

**Western Wyoming Community College
Bookstore Program Review
2007-2008**

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I. PROGRAM OVERVIEW

A. DESCRIPTION OF THE PROGRAM

1. Philosophy and Purpose

The philosophy of the Western Wyoming Community College Bookstore is to support the general philosophy and mission of Western Wyoming Community College, embracing the goal of serving the educational institution of which it is a part, and operating as efficiently as possible:

- By providing books and materials required to provide an education of high quality to both traditional and non-traditional students.
- By supporting the College's commitment to quality and success and its encouragement of flexibility and innovation in its curriculum and related educational materials.
- By providing assistance and support services to complement the College's focus on teaching.
- By assisting the faculty in the selection and acquisition of textbooks and educational materials to best serve students in their educational goals.
- By serving the College's service area and applying its resources to provide books, educational materials, and merchandise that enrich cultural life and enhance awareness of the community's unique heritage and environment.

2. Mission of the Program

The mission of the Bookstore is:

- To serve the students, faculty, and staff of Western Wyoming Community College and members of the community.
- To offer the greatest value and widest array of textbooks and other educational materials possible.
- To meet the needs of WWCC, its faculty, staff, and students and become the store of choice for textbooks and related educational materials.
- To become an important, recognized resource to community members and other visitors.

B. DEFINITION OF SERVICE

- **Auxiliary Service:** The Bookstore is a profitable auxiliary service that is not supported by current fund monies. Expenses incurred by the Bookstore are covered by revenue generated from the operation.
- **Location:** The Bookstore is located in the central area near the atrium on the Rock Springs campus.
- **Hours of Operation:** The Bookstore is open from 7:50 a.m. to 7:30 p.m. on Mondays and from 7:50 a.m. to 5 p.m. Tuesday through Friday. During the first week of each semester, the Bookstore has extended evening hours posted. The Bookstore is also open during special events such as "Free Day" or during and after selected author appearances.

- **Textbook Orders:** Each semester the bookstore supplies textbooks ordered by each instructor. Instructors select textbooks they wish to use for their classes.
- **Textbook Returns:** The first full week of each semester textbooks can be returned for a full refund with a valid receipt.
- **Textbook Prices:** New textbooks prices are established by the publisher. When new textbooks arrive they are priced with a 26% markup. The Bookstore makes every effort to provide used textbooks for sale, which are sold at 75% of new retail price.
- **Book Buybacks:** The Bookstore offers the service of buying used textbooks back from students. Posters are placed around campus informing students of the actual dates along with advertising on the website, local newspaper and Mustang Cruiser. The buyback list, with prices, is available on the store's website.
- **Other Educational Materials:** The Bookstore stocks study guides, reference books, art and drafting supplies, and general school supplies, and is willing to stock or special order other supplies upon request.
- **General Merchandise:** The Bookstore stocks general reading material, miscellaneous clothing items, and a variety of other merchandise.
- **Sales, "Bookstore Bucks," and Coupons:** The Bookstore offers periodic sales and uses coupons and "Bookstore Bucks" to promote merchandise.

C. HOW THE PROGRAM FITS INTO THE COLLEGE AS A WHOLE

The Bookstore is vital to the College as a whole. It is the bookstore of choice for the purchase of textbooks by most faculty and students. The Bookstore staff supports and participates in many on and off-campus activities by providing volunteers, donating door prizes, and by providing space for relevant displays related to visiting speakers and events, and for author book signings, etc.

1. Learning Is Our Purpose

The tie to learning and the service of the WWCC Bookstore is obvious - because books and educational supplies are the integral to the educational process. When the staff is knowledgeable and efficient, students and instructors can begin the educational process seamlessly. All of the support services exist to serve students, who are here to learn, and each service has to cooperatively contribute for learning to occur.

2. Students Are Our Focus

To respond to its primary consumer, the Bookstore provides a friendly, inviting marketplace for students to purchase books and supplies, as well as clothing and memorabilia that makes them feel part of the campus. Students are welcome and encouraged to browse through merchandise.

3. Employees Are Our Most Important Resource

The Bookstore values its own employees by encouraging them to participate in professional development activities, classes and trainings. It also supports employees serving on WWCC committees and schedules employees to allow them to participate.

4. The Community Is Our Partner

As a vital part of the community, the Bookstore provides specialty gifts that celebrate the WWCC's presence. Because it is able to stock a variety of art supplies that mainstream stores cannot provide, the Bookstore fills a community need for local artists.

5. Adapting to Change Defines Our Future

The Bookstore seeks and welcomes input regarding present and future services and products. The Bookstore evaluates and integrates appropriate technology, such as online ordering and communication, and updates its computer programs periodically.

6. Ethical Standards Guide Our Actions

The Bookstore staff is aware of publisher policies, industry trends, and computerized technology to provide fair and complete service to the college community. Training and development allow students and staff to be served in a comprehensive and professional manner.

