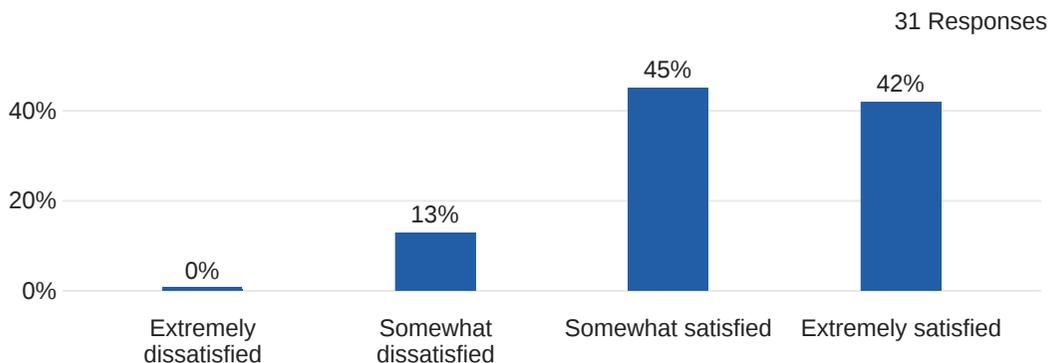


In the last year, have you experienced any problems/issues with the Allan Hancock College bookstore?

