



**NON-ACADEMIC
DEPARTMENTAL REVIEW
TEMPLATE**

May 2018

Bookstore



Non-Academic Departmental Review Self-Study Template

Department: Broncbuster Bookstore

Department Head: Virga West

Submitted by: Virga West

Submission Date: April, 2018

INSTRUCTIONS:

Complete this form using department documentation and your own observations. This self-study is designed to be a narrative document and all responses to questions should be supported by rationale, explanation and or specific documentation.

All documentation provided for the Non-Academic Departmental Review Self-Study should include the previous five years, beginning with the 2012-2013 academic year.

Component 1: Non-Academic Departmental Review Committee

List the names of the Non-Academic Departmental Review Committee and their association with your department (your department personnel who contributed to the writing of this report).

Name	Association
Virga West	Professional Staff
Review Advising Committee	
Winsom Lamb	Faculty
Brad Sisk	Faculty
Lecia Sims	Administrative Staff

Component 2: Department Profile

A. Mission/Purpose

1. What is the mission of the department and how does it align with the institutional mission and other strategic priorities?

The mission of Bronbuster Bookstore is to provide a convenient, efficient and cost effective source for textbooks, school supplies, emblematic gear and other related products and services to campus life, to our students, parents, faculty, staff, and alumni of Garden City Community College. Our most relevant goal is to contribute positively to the service needs and success of the students at GCCC.

B. Human Resources – combine all sub-units

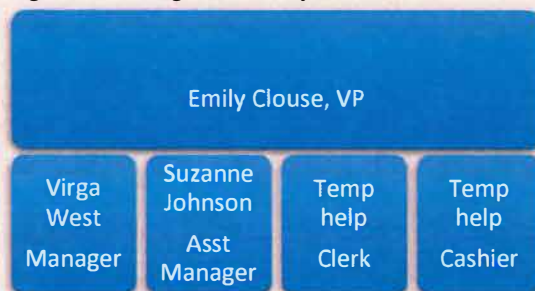
1. How does the department assure that all personnel are qualified for their position?

Bronbuster Bookstore hires personnel based on the established guidelines and job descriptions as provided by Human Resources. We look for retail experience, excellent customer service skills and an individual who will fit in well with the current team.

See attachment #1-job descriptions.

2. Include an organizational chart with names and titles.

Dee Wigner – through February 2018



3. List departmental, divisional, College, professional, or community committee or board activities and leadership roles, if applicable, of each full-time employee for the past **five** years.

Virga West serves on the Administrative services committee, attends monthly division meeting, and national bookstore conferences.

Suzanne Johnson serves on Team Kids Weekly Ministry.

4. List names and anticipated dates of retirement (month, year) within the next five years.

None

(enter first & last name)	Month	Year
(enter first & last name)	Month	Year
(enter first & last name)	Month	Year
(enter first & last name)	Month	Year
(enter first & last name)	Month	Year

5. How are the results of employee evaluations used in identifying professional development needs?

Upon completion of the employee performance evaluation template, the employee and supervisor meet to compare the evaluations and determine if there are any areas that need to be addressed. If so, a plan is developed to meet those needs. Those plans then become goals stated in the evaluation and will be measured and reviewed during the next year's evaluation process.

See attached blank attachment #2

6. What department-specific professional development opportunities are offered/provided by the department?

MBS-MBS Textbook Exchange has yearly trainings available at their Columbia, MO locations. The sessions are offered for all areas of the systems that they provide to us-Point Of Sales, Textbook Aid, General Merchandise and Accounts Receivable. They also offer conference calls and webinars when updates for the systems occur.

7. Show evidence that employees have continued their professional development by attaching a list of current full-time employees who participated in professional development activities during the past **five** years, and those activities.

Virga West-Initial training of MBS systems prior to going live (4-12), Disney Institute Training (2.15), ALICE training (9-16), ARC training through webinars/videos (11-17), GCCC training for new portal website (4-17) , time-clock plus training (12-16), BA degree earned in Business Management (5-16), Through National American University courses in the program included accounting, marketing, advertising, business math, and business law.

Suzanne Johnson-time-clock plus (12-16), ALICE live training (11-16) and MBS system training(10-12).

C. Description of the Department and the Customers/Clients Served

1. What are the key functions, processes and services provided by the department? Include production level data such as students/customers served, transactions processed, etc. Explain any compliance duties or responsibilities.

The key function of the bookstore is to provide quality competitively priced textbooks, supplies and emblematic apparel to students, parents, faculty, staff and alumni. A second key function of the bookstore is to provide the compliance to the HEOA rules-supplying students with courseware ISBN's on the college website. This is done three times a year at book adoption entry time and then transfer to the college website. The bookstore also supplies students with their college ID.

2. What impact do those services have on students and other key stakeholders? What are the department's enhancements to the institution?

The impact of the bookstore supplying these items to students, is that we are providing them with the necessary tools to become successful students at Garden City Community College.

One of the most important enhancements is providing all scholarship students with their books by having them pre-sacked and ready to be picked up one week prior to their classes starting. Books are also available to non-scholarship students at least one week prior to classes. School supplies are available at all times allowing them to be prepared for class on the first day of class.

Student IDs are processed on demand, allowing students to have access to the cafeteria, testing center and library and to have free admission to athletic activities. The ID can also be used at various businesses around Garden City for an additional discount.

3. Discuss how the department utilizes appropriate technology to provide services to its stakeholders.

ID machine is connected to the administrative data base and is used to provide students with their college IDs. We assist residential life and campus police with copies of IDs when necessary. Our POS system provides us the ability to service students at checkout time and our MBS TA and GM systems control pricing and inventory so we can always have an accurate account of our textbooks and merchandise.