II. IDENTIFY PROGRAM GOALS

Program Goals	Guiding Principles or Goals for Student Success	Measurable Assessment For Goals
1. WWCC students, staff and the members of the community use the bookstore as a primary resource for textbooks and other educational supplies.	<p><u>The Community Is Our Partner.</u></p> <ul style="list-style-type: none"> • The committee recommends that all departments use the bookstore as a first source for supplies. • Faculty needs to recommend bookstore as first choice to the students. • Possibility of delivering office supplies. • Continue promoting awareness of the Bookstore by donating “Bookstore Bucks” and door prizes for various WWCC activities on and off campus. • Provides a central location for many events: food drive, raffle, cards for employees and collections. 	<ul style="list-style-type: none"> • Community Survey • Student Survey • Faculty and Staff Survey • Annual sales receipts show the Bookstore is operating at the benchmarks established by the college in terms of revenue. Sales of textbooks are commensurate with college enrollment figures. Revenue from office supplies, gift items and miscellaneous products remain at appropriate levels.
2. Provide quality customer service to all clients by having a knowledgeable and friendly staff.	<p><u>Employees Are Our Most Important Resource.</u></p> <ul style="list-style-type: none"> • Training for full-time staff annually. • Requires part-time employee to have customer service training within three months. <p><u>Adapting To Change Defines Our Future.</u></p> <ul style="list-style-type: none"> • Provide the ability to use gift cards. • Improve the online software with availability of new or used books. 	<ul style="list-style-type: none"> • Community Survey • Student Surveys were delivered via a Mustang Cruise “e-mail blast” with 240 students responding. See appendix. • Faculty and Staff Surveys were delivered via e-mail through the Survey Monkey program with 214 individuals responding. A more detailed analysis follows.
3. Maintain communication pathways with financial aid, student records, and business office to better serve students who have established educational accounts.	<p><u>Students Are Our Focus.</u></p> <ul style="list-style-type: none"> • Pre-semester meeting with all parties involved. <p><u>Adapting To Change Defines Our Future.</u></p> <ul style="list-style-type: none"> • Update computers every three or four years. 	<ul style="list-style-type: none"> • Student Survey
4. Attract part-time staff willing to work seasonally and sporadically.	<p><u>Employees Are Our Most Important Resource.</u></p> <ul style="list-style-type: none"> • Work with Wyoming Workforce Service and Career Services and Placement. 	<ul style="list-style-type: none"> • Number of temporary staff
5. Keep all staff current on training, development and daily issues regarding the bookstore industry.	<p><u>Employees Are Our Most Important Resource.</u></p> <ul style="list-style-type: none"> • In order to have better communication between employees by having a bi- 	<ul style="list-style-type: none"> • Training Records

III. ASSESS THE PROGRAM GOALS

1. WWCC students, staff and the members of the community use the bookstore as a primary resource for textbooks and other educational supplies.

This was assessed in our Faculty and Staff survey. It was shown that 20% of employees reported using ONLY the WWCC Bookstore for office supplies and 65% of employees reported using ONLY the WWCC Bookstore for textbook purchases. Also, reported in the Student Survey 30% of the students report using ONLY the WWCC Bookstore for office supplies and 53% of students report using ONLY the WWCC Bookstore for textbook purchases. It is thought that in future surveys that a question about purchasing educational supplies through the bookstore be added.

- The Bookstore provides an invaluable service to students and to staff. The availability of alternative sources for text books and the tendency of staff to order supplies from other sources threaten the bookstore's ability to be financially self-sufficient. There is very little that can be done to keep students from ordering books else where, but we can ask faculty to encourage students to use the on-campus resource.
- The bookstore will provide an opportunity for on campus customers to give feedback on an ongoing basis in the following manner. Each semester a "How are we doing?" survey will be available at the check out counter. Results will then be tabulated and this information can be summarized for both immediate feedback and as a marker for program review.

2. Provide quality customer service to all clients by having a knowledgeable and friendly staff.

The committee predicted a 75% positive rating on the Faculty and Staff survey. A 97% positive response was given for friendly, helpful and courteous staff and 96% positive for having a knowledgeable staff. On the Student survey a 65% positive rating was predicted. There was a positive rating between 86% to 89%. Both with vendors and community members they were extremely high. Well above the 75% prediction some of which having 100%.

3. Maintain communication pathways with financial aid, student records, and business office to better serve students who have established educational accounts.

This is defiantly something that needs to be worked on. The committee hoped for at least a 65% positive response. All of which were under the 60% positive percentile.

- The current system does not allow the Bookstore access to student accounts nor does the staff know students' balances. As of now we or the student has to get in touch with the financial aid office in order to find out if they are eligible for a bookstore charge account. The costs for some type of interface appears to be prohibitive, based on the Bookstore's budget, but it would appear that this might be a problem state-wide. Since Datatel is a state-wide project, it is recommended that the administration work with other colleges to resolve this gap in service.

4. Attract part-time staff willing to work seasonally and sporadically.

Coverage has been somewhat sufficient. We don't feel like three part-time temporary employees is enough during rush. Probably five would be ideally to work during the busy times.

Part-time Staff During Rush	2006-2007	2007-2008	2008-2009
End of June to mid Sept.	3	7	6
Jan. to mid Feb.	3	4	5

- It is difficult to recruit trained staff to work 2 or 3 weeks a year. The Bookstore will investigate whether or not it might be more reasonable to temporarily re-assign paraprofessionals during peak periods, similar to Enrollment Services current practice.
5. Keep all staff current on training, development and daily issues regarding the bookstore industry.
- It is believed the bookstore staff should schedule a bi-monthly meeting to inform employees of changes, updates and important information pertaining to the bookstore.
 - A possible newsletter, memo or email might help with communication on routine functions of the bookstore.