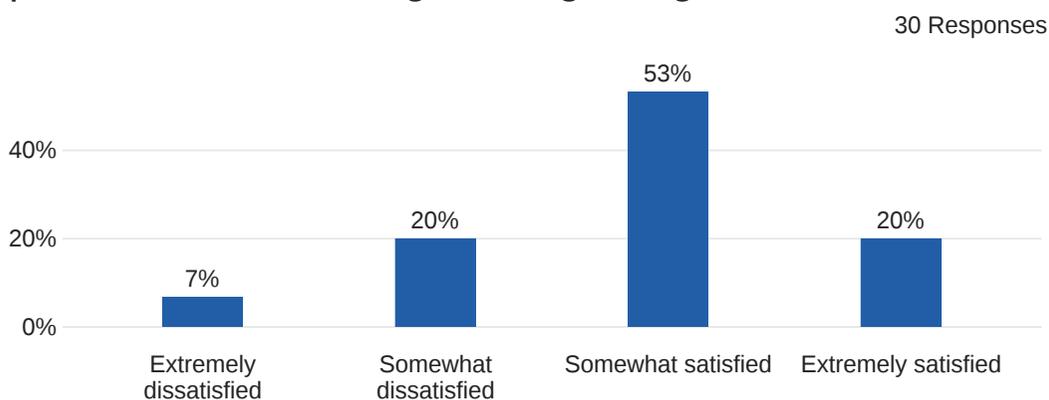
44 Responses



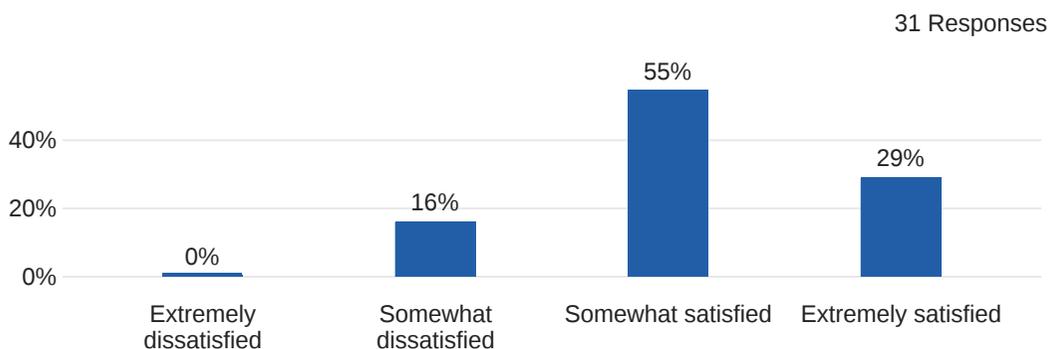
## Knowledge of bookstore staff



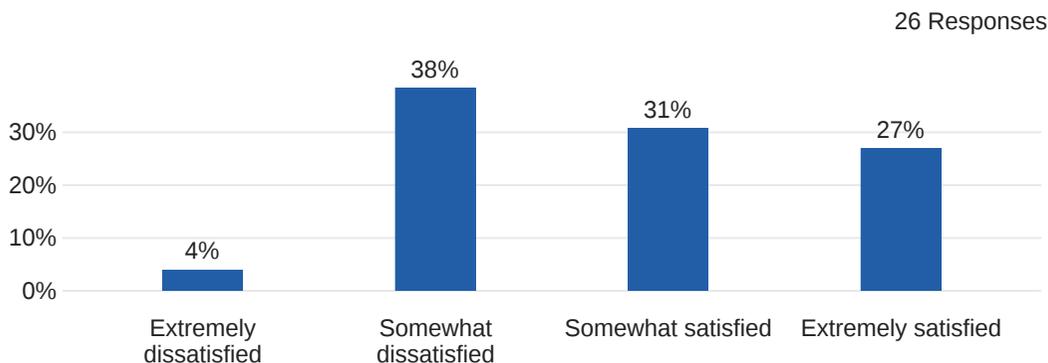
## Speed of service during the beginning of the semester



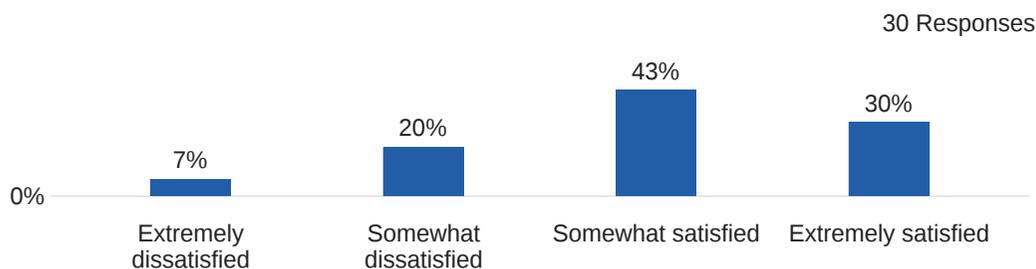
## Speed of service during other times of the semester



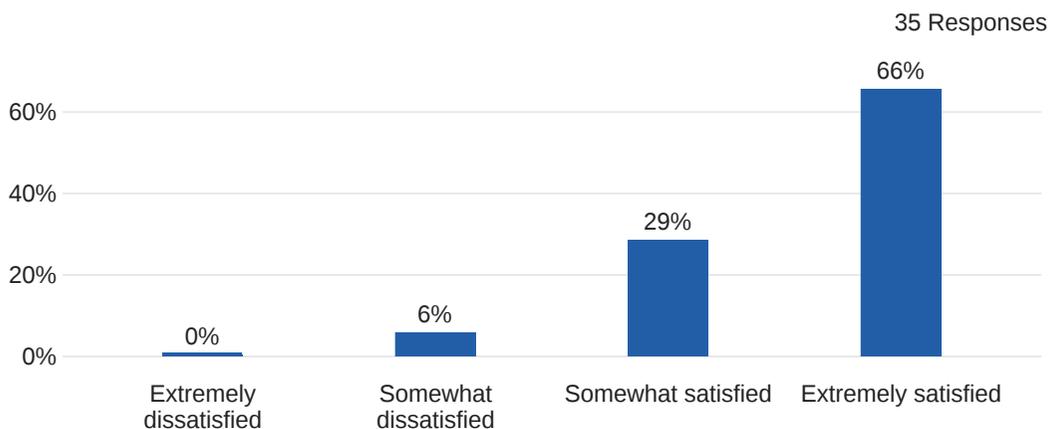
## Responsive to special orders and requests