4. Describe any existing continuous improvement activities.

Our most important and valuable continuous improvement was the relocation of the bookstore from the basement of the current student center to the upstairs level opposite to the residential life area and the cafeteria. Our daily foot traffic has greatly improved. When the bookstore was downstairs we had days that we would have no traffic-we now have daily traffic. With the bookstore upstairs and close to the dorms, it is now much easier for parents to take advantage of the bookstore and our merchandise. We are normally open on check-in days when parents and students are both here.

With the expansion and move, we have included a dressing room, which is used frequently, our new cyber café which offers study and meeting room space. With the move, new features, and added traffic we have been able to make a part-time employee full time and added two temporary positions. We also have the ability to offer a work-study and student scholarship position. The work-study position is 10 hours a week and the scholarship position is assigned around the student's classes allowing for another 10-12 hours of added help.

5. Provide any other relevant information needed for a complete understanding of your department.

The bookstore has gone from being operated by an outside source to independently run by the college. This change has allowed the bookstore to become an independent auxiliary of the college. The change affords us the ability to control our purchases of soft goods and control our book inventory and sales much better, making the bookstore a profitable identity. MBS manages our systems so IT can focus on other areas of the college and the bookstore doesn't add to their workload.

Component 3: Resources

1. Describe the overall adequacy of resources (human, technological, capital, facilities, and fiscal) available to the department for providing effective service delivery and achieving outcomes. If additional resources are needed, please provide data and describe how those resources would improve services.

All of the resources that are afforded to us are very adequate. Human resources allow for total coverage of the bookstore at all times including rush and peak times.

Technology is very good, the systems are maintained and updated by MBS systems. MBS systems cover all of needs from point of sale, billing and controlling inventory.

Our store is beautiful and maintained by the campus maintenance department-whenver we have a problem, we just call and it is taken care of. The campus IT department is also great in helping us out if we have any type of issue.

Fiscally, we are doing quite well. Our budget is more than adequate for our needs. We have also recently implemented a new online website-which we hope will improve our online sales. This new venture will still need to be monitored and data collected on to measure the effectiveness of the system.

Component 4: Departmental Innovation

1. Does the department engage in extracurricular activities as a service to the students and community?

Yes No

If yes, list activities and explain how they benefit the students and/or community (e.g. fliers, internal department documentation)

We currently attend and sell emblematic gear at all the home football games. We are open and available for board members on the evenings of board meetings. Every Thursday the Cyber café is open with free coffee and hot chocolate for students, staff and faculty. We also sell homemade pastries on the same day. Late night hours are available on rush weeks of enrollment and first week of night classes, allowing students to get their textbooks and supplies before the first night of class. If there is a special occasion that the bookstore needs to be open-we do everything we can to accommodate that time.

We also offer free coffee and pastries for purchase on Thirsty Thursday's. This allows students and faculty to come over and mingle with each other in a very social setting.

2. What innovative ideas have been incorporated into the operation of the department during the last five years? Discuss the results and provide documentation.

We have opened a Facebook page to accommodate students on social media. We have conducted fashion shows to let faculty and staff view our new emblematic apparel. The campus newspaper staff has come to the bookstore and modeled and created a U-Tube video for us. We have had the marketing department in the store and on campus creating nice still shots to help us with advertising on the campus website and college Facebook page. They have also advertised for us that we will be available with items to purchase at the football games. Lastly, we have sent emails direct to students and staff advertising our upcoming sales.

We have also conducted a survey on survey monkey to measure how well our customer service is perceived. The results are as follows. Out of one hundred of the people surveyed 85% were overall satisfied with the bookstore, 64% thought we either knew their needs to succeed extremely or very well. Customer service was rated at 77% being either extremely or very satisfied with the bookstores customer service. Terms used to describe the bookstore useful, reliable, and high quality. The only negatives of the survey were on the actual price of textbooks which were considered to high priced.

We have also conducted an in house survey of students to try and determine what they like or what they would like to have in the bookstore. We were measuring how effective the current bookstore inventory was to the student's expectation. The results were a mixture of different individual student ideas. Most of the comments suggested the bookstore do more advertising of what is in the store etc. Another suggest was to have more snack selection and have drinks available. Overall, the results were positive suggestion that the bookstore will look into.

This was the first time that we have conducted any type of survey's, we plan to conduct yearly survey's so we have data to compare to and make sure that we continue to move in the right direction.

ATCH #3

Component 5: Intended Outcomes, Assessment Measures, Targeted Level of Achievement, and Prior Results

1. If data has previously been gathered, list the intended outcomes for the department for the past three years and cite the institutional Essential Skills and other Strategic Plan priorities that each outcome supports.

2016-17 college strategic goal and bookstore goal – expand bookstore presence on website. Limited merchandise now available on the Garden City Community College website.

2017-18 – bookstore goal – to begin tracking data on textbook sell through and sales to analyze volume. To begin discussion on development of book rental program.

2. Describe the data gathering process and give results.

Data is collected through the MBS text-aid software. Reports can be produced so semester data can be compared to prior years. Reports indicate some improvement, from 85% to approximately 90% in the sell through of textbooks-new and used, ultimately increasing sales.. Every year, historical data will be gathered and will provide better analysis of trends.

3. Analyze the data by comparing the actual results to the targeted levels of achievement and document what was learned.

Targets were not established at this point. Need to analyze trends and research best practices.

4. The department will gather feedback regarding expectations and performance from stakeholders through interviews, surveys, focus groups or other appropriate measures. This feedback shall be considered when selecting performance measures and when continuous improvement plans are developed. Describe what changes have been made in response to these measures.

Internal surveys were conducted. Student survey and a campus-wide survey on Survey Monkey. Results indicated good customer service. Textbook prices were considered too high, which facilitated discussion of developing rental program.