Survey Information:

1. **Faculty and Staff Survey**

Audience Surveyed: Approximately 477 full time and part time local, outreach, and online employees were contacted via e-mail through the Survey Monkey program.

Response Rate: 214 individuals completed the survey, for a response rate of approximately 45%. 217 individuals started the survey, with an attrition of 1%.

Criteria for Success: The Bookstore Program Review Committee agreed to look for a 75% positive rating on applicable questions. Sections I and II of this report are purely informational and do not require an evaluation of "successful" answers. Sections III, IV, V, and VI of this report will utilize the 75% Criteria for Success for applicable questions. A "positive response" indicates answers in the top two categories of a five-point Likert scale.

2. **Student Survey**

Audience Surveyed: Approximately 2849 full time and part time local, outreach, and online students were contacted via a Mustang Cruiser “e-mail blast” to complete the survey. The invitation e-mail with the survey link was sent to all students who are registered for one or more credits.

Response Rate: 240 individuals completed the survey, for a response rate of approximately 8%. 255 individuals started the survey, with an attrition of 6%.

Criteria for Success: The Bookstore Program Review Committee agreed to look for a 65% positive rating on applicable questions. Sections I and II of this report are purely informational and do not require an evaluation of “successful” answers. Sections III, IV, V and VI of this report will utilize the 65% Criteria for Success for applicable questions. A “positive response” indicates answers in the top two categories of a five-point Likert scale.

3. Vendor Survey

Audience Surveyed: Seven vendors were sent e-mail invitations to complete the survey through Survey Monkey. After several e-mails were returned, Jetta Kragovich also e-mailed vendors a link to the survey.

Response Rate: Three individuals completed the survey, for a response rate of 43%. While this is not a large sample size, it is enough to get a general idea of vendors’ perceptions of the Bookstore, and will add a new perspective when compared to other Bookstore surveys.

Criteria for Success: The Bookstore Program Review Committee agreed to look for a 75% positive rating on applicable questions. A “positive response” indicates answers in the top two categories of a five-point Likert scale.

4. Community Survey

Audience Surveyed: Paper surveys were available at the front desk in the Bookstore during a one-week period in the beginning of December. Community members who stopped into the Bookstore during this time were encouraged to fill out a survey.

Response Rate: 17 individuals began the survey, and 14 individuals completed the survey, with an attrition of 18%. While this is not a large sample size, it is enough to get a general idea of community members’ perceptions of the Bookstore.

Criteria for Success: The Bookstore Program Review Committee agreed to look for a 75% positive rating on applicable questions. A “positive response” indicates answers in the top two categories of a five-point Likert scale.

Areas rated the highest with the greatest percentage of feedback from students, staff, faculty and community are:

- Staff are friendly, courteous and helpful
- Variety of items available
- Easy to find books you need
- Good location/convenient

Suggestions for improvement from survey questions from students, staff, faculty and community are:

- Prices are a concern(books, clothes and other items)
- Improvement on the website
- Buyback policies/procedures
- More clothing variety

Note: Copies of the surveys and the compiled survey results are included in the appendix.

IV. CUSTOMERS AND CLIENTS

- A. Those benefiting from the services offered by the bookstore include students, faculty, staff, community and visitors (this also includes all outreach and online students, staff and faculty).
- B. Bookstore serves the WWCC students by having textbooks available that the instructors have ordered for their classes, in addition to lab kits and required supplies.

V. REGULATIONS COMPLIANCE

1. In accordance with Federal Education Right to Privacy Act (FERPA) the Bookstore follows the law in protecting the student's privacy.
2. Western Wyoming Community College policies and procedures apply to the bookstore.
3. Western Wyoming Community College Bookstore takes reasonable steps to ensure that your information is protected. On our website we use industry standard Secure Sockets Layer (SSL) encryption when collecting your personal information. Our website is hosted in a data center which makes use of multiple levels of redundant firewalls and database encryption to protect information.

VI. STAFF DEVELOPMENT

1. All full-time Bookstore Staff attend one of the regional bookstore association conferences annually, this takes place somewhere in the Rocky Mountain region sometime in October or November. The WWCC Bookstore is a current member of RMSBA (Rocky Mountain Skyline Bookstore Assoc.), which is an association of approximately 50 regional bookstores and 60 vendors that meet to educate and update the members about changes in the industry. Bookstore

staff participates in Customer Service Workshops at these conferences as well as issues pertinent to college bookstores. Additional training includes...

Bookstore Manager:

- WinPRISM Store Manager Training
- Winprism POS-AR Training
- Spectrum 2008
- Maga Regional
- Nebraska POS Training
- WEA/NEA Higher Ed. Conference
- Wyoming Higher Ed. Summit
- Paraprofessional Mandatory Training

Textbook Management Specialist:

- Winprism Textbook Management Training
- Winprism POS Training
- Spectrum 2008
- Mega Regional
- Paraprofessional Mandatory Training

Bookstore Assistant:

- Connect2One Educational Sessions
- CAMEX 2008 (College Market Expo)
- Winprism General Merchandise Training
- Nebraska POS Training
- Webprism Training
- Photoshop CS Class
- Mega Regional
- Paraprofessional Mandatory Training

VII. PROGRAM FACILITIES AND EQUIPMENT

A. FACILITIES

1. Facility appropriate?

- The Bookstore staff feels the facilities are becoming increasingly inadequate in terms of space. The Bookstore textbook reservation system presents a serious storage problem, with the Bookstore preparing up to 100 individual students' books reserved on-line each semester. The demand for textbooks has also increased significantly, further reducing

storage and store space. Now the Outreach Centers are not selling books at their sites, but are requiring the students order them via the website.