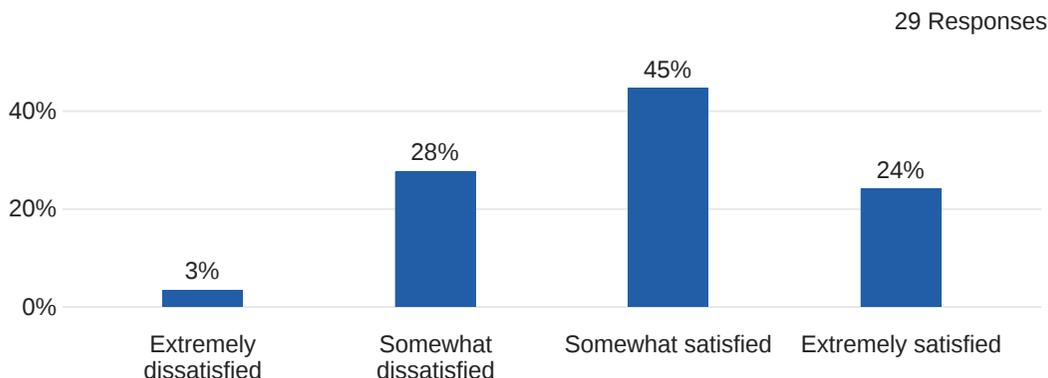
## Problems resolved quickly



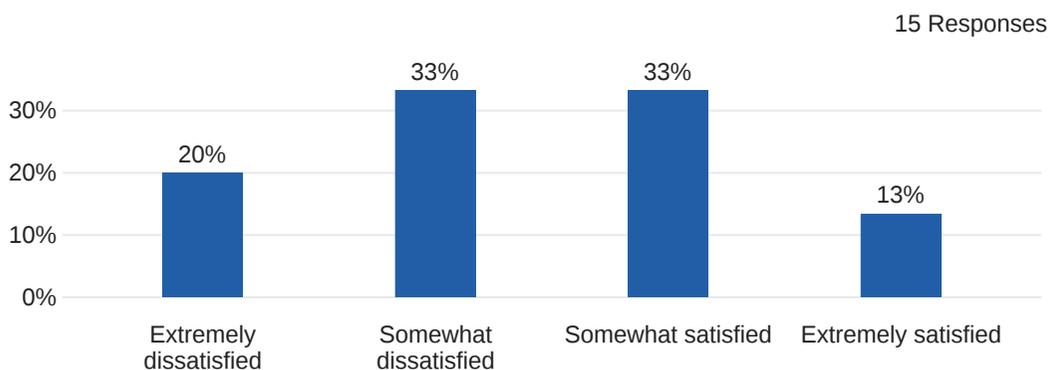
## Warm and friendly staff



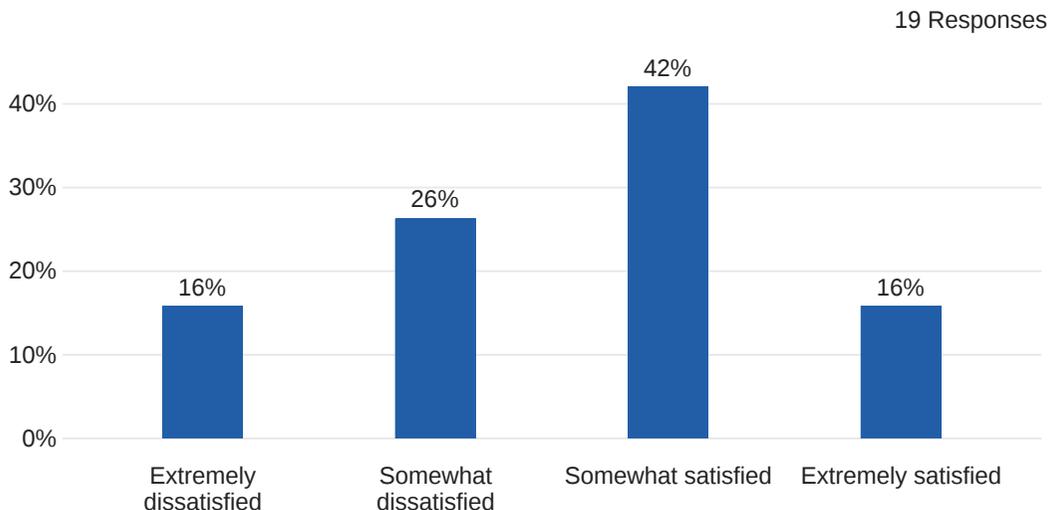
## Store hours



## Textbooks and course materials are on the shelves before classes start

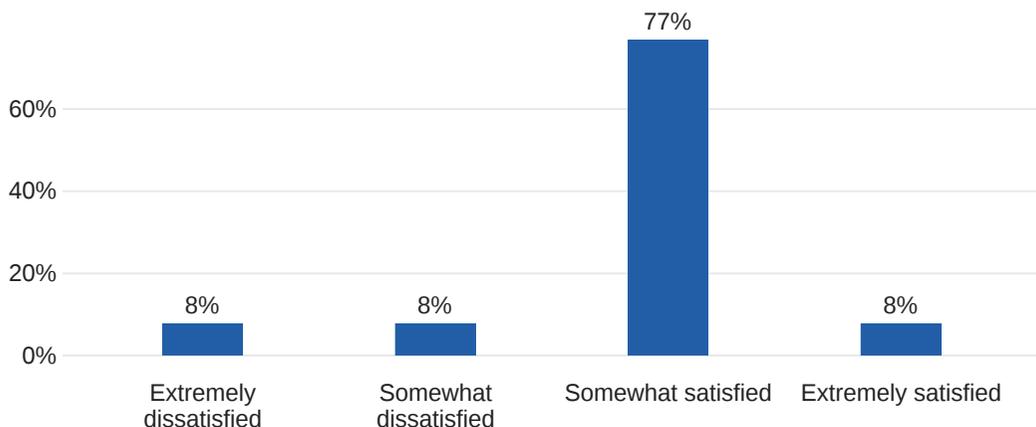


## Timely communication of potential problems (out-of-stock etc.)



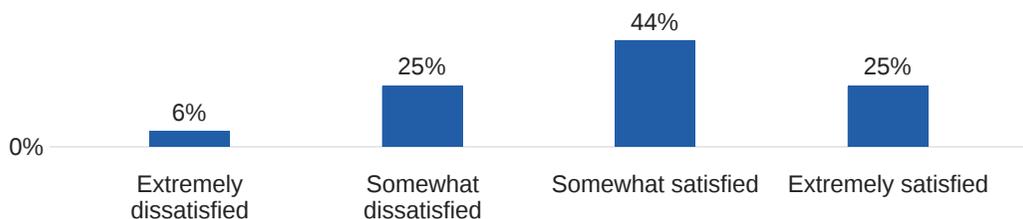