See attached results-ATCH #4

Spring 2018, 5-6 titles will be available through the pilot rental program. Based on the results gathered from the pilot, determination will be made to continue or expand rental program for Fall 2018.

Attach copies of any stakeholder survey results for your department.

5. Use the results to develop a Continuous Improvement Plan for the department, improving efficiencies based on targeted outcomes. Include consideration for resources, processes, data collection, analysis and timelines for monitoring and assessing the results. List intended outcomes for the department that insure alignment with institutional Essential Skills and other strategic priorities.

For each outcome identify at least one method of measurement that will be used to assess progress toward the outcome. Assessment is strengthened when multiple measures are used. An assessment measure should provide meaningful, actionable data that the department can use to assess efficiency and improve processes.

Describe the target level of achievement for each measure. Levels of achievement shall be:

- Specific and measurable.
- Stated in numerical terms.
- Stated in realistic terms.
- Directly related to the outcome.
- Inclusive of all aspects of the outcome.
- Manageable and practical.

To demonstrate efficiency, determine if external or internal benchmarks are available for comparison.

Goal: Reduce textbook costs to students

Goal: Develop program that assures students have textbooks at beginning of class.

To obtain these goals our first priority will be to choose six titles for the spring 2018 semester and implement a textbook rental pilot program. Titles will be assigned a "special and specific" rental code, that will allow us to track just the rental textbooks. Using this process, it will allow bookstore personnel to track the amount of titles rented and which titles were most often rented. I expect the pilot program to start out slow and grow with each semester as marketing and word of mouth spreads the availability of the program. Implementing the pilot textbook rental program directly relates to the goals we have chosen as most important to the college and bookstore. The program will both decrease textbook prices and allows students a choice of how to purchase their textbooks and affords them the ability to be ready for class on day one.

Component 6: Additional Comments

This space is for the department to add any additional comments to help clarify or explain its functions, if applicable.

[Respond Here]

Component 7: Executive Summary

1. Briefly describe how the department review was conducted:

Dee and Virga conducted weekly meetings to discuss and collect data and work together to establish what goals and outcomes were most important and needed to be addressed and met for the first bookstore program review.

2. Describe the MAJOR conclusions regarding the present state of the department:

The department is currently a profitable and efficiently organized entity. The major area of concern is the continued and ever increasing high price of textbooks. The second area is the loss of sales to the internet marketplace. The bookstore would like to recapture some of those lost sales.

3. Briefly describe the goals and objectives of the department:

Our main goal is to pilot a rental program to help control textbook prices. Along with that goal, we hope to help students succeed by having lower priced or rental books available for less money so students are able to purchase and have their textbooks on the first day of class.

4. Comment on the progress on previous Departmental Review Action Plans or Recommendations

Departments completing the review for the first time will not have these items and need not answer this question.

N/A

5. Describe the department strengths:

The department strengths are the profitability of the bookstore, the dependable, hardworking, honest staff, a beautiful store front, quality soft goods at very competitive prices.

6. Describe what areas need improvement:

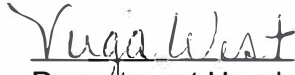


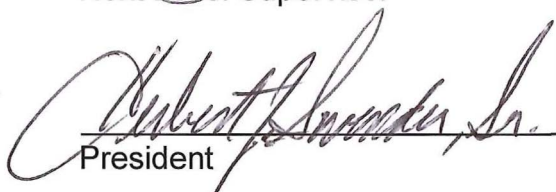
The biggest area of improvement needed is a solution for better textbook pricing.

7. State the recommendations for the department:

The biggest and most important recommendation is to continue to improve textbook pricing. The second recommendation would be to research new soft goods (emblematic) with continued good price points to have available for students, parents, alumni, faculty and staff.

Component 8: Action Plan (with timelines for recommendations)			
	Year 1	Year 2	Year 3
	Actions & Budget Implications	Actions & Budget Implications	Actions & Budget Implications
<p>Recommendation 1: Pilot a book rental program Measure of Success: Analyze data from actual rentals @ end of drop/add period.</p>	<p>Actions: Book rental pilot program launched S18 with 6 rental titles. Budget Implications: Loss in revenue with rentals Timeline: July 2018</p>	<p>Actions: Continue to monitor rental program effectiveness. Budget Implications: Rental turn times will eventually make rental profitable. Timeline: May 2019</p>	<p>Actions: Monitoring rental program. Budget Implications: By this year should be profitable. Timeline: May 2020</p>
<p>Recommendation 2: Continue to look for viable options to lower textbook pricing for students and scholarship program Measure of Success: Compare semester to semester book scholarship charges</p>	<p>Actions: Reach out to publishers-new products Budget Implications: Regain lost books sales with products only available in bookstore Timeline: July 2018</p>	<p>Actions: Continue search for best products. Budget Implications: Increase revenues Timeline: April 2019</p>	<p>Actions: Continue to search and make sure we are staying competitive with norm. Budget Implications: Increase revenues Timeline: April 2020</p>
<p>Recommendation 3: Increase soft good sales Measure of Success: Analyze sales numbers@ end of each semester</p>	<p>Actions: Find new and fun ideas @ good price point to offer students, parents, faculty & alumni Budget Implications: Increase revenues Timeline: August 2018</p>	<p>Actions: Continue to find new and fun ideas Budget Implications: Increase revenues Timeline: August 2019</p>	<p>Actions: Continue to find new and fun ideas Budget Implications: Increase revenues Timeline: August 2020</p>

Component 9: Signature Page and Archiving

 <hr style="border: 0; border-top: 1px solid black;"/> Department Head	5-10-18 <hr style="border: 0; border-top: 1px solid black;"/> Date	 <hr style="border: 0; border-top: 1px solid black;"/> Next Level Supervisor	5/29/2018 <hr style="border: 0; border-top: 1px solid black;"/> Date
 <hr style="border: 0; border-top: 1px solid black;"/> Dean, IEPR	7/9/18 <hr style="border: 0; border-top: 1px solid black;"/> Date	 <hr style="border: 0; border-top: 1px solid black;"/> President	 <hr style="border: 0; border-top: 1px solid black;"/> Date

Archiving:

Division Leader submits to Dean of Institutional Effectiveness, Planning and Research.