- The staff feels that the distance between Shipping and Receiving and the Bookstore is significant. It is inconvenient and the added labor of moving heavy deliveries from shipping and receiving in a timely manner is a problem. There is limited staff in both areas.

2. Have needs changed?

- Yes, the processing of Internet ordering has resulted in increased labor and efficient use of time. For example: Spring semester had a total of 371 web orders that had to be pulled, processed, boxed up, labeled and mailed out.

B. EQUIPMENT

1. Equipment adequate and appropriate for program?

- Yes, after the last program review the bookstore purchased a point of sale system and textbook management system. They also added a website maintained by Nebraska Book Company. There are three registers in operation in the bookstore along with a system server available to processing web orders.

2. Up to date, replace or properly maintained?

- The college policy is to update computers every 4 years. Software updates are on going and appropriately serve our needs.

3. Are there changes, or additions needed?

- There is a need to interface with the financial aid system in order to have access to student's accounts regarding bookstore charges. This would enhance customer service by providing better communication between all student services departments and the bookstore. On the student survey regardless of their location, students were not satisfied with the coordination of the Bookstore and other WWCC offices. Did not meet the 65% Criteria for Success.
- The bookstore needs to have some type of security device set up in the Bookstore to help prevent shoplifting and for staff safety. With the cost of textbooks it gives us reason to be concerned that students might shoplift. Also, during buyback and rush we have an over abundance of cash in the store.
- Bookstore needs the ability to issue gift cards or debit campus cards with the current POS system.

VIII. PRINTED MATERIAL AND WEBSITE

A. PRINTED MATERIAL

A review of the various printed materials shows that communication is generally clear and concise. This committee recommends that the Bookstore develop a logo that is added to all

printed material. In addition, the committee recommends that all material include standard information on hours, phone number and URL for the website.

B. WEB SITE

We need a direct link from the college website to the bookstore website (this has been taken care of). The bookstore phone number and address needs to be added to the home page (this also has been taken care of). The home page of the bookstore website needs to be improved. It was suggested that clothing, backpacks and student supplies be available to students on-line. The font used on some of the linked pages of the bookstore website is difficult to read. Contact information, explanations of services and policies are on the bookstores website.

Copies of pages are included in the appendix.

IX. RECOMMENDATIONS FROM PREVIOUS PROGRAM REVIEW

Non-Fiscal	Actions
Publish textbook adoption form on the Employee Intranet for use by instructors.	Textbook requisitions are now accessible through the bookstore website.
Update Web Site, especially regarding textbook reservation form.	Reservations are done through the wwccbookstore.com website
Improve two-way communication and publish better information on Intranet and Web Site concerning course information as related to textbooks: new editions, course cancellations, etc.	Accurate and current information is available to instructors in the textbook requisitions link. Course cancellations are found on the college website.
Educate faculty, staff, and students regarding WWCC Bookstore textbook prices which reflect only a 28 percent mark-up and are among the lowest in the industry, by preparing and distributing a fact sheet within two years.	The mark-up on textbooks is now 26 percent, a fact sheet is available for students in the bookstore.
Educate faculty, staff, and students regarding Bookstore efforts to buy used textbooks whenever possible, and about Bookstore policies.	Buyback information is posted on the website, posters and mustang cruiser. Letters are also sent out to the faculty. It has recently been printed on the back of our receipt paper and stapled to all purchases is a paper explaining refund policy. The info. is also on the wwcc bookstore website.
Create “Faculty Author” section in Bookstore for WWCC staff who has published books.	We currently do have a section for local authors.
Fiscal	Actions
A second toll-free telephone line for convenience of students and other individuals in outlying communities.	Do not feel that this is needed.
Purchase POS system	POS system purchased from Nebraska Book Company
Increase or acquire additional storage space.	New shelves were purchased to help with storing back stock.
Possibly renovate Bookstore to make better use of available space.	New shelving and more slat wall was added to the main store.

Upgrade computer programs used by Bookstore.

Winprism was purchased for accounts receivable, textbook management and inventory control.

X. SUMMARY OF STRENGTHS, LIMITATIONS AND OPPORTUNITIES

A. STRENGTHS

1. Knowledgeable and friendly bookstore staff.
2. Staff has great experience and stability, combined at 52 years.
3. Employees actively participate on a variety of WWCC committees.
4. Bookstore staff is committed to professional development.
5. Bookstore generously donates to WWCC and community activities & events
6. The bookstore fosters spirit of teamwork and employee morale through providing employee discounts, offering frequent sales, providing prizes for events, etc.
7. The textbook ordering process has been streamlined with the creation of an online textbook adoption system. Additionally, a textbook reservation/purchasing system for students have been implemented. Both have contributed to a more efficient and responsive service.
8. Unlike most bookstores that bring in wholesale buyers to conduct their buyback, WWCC Bookstore continues to do their own buybacks twice a year.