## Used textbooks are sufficiently available

13 Responses



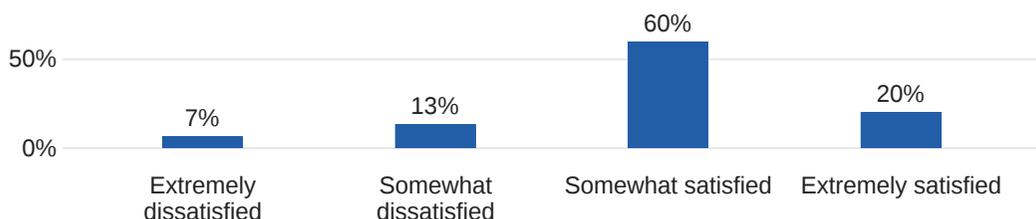
## Textbook problems are resolved in a timely manner

16 Responses



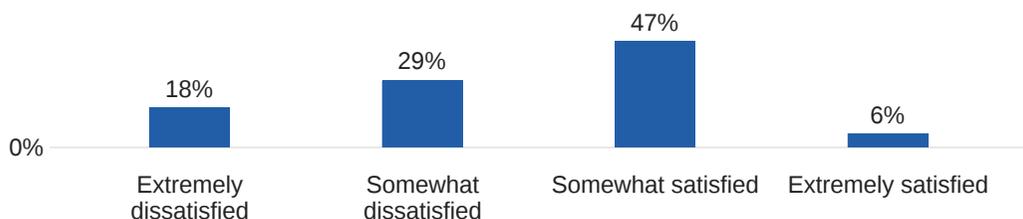
## Assistance with course packs or duplicated materials

15 Responses



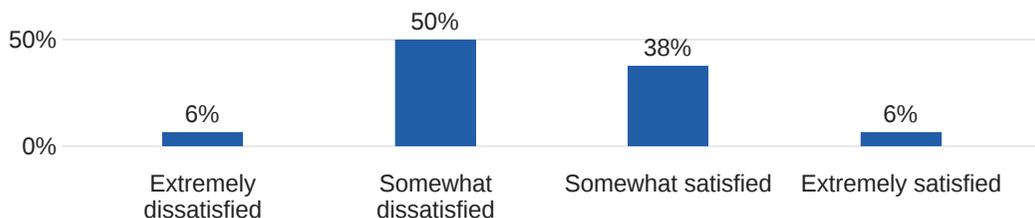
## Sufficient copies of required textbooks