1. A complete electronic version of the Non-Academic Departmental Review self-study
2. All documentation (electronic and print)
3. A signed signature page (electronic and print)

ATCH #1
Garden City Community College
Structured Compensation-Job Description
Bookstore Manager

Prepared on: 2/26/2014

Page 1

Department: Administrative Services
Reports To: Emily Clouse
Supervises: Direct 1: Indirect:

Grade: 12
Classification: Exempt

Approved By:

Effective Date: 2/26/2014
Revised Date: 2/26/2014

Role:

Directs the daily operations of the Bookstore, which supports the college community through the sale of textbooks and emblematic supplies. Responsibilities typically include purchase and sale of new and used books, supplies, and equipment; advertising; employment and supervision of sales staff; and maintenance of sales and inventory records.

Major Duties and Responsibilities:

100% Manages department employees, hires, orients, trains, schedules and evaluates work.
Directs and coordinate purchase, ordering and sale of new and used books, stationery, equipment and emblematic supplies.
Responsible for inventory control, maintain sales and inventory records.
Manage accounting functions for the department.
Provides retail floor support.
Performs other job related duties as assigned.

Expectations:

1. To ensure accounting functions be maintained with integrity and accuracy with zero errors.
2. To ensure the textbook process be closely monitored and controlled.
3. To ensure retail processes function smoothly and that excellent customer service is maintained as a priority.
4. To ensure performance reviews completed within 2 weeks of the due date.
5. To monitor sales and inventory records assuring they are accurate at all times and readily available for audits.
6. To note observations of employee performance into appropriate reporting tool, as well as, give to and receive feedback from employee on the same no later than XX working days following each quarter.

Knowledge and Skills:

Experience	Two years to five years of similar or related experience.
Education	(1) A two year college degree or (2) Completion of a specialized course of study at a business or trade school or (3) Completion of a specialized and extensive in-house training or apprenticeship program.
Interpersonal Skills	Courtesy, tact, and diplomacy are essential elements of the job. Work involves much personal contact with others inside and/or outside the college for purposes of giving or obtaining information, building relationships, or soliciting cooperation.

ATCH #1
Garden City Community College
Structured Compensation-Job Description

Prepared on 2/26/2014

Asst Bookstore Manager

Page 1:

Department: Administrative Services

Grade: 6

Reports To: Virga West

Classification: Non-Exempt

Supervises: Direct: 0 Indirect: 0

Approved By:

Effective Date: 7/1/2013

Revised Date: 7/10/2013

Role

Assists the Bookstore Manager with the daily operations of the Bookstore. Responsibilities typically include purchase and sale of new and used books, supplies and equipment: and maintenance of sales and inventory records.

Major Duties and Responsibilities:

- 100% Perform retail floor support.
Assist with general merchandise inventory control.
Cover operations of the store in the manager's absence.
Perform other related duties as assigned.

Expectations:

1. To provide excellent customer service.
2. To balance register & vault daily without errors.
3. To maintain the highest quality of integrity with regards to all paperwork.

Knowledge and Skills:

Experience	Minimum of one year of similar or related experience.
Education	High School diploma or GED equivalent.
Interpersonal Skills	Courtesy, tact, diplomacy, and confidentiality are essential elements of the job. Work involves much personal contact with others inside and/or outside the college for purposes of giving or obtaining information, building relationships, or soliciting cooperation.
Other Skills	Experience in college retail is strongly preferred. Excellent written, oral and interpersonal communication skills are necessary. Computer proficiency and familiarity with word-processing and database software is required. Experience with office machinery preferred.
Physical Requirements	Generally requires light work with occasional lifting of 30 pounds or more, carrying supplies, books, etc. The job requires varying amounts of sitting, climbing, kneeling, standing and walking.
Work Environment	Work is generally performed in an indoor setting.

This Job Description is not a complete statement of all duties and responsibilities comprising this position.

Printed Employee Name

Date

ATCH #2
GARDEN CITY COMMUNITY COLLEGE
PERFORMANCE EVALUATION

EMPLOYEE _____ DATE _____

SUPERVISOR _____ JOB TITLE _____

Evaluation period (From-to): _____

 Job Description Reviewed

Select a performance ranking for each performance factor using the following scale:

3—Exceeds Expectations- Performance consistently performs above the standards for their position

2 – Meets Expectations – Performance consistently meets the standards of performance for their position

1 – Needs Improvement – Work performance does not consistently meet the standards of performance for the position. Serious effort is needed to improve performance.

Circle appropriate ranking:

Employee Supervisor

KNOWLEDGE – demonstrates knowledge of information, procedures, materials, equipment and techniques required for proficient performance in completing work assignments. Understands the scope of duties and responsibilities and role in performing the duties assigned.

QUALITY OF WORK – completes duties accurately and thoroughly and consistently accomplishes assigned task within deadline periods while maintaining quality.

COMMUNICATION – exhibits politeness and friendliness and is considerate of others, actively listens and asks for clarification and understanding. Demonstrates ability to comprehend and communicate direction and instructions clearly and effectively. Presents information objectively in clear, concise and logical manner.