B. LIMITATIONS

1. Limited Budget
2. Limited Space
3. Limited Appropriate Staff

C. OPPORTUNITIES

1. Develop standard bookstore logo and colors for publications.
2. Have a team of WWCC employees help with rush and inventory.
3. Interface with Datatel \$16,000, plus annual fee of \$3,700.
4. Update computer hardware & software.
5. Use of campus wide debit card.

<i>First Year: 2008-09</i>			
Task or Action	Purpose	Measure of Success	Who is Responsible?
Recommend all departments use the bookstore as a first source for general supplies.	Increase auxiliary revenues for WWCC	Dollars	Administration
Develop standard bookstore logo and colors for publications	Need consistency for professionalism	N/A	Bookstore Staff
Have a team of WWCC employees help with rush and inventory			Jetta (Kay G.)

Tasks Dependent on Funding (Provide estimated cost)	Data to Justify Need, and Consequence of Not Funding	Who is responsible?
Interface with Datatel \$16,000. Plus annual fee of \$3,700.	This would allow us to have the ability to charge students textbooks to their financial aid accounts. Cost would be shared but not annual fee.	
Update computer hardware & software		IT
Use of campus wide debit card		Manager

Second Year: 2009-10			
Task or Action	Purpose	Measure of Success	Who is Responsible?
Have more author signings	More business, better publicity	Sales	Cathy
Provide general merchandise to be purchased through the website	So outreach students are able to purchase items.	Sales	Natalie
Library Ladders	To reach high shelves easier and safely.	N/A	Manager
Tasks Dependent on Funding (Provide estimated cost)	Data to Justify Need, and Consequence of Not Funding	Who is responsible?	
Hire another full time employee	Estimated \$38,000.	Manager	
New tracking lights for the front of the store		Manager	

Third Year: 2010-11			
Task or Action	Purpose	Measure of Success	Who is Responsible?
Matrix all supplies	So inventory can be done on POS inventory management system.	Inventory Control	Staff
Customer membership club	Good customers receive special discounts & sale materials.	Sales	Bookstore Assistant
Tasks Dependent on Funding (Provide estimated cost)	Data to Justify Need, and Consequence of Not Funding	Who is responsible?	
Buy a digital camera	Estimated \$200.00	Staff	
More employee education money	Would be helpful for employees to attend both regional and Expo show each year.	Manager	

VISION FOR THE FUTURE

The “dream” of the Bookstore staff includes a much larger Bookstore, with a larger, more diverse inventory, ample storage space adjacent to the Bookstore, more full-time employees, more convenient Shipping and Receiving access, and to keep updated on industry changes.

Bookstore Faculty and Staff Survey Results

This report prepared by Dianna Renz, Learning Assessment Associate
February 14, 2008

Audience Surveyed: Approximately 477 full time and part time local, outreach, and online employees were contacted via e-mail through the Survey Monkey program.

Response Rate: 214 individuals completed the survey, for a response rate of approximately 45%. 217 individuals started the survey, with an attrition of 1%.

Criteria for Success: The Bookstore Program Review Committee agreed to look for a 75% positive rating on applicable questions. Sections I and II of this report are purely informational and do not require an evaluation of “successful” answers. Sections III, IV, V, and VI of this report will utilize the 75% Criteria for Success for applicable questions. A “positive response” indicates answers in the top two categories of a five-point Likert scale.

I. Demographic Information

Responses were collected from faculty and staff employed on many levels: 26% are full-time faculty members, 21% are adjunct faculty, 40% are full-time staff members, and 14% are part-time staff. Although over $\frac{3}{4}$ of the respondents work on the Rock Springs Campus (77%), there still is some representation from the Green River Center (9%), Online instructors (12%), and Outreach employees (13%).

II. Utilizing the Bookstore

Of those who responded, 77% of the general population most frequently use the Bookstore on the Rock Springs Campus, 3% use the Bookstore Website, and 23% report that they rarely purchase items from the Bookstore. It is interesting to note that *51% of our Outreach/Online employees say they rarely purchase items from the Bookstore.*

Rock Springs Campus Bookstore

- 77% of the general population use it most frequently
- 87% of local (RS/GR) employees use it most frequently
- 45% of Outreach/Online employees use it most frequently

Bookstore Website

- 3% of the general population use it most frequently
- 0% of local (RS/GR) employees use it most frequently
- 12% of Outreach/Online employees use it most frequently

WWCC Bookstore vs. Other Sources

- 20% of employees report using ONLY the WWCC Bookstore for office supplies
- 65% of employees report using ONLY the WWCC Bookstore for textbook purchases

III. Rock Springs Campus Bookstore Evaluation—75% CFS

Employees responded very positively in their evaluations of the Rock Springs Campus Bookstore and its staff and services. The issue of price scored significantly less satisfaction than every other item, but still meets the 75% Criteria for Success.

The Bookstore has...

- A centralized location 97% positive response
- Reasonable hours of operation 94% positive response
- Appealing and inviting environment 96% positive response
- Easy to locate items 93% positive response

Bookstore staff members are...