17 Responses



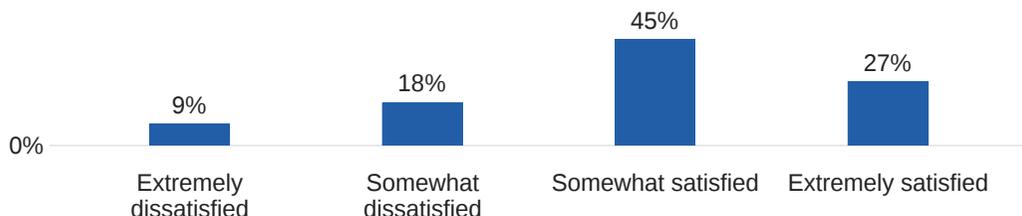
## Competitively priced textbooks

16 Responses



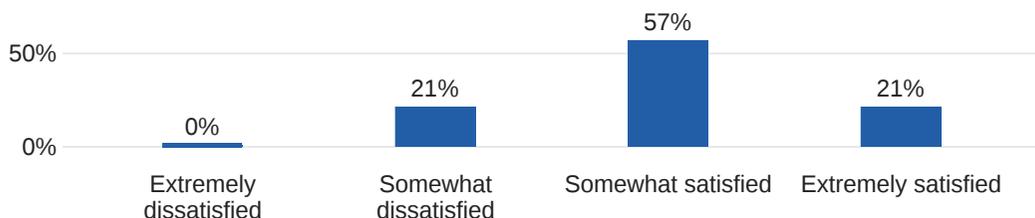
## Alternative textbooks (eBooks, rentals)

11 Responses



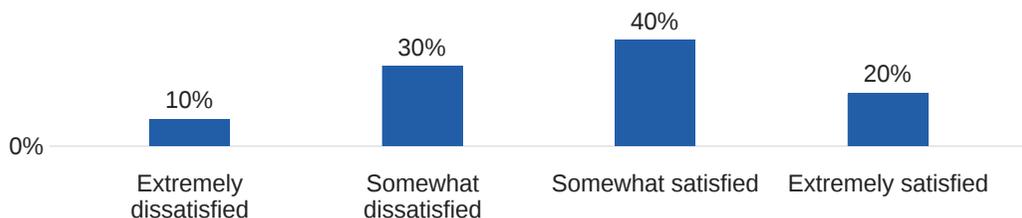
## Selection of reference and study aides

14 Responses



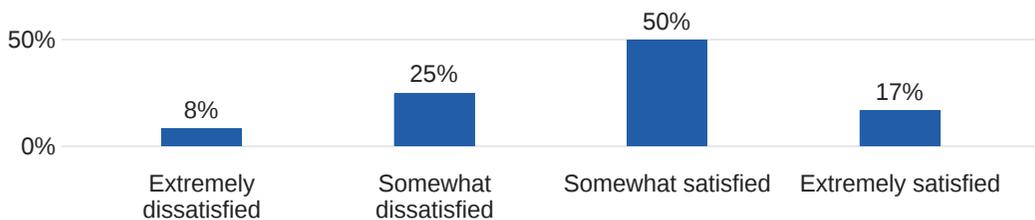
## Selection of art, nursing or other course supplies

10 Responses



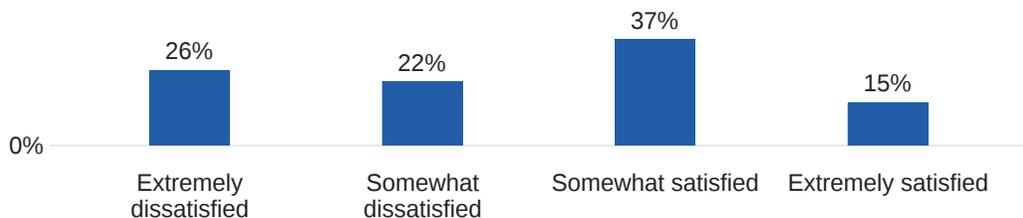
## Selection of electronic supplies and computer software

12 Responses



## Selection of insignia and clothing

27 Responses



## Was your problem/issue resolved in a timely manner?

21 Responses