Employee Supervisor

rules and
accepts all
ease and

ATTITUDE – displays positive and cooperative attitude, complies with work policies. Displays motivation and interest in work. Willingly assignments. Adjusts to changes and new responsibilities with with a positive attitude

DEPENDABILITY – meets goals consistently, works well under pressure, responds appropriately to instructions and procedures. Adheres to reliable attendance standards.

accomplished.

GOALS – Goals set in prior year’s performance evaluation were met or

TOTALS _____

GOALS: List at least two specific goals/priorities for the next year and at least two priorities for the next 2-5 years.

- 1.
- 2.
- 3.
- 4.
- 5.

COMMENTS:

Please give us your honest feedback on these questions-Thank you!!

1. What would you do different with the clothing on the floor??

I would make it more visible. It would also be a little more organized.

2. What means would you use to advertise the bookstore??

Poster around campus and ads in school newspaper

3. What would you like to see in the bookstore that we don't currently carry?

A TV to advertise.

4. Are there any other suggestions that you have for us here at the bookstore??

Nope

Supervisor Signature

Please give us your honest feedback on these questions-Thank you!!

1. What would you do different with the clothing on the floor??

I would hang up one of each t-shirt so I can see them better and not feel bad for messing them all up.

2. What means would you use to advertise the bookstore??

I would put signs at front of it saying the prices or what deals they have so that people going in the cafeteria are informed.

3. What would you like to see in the bookstore that we don't currently carry?

I would like to see Chapstick, feminine products for those with an emergency and don't have a car, more GCCC tank tops, and cute GCCC blankets.

4. Are there any other suggestions that you have for us here at the bookstore??

Let some students design the shirts and sweatshirts and sweatpants.

Please give us your honest feedback on these questions-Thank you!!

1. What would you do different with the clothing on the floor??

Adverts Mem
woman
kids

in separate areas with signs

2. What means would you use to advertise the bookstore??

twirly signs like mattress store signs

3. What would you like to see in the bookstore that we don't currently carry?

collectables i.e. spoons
shotglasses

4. Are there any other suggestions that you have for us here at the bookstore??

Build a shelf of all the books. The students
can get them. and it will save time for the
staff

Please give us your honest feedback on these questions-Thank you!!

1. What would you do different with the clothing on the floor??

~~Advertise it~~

Advertise it, Put a picture of the clothing,
Put it higher so it can be in people's view.

2. What means would you use to advertise the bookstore??

more Flyers around campus.

In Athletic events.

3. What would you like to see in the bookstore that we don't currently carry?

I think the bookstore is very complete for its
purpose,

4. Are there any other suggestions that you have for us here at the bookstore??

~~XXXXXXXXXX~~
Please give us your honest feedback on these questions-Thank you!!

1. What would you do different with the clothing on the floor??

I would take ^{them} off the floor.

2. What means would you use to advertise the bookstore??

I would have a commercial for the school to tell all ~~the~~ about the news.

3. What would you like to see in the bookstore that we don't currently carry?

I would put finger food of some sort.

4. Are there any other suggestions that you have for us here at the bookstore??

keep up the good work.

C/Enclosure

Please give us your honest feedback on these questions-Thank you!!

1. What would you do different with the clothing on the floor??

Making sure that the clothes are well folded, so when you pick up a shirt or a t-shirt, it's not crumpled and others will like it.

2. What means would you use to advertise the bookstore??

I would be happy to see in an online version especially the one website should be big, easygoing to get into, showing some of the books.

3. What would you like to see in the bookstore that we don't currently carry?

Long socks are cool and more options of sweatpants, Cell phone cases, books, etc. unique.

4. Are there any other suggestions that you have for us here at the bookstore??

Yes have more sales and email the students who we need to do a weekly training with posters put a sign at the end of the store to make sure we're buying all the merchandising and grow some of the end of the store.

Please give us your honest feedback on these questions-Thank you!!

1. What would you do different with the clothing on the floor??

2. What means would you use to advertise the bookstore??

3. What would you like to see in the bookstore that we don't currently carry?

4. Are there any other suggestions that you have for us here at the bookstore??

Please give us your honest feedback on these questions-Thank you!!

1. What would you do different with the clothing on the floor??

I think it could be better if the floor was more organized. The most comfortable thing to wear is a t-shirt and shorts.

2. What means would you use to advertise the bookstore??

I would advertise the bookstore by having a better location than other stores to have more people and have people that you can talk to.

3. What would you like to see in the bookstore that we don't currently carry?

I would like to see more books on books and national geography.

4. Are there any other suggestions that you have for us here at the bookstore??

I think it would be good to have more books and more people that you can talk to.

Please give us your honest feedback on these questions-Thank you!!

1. What would you do different with the clothing on the floor??

Most of them are for girls and there are so big for boys. Personally, I like more tight clothes and here ~~you~~ you cannot find some of those

2. What means would you use to advertise the bookstore??

more discount or things like that so student can have more access to buy more stuff

3. What would you like to see in the bookstore that we don't currently carry?

Some food like candies at least

4. Are there any other suggestions that you have for us here at the bookstore??

I think bookstore need to have ~~some~~ more of garden city hats.

Please give us your honest feedback on these questions-Thank you!!

1. What would you do different with the clothing on the floor??

Something different I would do with the clothing on the floor is organize it by color or price.

2. What means would you use to advertise the bookstore??

Some means that I would use to advertise the bookstore by using social media (snapchat, facebook, instagram) to promote new inventory. This will help with the customers because students who live outside of campus might want to go to the bookstore.

3. What would you like to see in the bookstore that we don't currently carry?

Something I would like to see in the bookstore that is not currently carried would be phone cases and chargers.

4. Are there any other suggestions that you have for us here at the bookstore??

Other suggestions that I have for the bookstore is have more ways to show the new inventory.

Please give us your honest feedback on these questions-Thank you!!