- Courteous 97% positive response
- Friendly 97% positive response
- Helpful 97% positive response
- Knowledgeable 96% positive response

Bookstore merchandise is...

- High quality 95% positive response
- Reasonably priced 77% positive response
- Good variety 88% positive response

IV. Rock Springs Campus Bookstore Offerings—75% CFS

The general population seems to be aware of most of the Bookstore offerings. Positive responses from local employees are higher than positive responses from Outreach and Online employees, which may be due to the fact that many of these Bookstore offerings are not currently available through the WWCC Bookstore Website. As 12% of Outreach and Online employees use the Bookstore Website most frequently, they are not aware of all that the Bookstore has to offer. Certainly, awareness of these items (and therefore purchasing) may increase if they were made available online. The Bookstore PR Committee will need to assess what kind of action, if any, should be taken to address this issue.

Awareness of Bookstore offerings:

Art supplies

- 94% positive response from the general population
- 97% positive response from Local (RS/GR) employees
- 81% positive response from Outreach/Online employees

Computer storage devices

- 92% positive response from the general population
- 97% positive response from Local (RS/GR) employees
- **73%** positive response from Outreach/Online employees

Greeting cards

- 89% positive response from the general population
- 90% positive response from Local (RS/GR) employees

- 76% positive response from Outreach/Online employees

Wyoming products

- 86% positive response from the general population
- 90% positive response from Local (RS/GR) employees
- **73%** positive response from Outreach/Online employees

WWCC logo clothing

- 97% positive response from the general population
- 100% positive response from Local (RS/GR) employees
- 87% positive response from Outreach/Online employees

Burt's Bees products

- 84% positive response from the general population
- 87% positive response from Local (RS/GR) employees
- **70%** positive response from Outreach/Online employees

Snacks

- 94% positive response from the general population
- 93% positive response from Local (RS/GR) employees
- 79% positive response from Outreach/Online employees

Children's items

- 90% positive response from the general population
- 91% positive response from Local (RS/GR) employees
- **65%** positive response from Outreach/Online employees

Puzzles and games

- 86% positive response from the general population
- 91% positive response from Local (RS/GR) employees
- **65%** positive response from Outreach/Online employees

General-reading books

- 91% positive response from the general population
- 94% positive response from Local (RS/GR) employees
- 81% positive response from Outreach/Online employees

Postage

- **69%** positive response from the general population—**did not meet 75% CFS**
- 76% positive response from Local (RS/GR) employees
- **46%** positive response from Outreach/Online employees

V. Bookstore Website—75% CFS

Employees who have not used the Bookstore Website were asked to skip the Website section of the survey. Of the 214 individuals who completed the survey, 85 skipped this section. This information indicates that approximately 40% of employees who responded to the survey have

never used the Bookstore Website. It is important to note that none of our local employees report using the Bookstore Website most frequently, but 12% of our Outreach/Online employees use it most frequently. The following responses indicate that the Bookstore Website and the online text ordering process may benefit from some improvements.

- Website has a **visually pleasing** layout and design
 - 70% positive response from the general population—**did not meet 75% CFS**
 - 68% positive response from Local (RS/GR) employees
 - 79% positive response from Outreach/Online employees
- Used the website to **order textbooks** for classes
 - 40% positive response from the general population—**did not meet 75% CFS**
 - 34% positive response from Local (RS/GR) employees
 - 53% positive response from Outreach/Online employees
 - 44% positive response from full-time and adjunct faculty
- Online textbook ordering process is **user-friendly**
 - 68% positive response from the general population—**did not meet 75% CFS**
 - 66% positive response from Local (RS/GR) employees
 - 77% positive response from Outreach/Online employees
 - 68% positive response from full-time and adjunct faculty
- Received **Web order in a timely manner**
 - 93% positive response from the general population
 - 88% positive response from Local (RS/GR) employees
 - 100% positive response from Outreach/Online employees
- **Return policy** is clearly stated*
 - 28% positive response from the general population
 - 23% positive response from Local (RS/GR) employees
 - 46% positive response from Outreach/Online employees

** NOTE: The only options for answers to this question were “Yes,” “No,” and “Not sure.” None of the employees answered “No,” but we cannot be sure whether the response “Not sure” indicates that they **didn’t notice** the return policy, or that they did not look for it because it **wasn’t needed**. This information is confounded, and it is difficult to interpret the data regarding the return policy on the Bookstore Website.*

VI. Bookstore Coordination with Faculty

Is the text ordering process convenient?