1. What would you do different with the clothing on the floor??

I would have a wider variety of options

2. What means would you use to advertise the bookstore??

I would use social media because all of the students are most likely on social media.

3. What would you like to see in the bookstore that we don't currently carry?

I would like to see more school supplies

4. Are there any other suggestions that you have for us here at the bookstore??

To strongly advertise the internet cafe connected because if it is nice when had I don't think enough students know about it.

Luke Herring

Please give us your honest feedback on these questions-Thank you!!

1. What would you do different with the clothing on the floor??

Make the prices more viewable.

2. What means would you use to advertise the bookstore??

I would advertise better with signs at the front of the store. A lot of people don't know what is for sale in the store.

3. What would you like to see in the bookstore that we don't currently carry?

I would add more food and beverages to the bookstore. There aren't very many places on campus to get either at a decent price.

4. Are there any other suggestions that you have for us here at the bookstore??

Playing music or getting a tv with the news running would improve the atmosphere.

Please give us your honest feedback on these questions-Thank you!

1. What would you do different with the clothing on the floor??

Move it, or hang it up.

2. What means would you use to advertise the bookstore??

Social media, Flyers around campus, online advertising.

3. What would you like to see in the bookstore that we don't currently carry?

More athletic apparel. more of a friendly environment.

4. Are there any other suggestions that you have for us here at the bookstore??

More people on staff at the beginning of the end of the year.

Please give us your honest feedback on these questions-Thank you!!

1. What would you do different with the clothing on the floor??

move it or hang it up in a display area to make it look nicer.

2. What means would you use to advertise the bookstore??

Social media to cater to our students and other clients around Garden City to cater to the older population.

3. What would you like to see in the bookstore that we don't currently carry?

more specialized athletic apparel such as joggers or socks.

4. Are there any other suggestions that you have for us here at the bookstore??

A sign to mark the entrance to make it look nicer and direct people that don't know.

Edward Miller

Please give us your honest feedback on these questions-Thank you!!

1. What would you do different with the clothing on the floor??

lower the prices

have prices viewable

2. What means would you use to advertise the bookstore??

Signs at the front

Prices list somewhere

3. What would you like to see in the bookstore that we don't currently carry?

Food Drinks

Music Playing

TV for sports
or news

4. Are there any other suggestions that you have for us here at the bookstore??

• no not really

Please give us your honest feedback on these questions-Thank you!!

1. What would you do different with the clothing on the floor??

~~Make it more visible.~~
Tuck ^{price} tags to allow customers to view the product before price.

2. What means would you use to advertise the bookstore??

- Have discounts on school supplies when customer buys clothing.
- discounts for students
- Point rewards - buy things, earn points for reward.

3. What would you like to see in the bookstore that we don't currently carry?

- more urban style clothing - there is a lot of out of state students who would love that.
- team posters - support all the sport teams

4. Are there any other suggestions that you have for us here at the bookstore??

- maybe have music being played, studies show customers stay longer to shop and spend more when music is being played
- Have sales
- bigger display of hats

Please give us your honest feedback on these questions-Thank you!!

1. What would you do different with the clothing on the floor??

More clothing could be visible
to the public eye.

2. What means would you use to advertise the bookstore??

I would use social media to help
advertise the book store.

3. What would you like to see in the bookstore that we don't currently carry?

No, I feel like you have everything
in the book store. Best one I have
been to

4. Are there any other suggestions that you have for us here at the bookstore??

No.



Upgrade vjwest

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Customer Service

Summary → Design Survey → Collect Responses → Analyze Results

CURRENT VIEW

+ FILTER + COMPARE + SHOW

No rules applied

Rules allow you to FILTER, COMPARE and SHOW results to see trends and patterns. Learn more »



MAXIMUM RESPONSE LIMIT: You have reached your limit of 100 survey responses. To see all 123 responses, upgrade to any pro plan.

Upgrade

RESPONDENTS: 100 of 123

Export All

Share All



Question Summaries



Data Trends



Individual Responses

PAGE 1

BENCHMARKS



SurveyMonkey Global Benchmark

Professional Services

Consumer Products

SAVED VIEWS (1)



Original View (No rules applied)

+ Save as...

EXPORTS

SHARED DATA

No shared data

Sharing allows you to share your survey results with others. You can share all data, a saved view, or a single question summary. Learn more »

Share All

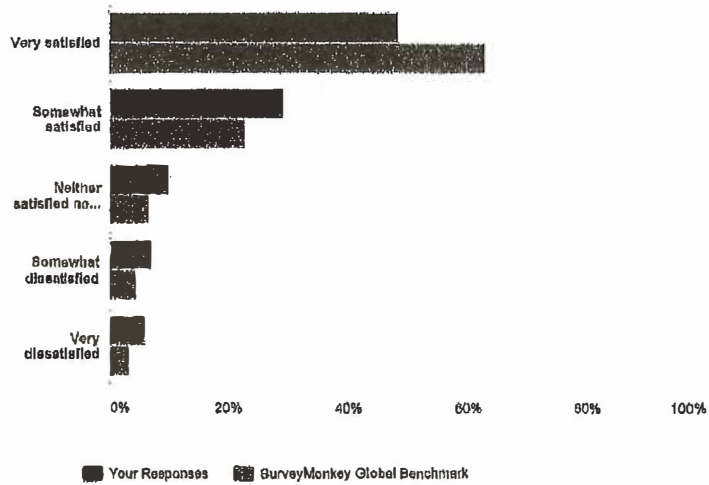
Q1

Hide Benchmark

Chart Type

Overall, how satisfied or dissatisfied are you with Broncbuster Bookstore?

Compared to SurveyMonkey Global Benchmark
12,136 Organizations
1/1/2016 - 12/31/2016



Answer Choices

Your Responses

SurveyMonkey Global Benchmark
12,136 Organizations

Very satisfied

48.00%

32.88%

Somewhat satisfied

28.00%

22.72%

Neither satisfied nor dissatisfied

10.00%

6.76%

Somewhat dissatisfied

7.00%

4.88%

Very dissatisfied

6.00%

3.28%

Total

100

609,430

Q2

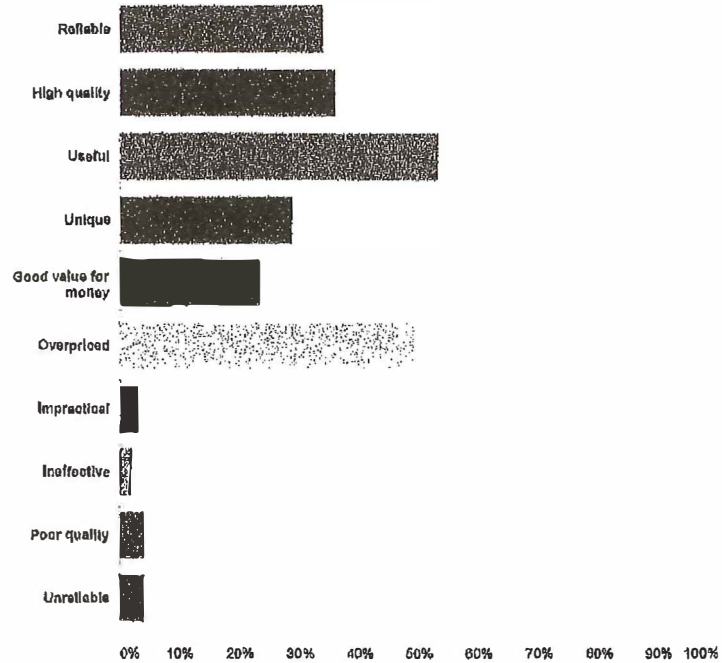
Customize

Export

Q2

Which of the following words would you use to describe our products? Select all that apply.

Answered: 98 Skipped: 2



Answer Choices	Responses
Reliable	33.67% 38
High quality	38.71% 36
Useful	53.08% 52
Unique	28.57% 28
Good value for money	23.47% 23
Overpriced	48.98% 48
Impractical	3.06% 3
Ineffective	2.04% 2
Poor quality	4.08% 4
Unreliable	4.08% 4

Total Respondents: 98

Q3

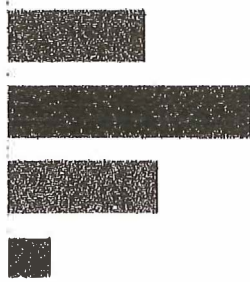
Customize Export

How well do you think Broncbuster Bookstore understands what you need to be successful?

Answered: 95 Skipped: 5

Extremely well

Very well



Answer Choices	Responses	
Extremely well	23.16%	22
Very well	41.05%	39
Moderately well	26.26%	24
Slightly well	7.37%	7
Not at all well	3.16%	3
Total		95

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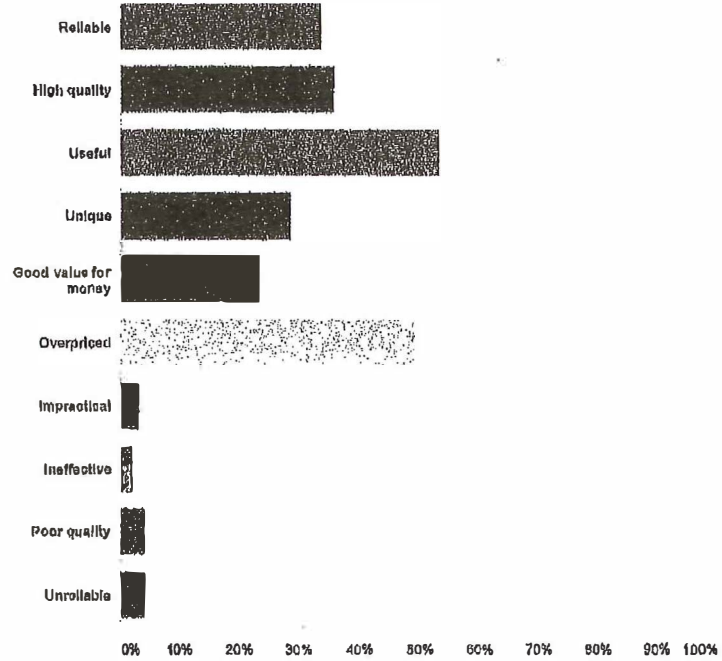
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Answer Choices	Responses
Reliable	33.67% 33
High quality	35.71% 35
Useful	53.00% 52
Unique	28.57% 28
Good value for money	23.47% 23
Overpriced	48.98% 48
Impractical	3.08% 3
Ineffective	2.04% 2
Poor quality	4.08% 4
Unreliable	4.08% 4

Total Respondents: 98

Q3

[Customize](#) | [Export](#)

How well do you think Broncbuster Bookstore understands what you need to be successful?