- 79% positive response from general population
- 82% positive response from full-time and adjunct faculty members

Receiving information about edition changes or problems with adoptions

- 62% positive response from general population—**did not meet 65% CFS**
- 66% positive response from full-time and adjunct faculty members

VII. Additional Comments

Of the 240 students who completed the survey, 121 took the time to make comments about the strengths of Bookstore, saying:

- Staff/Personnel are friendly/courteous/helpful 54% of comments
- Good location/Convenient 8% of comments
- Organized/Clean 8% of comments
- Ordering online is easy/convenient 8% of comments
- Shipping is fast 8% of comments
- Variety of items available 15% of comments
- Easy to find books you need/staff assistance/ textbooks available 21% of comments

Of the 240 students who completed the survey, 91 took the time to give suggestions for improvement in the Bookstore, saying:

- Cost is a concern (books, clothes, other items) 33% of comments
- Buyback policies/procedures 12% of comments
- Saturday or evening hours, esp. at beginning of term 4% of comments
- Staff could be more helpful/knowledgeable/friendly 13% of comments
- More variety of items would be nice 5% of comments
- Improve communication w/ students re: cancellations/changes 3% of comments
- Improve communication w/ Outreach staff 2% of comments
- Make books available sooner 4% of comments
- Continue improving the website 10% of comments
(include photos of textbook covers, make other items available online)

Bookstore Student Survey Results

This report prepared by Dianna Renz, Learning Assessment Associate
February 13, 2008

Audience Surveyed: Approximately 2849 full time and part time local, outreach, and online students were contacted via a Mustang Cruiser “e-mail blast” to complete the survey. The invitation e-mail with the survey link was sent to all students who are registered for one or more credits.

Response Rate: 240 individuals completed the survey, for a response rate of approximately 8%. 255 individuals started the survey, with an attrition of 6%.

Criteria for Success: The Bookstore Program Review Committee agreed to look for a 65% positive rating on applicable questions. Sections I and II of this report are purely informational and do not require an evaluation of “successful” answers. Sections III, IV, V, and VI of this report will utilize the 65% Criteria for Success for applicable questions. A “positive response” indicates answers in the top two categories of a five-point Likert scale.

VIII. Demographic Information

Responses were collected from a wide variety of students, accurately representing the many different types of students served by the bookstore. Of those who responded, 46% are part-time students, and 54% attend classes full-time. Of those who responded to the survey, 51% attend most of their classes locally (Rock Springs or Green River), 39% attend most of their classes online, 17% attend most classes at an Outreach location, and 1% attend through classes offered at their local high schools.

IX. Utilizing the Bookstore

Of those who responded, 59% of the general population most frequently use the Bookstore on the Rock Springs Campus, while 30% most frequently use the Bookstore Website, and 15% report that they rarely purchase items from the Bookstore. This illustrates the importance of maintaining services for both the Rock Springs Campus Bookstore (used by almost $\frac{2}{3}$ of the student body) and the Bookstore Website (used by almost $\frac{1}{3}$ of the student body). A breakdown by demographics can be seen below.

Rock Springs Campus Bookstore

- 59% of all students use it most frequently
- 89% of local (RS/GR) students use it most frequently
- 40% of Online students use it most frequently
- 20% of Outreach students use it most frequently

Bookstore Website

- 30% of all students use it most frequently
- 49% of Online students use it most frequently
- 70% of Outreach students use it most frequently

WWCC Bookstore vs. Other Sources

- 30% of students report using ONLY the WWCC Bookstore for office supplies
- 53% of students report using ONLY the WWCC Bookstore for textbook purchases

X. Rock Springs Campus Bookstore Evaluation—65% CFS

Students responded positively in their evaluations of the Rock Springs Campus Bookstore and its staff and services. The only item which did not meet the Criteria for Success was in regards to merchandise being reasonably priced. These feelings are echoed in the comments section at the end of the report. However, it is important to note that the Rock Springs Bookstore does not have complete control over cost of some more expensive and commonly purchased items, like textbooks.

The Bookstore has...

- A centralized location 88% positive response
- Reasonable hours of operation 87% positive response
- Appealing and inviting environment 81% positive response
- Easy to locate items 78% positive response

Bookstore staff members are...

- Courteous 89% positive response
- Friendly 88% positive response
- Helpful 89% positive response
- Knowledgeable 86% positive response

Bookstore merchandise is...

- High quality 91% positive response
- Reasonably priced **47% positive response**—did not meet 65% CFS
- Good variety 79% positive response

XI. Rock Springs Campus Bookstore Offerings—65% CFS

The general population is not largely aware of many of the Bookstore offerings. Positive responses from local students are quite a bit higher than the general population, which is to be expected, as almost 90% of local students most frequently use the on-campus Bookstore. Positive responses from Online and Outreach students were lower in all categories, which may be due to the fact that many of these Bookstore offerings are not currently available through the WWCC Bookstore Website. As almost half of our Online students most frequently use the Bookstore Website and 70% of our Outreach students most frequently use the Bookstore Website, they are not aware of all that the Bookstore has to offer. Certainly, awareness of these items (and therefore purchasing) may increase if they were made available online. The Bookstore PR Committee will need to assess what kind of action, if any, should be taken to address this issue.