Answered: 85 Skipped: 5

Extremely well

Very well

Moderately well

Slightly well

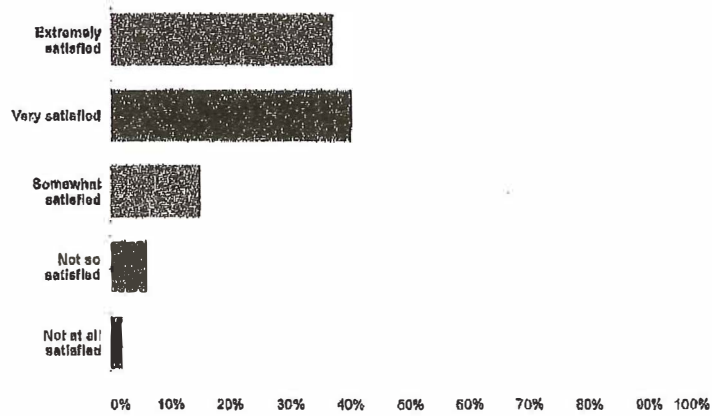
Answer Choices	Responses	
Extremely well	23.16%	22
Very well	41.05%	39
Moderately well	25.20%	24
Slightly well	7.37%	7
Not at all well	3.16%	3
Total		95

Q4

[Customize](#) [Export](#)

Overall, are you satisfied or dissatisfied with the customer service you received from Broncbuster Bookstore?

Answered: 100 Skipped: 0



Answer Choices	Responses	
Extremely satisfied	37.00%	37
Very satisfied	40.00%	40
Somewhat satisfied	15.00%	15
Not so satisfied	8.00%	6
Not at all satisfied	2.00%	2
Total		100

Q5

[Customize](#) [Export](#)

How likely are you to use our service again in the future?

Answered: 99 Skipped: 1

Extremely likely

Very likely



Answer Choices	Response	
Extremely likely	30.35%	35
Very likely	35.36%	36
Moderately likely	18.16%	15
Slightly likely	11.11%	11
Not at all likely	3.03%	3
Total		96

Q6

Export

Do you have any other comments, questions, or concerns?

Answered: 22 Skipped: 70

[Responses \(22\)](#)
[Text Analysis](#)
[Filter by Categories](#)

PRO FEATURE
 Use text analysis to search and categorize responses; see frequently-used words and phrases. To use Text Analysis, upgrade to a GOLD or PLATINUM plan.

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Showing 22 responses

- Virga's Customer Service is excellent but we need more timely appeal
 2/27/2017 5:31 PM [View respondent's answers](#)
- I got a financial literacy book and not all papers were attached.
 2/27/2017 4:21 PM [View respondent's answers](#)
- need more GCCC logos on clothes.
 2/27/2017 4:07 PM [View respondent's answers](#)
- None every employee of the book store is doing a wonderful job!
 2/27/2017 3:48 PM [View respondent's answers](#)
- Books are stupid high priced
 2/27/2017 3:32 PM [View respondent's answers](#)
- Too many graphics on shirts/sweatshirts peel off. This has happened to me a few times and you never know when it will happen again.
 2/27/2017 3:16 PM [View respondent's answers](#)
- They could provide a better communication with students when students ask for a book. And try not be rude when the same student comes back the next day asking for the book. They could simply state, "come back in _____"

Q7

[Customize](#)
[Export](#)

How satisfied are you with the selection of products available at our store?

Answered: 99 Skipped: 1

Extremely satisfied



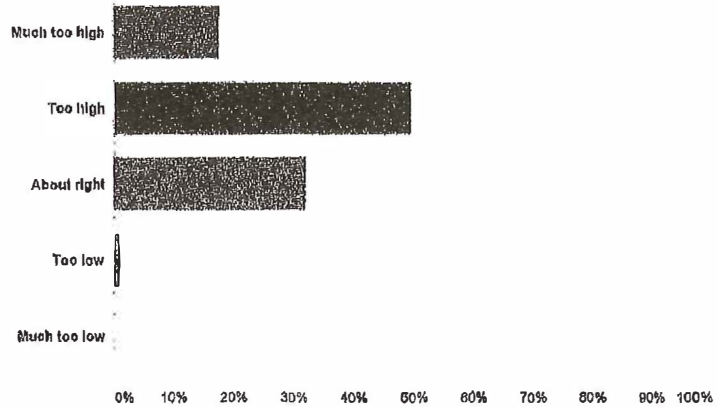
Answer Choices	Responses	
Extremely satisfied	21.21%	21
Vary satisfied	41.41%	41
Somewhat satisfied	30.30%	30
Not so satisfied	5.05%	5
Not at all satisfied	2.02%	2
Total		99

Q8

[Customize](#) [Export](#)

Do you think our store's prices are too high, too low, or about right?

Answered: 97 Skipped: 0



Answer Choices	Responses	
Much too high	17.53%	17
Too high	49.48%	48
About right	31.96%	31
Too low	1.03%	1
Much too low	0.00%	0
Total		97

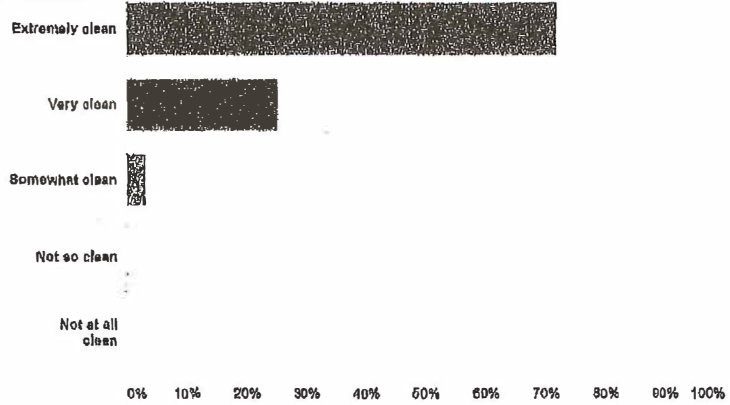
Q9

[Customize](#) [Export](#)

9

How clean is our store?

Answered: 99 Skipped: 1



Answer Choices	Responses	Count
Extremely clean	71.72%	71
Very clean	26.26%	26
Somewhat clean	3.03%	3
Not so clean	0.00%	0
Not at all clean	0.00%	0
Total		99

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