Awareness of Bookstore offerings:

Art supplies

- 70% positive response from the general population
- 84% positive response from RS/GR students
- **57%** positive response from Online students
- **47%** positive response from Outreach students

Computer storage devices

- 70% positive response from the general population
- 87% positive response from RS/GR students
- **54%** positive response from Online students
- **44%** positive response from Outreach students

Greeting cards

- **56%** positive response from the general population—**did not meet 65% CFS**
- 71% positive response from RS/GR students
- **51%** positive response from Online students
- **32%** positive response from Outreach students

Wyoming products

- **62%** positive response from the general population—**did not meet 65% CFS**
- 75% positive response from RS/GR students
- **51%** positive response from Online students
- **38%** positive response from Outreach students

WWCC logo clothing

- 86% positive response from the general population
- 98% positive response from RS/GR students
- 75% positive response from Online students
- **56%** positive response from Outreach students

Burt's Bees products

- **58%** positive response from the general population—**did not meet 65% CFS**
- 80% positive response from RS/GR students
- **41%** positive response from Online students
- **12%** positive response from Outreach students

Snacks

- 72% positive response from the general population
- 91% positive response from RS/GR students
- **59%** positive response from Online students
- **32%** positive response from Outreach students

Children's items

- **51%** positive response from the general population—**did not meet 65% CFS**
- 68% positive response from RS/GR students
- **42%** positive response from Online students
- **24%** positive response from Outreach students

Puzzles and games

- **52%** positive response from the general population—**did not meet 65% CFS**
- 67% positive response from RS/GR students

- **40%** positive response from Online students
- **33%** positive response from Outreach students

General-reading books

- **61%** positive response from the general population—**did not meet 65% CFS**
- 72% positive response from RS/GR students
- **49%** positive response from Online students
- **50%** positive response from Outreach students

Postage

- **43%** positive response from the general population—**did not meet 65% CFS**
- **55%** positive response from RS/GR students
- **34%** positive response from Online students
- **27%** positive response from Outreach students

XII. Bookstore Website—65% CFS

Students who have not used the Bookstore Website were asked to skip the Website section of the survey. Of the 240 individuals who completed the survey, 65 skipped this section. This information indicates that approximately $\frac{1}{4}$ (27%) of students who responded have never used the Bookstore Website. In reviewing these responses, it is important to remember that *almost 50% of Online students most frequently use the Bookstore Website, and 70% of Outreach students most frequently use the Bookstore Website* (as opposed to the Rock Springs Campus Bookstore).

- Website has a **visually pleasing** layout and design
 - 70% positive response from the general population
 - 75% positive response from Online students
 - 64% positive response from Outreach students
- Website is **user-friendly**
 - **63%** positive response from the general population—**did not meet 65% CFS**
 - 72% positive response from Online students
 - 68% positive response from Outreach students
- Easy to know **which textbooks to purchase**
 - 66% positive response from the general population
 - 73% positive response from Online students
 - 82% positive response from Outreach students
- Received **Web order in a timely manner**
 - 84% positive response from students who placed an order
 - 86% positive response from Online students
 - 87% positive response from Outreach students
- **Return policy** is clearly stated
 - 93% positive response from students who needed the return policy
 - 98% positive response from Online students
 - 89% positive response from Outreach students
- **Buy-back information** is clearly stated
 - 89% positive response from students who viewed the information
 - 91% positive response from Online students
 - 89% positive response from Outreach students

- Awareness of book **buyback pricing**
 - **26%** positive response from the general population—**did not meet 65% CFS**
 - **25%** positive response from Online students
 - **36%** positive response from Outreach students

XIII. Bookstore Coordination with other WWCC Offices

Regardless of their location, students were not satisfied with the coordination of the Bookstore and other WWCC offices.

Student Records

- **57%** positive response from general population—**did not meet 65% CFS**
- 65% positive response from RS/GR students
- 56% positive response from Online students
- 59% positive response from Outreach students

Financial Aid

- **58%** positive response from general population—**did not meet 65% CFS**
- 68% positive response from RS/GR students
- 52% positive response from Online students
- 50% positive response from Outreach students

Business Office

- **52%** positive response from general population—**did not meet 65% CFS**
- 56% positive response from RS/GR students
- 50% positive response from Online students
- 47% positive response from Outreach students

XIV. Additional Comments

Of the 240 students who completed the survey, 121 took the time to make comments about the **strengths of Bookstore**, saying:

- | | |
|---|-----------------|
| • Staff/Personnel are friendly/courteous/helpful | 54% of comments |
| • Good location/Convenient | 8% of comments |
| • Organized/Clean | 8% of comments |
| • Ordering online is easy/convenient | 8% of comments |
| • Shipping is fast | 8% of comments |
| • Variety of items available | 15% of comments |
| • Easy to find books you need/staff assistance/ textbooks available | 21% of comments |

Of the 240 students who completed the survey, 91 took the time to give **suggestions for improvement** in the Bookstore, saying:

- | | |
|---|-----------------|
| • Cost is a concern (books, clothes, other items) | 33% of comments |
| • Buyback policies/procedures | 12% of comments |
| • Saturday or evening hours, esp. at beginning of term | 4% of comments |
| • Staff could be more helpful/knowledgeable/friendly | 13% of comments |
| • More variety of items would be nice | 5% of comments |
| • Improve communication w/ students re: cancellations/changes | 3% of comments |

- Improve communication w/ Outreach staff 2% of comments
- Make books available sooner 4% of comments
- Continue improving the website 10% of comments
(include photos of textbook covers, make other items available online)

This report prepared by Dianna Renz, Learning Assessment Associate

Audience Surveyed: Seven vendors were sent e-mail invitations to complete the survey through Survey Monkey. After several e-mails were returned, Jetta Kragovich also e-mailed vendors a link to the survey.

Response Rate: Three individuals completed the survey, for a response rate of 43%. While this is not a large sample size, it is enough to get a general idea of vendors' perceptions of the Bookstore, and will add a new perspective when compared to other Bookstore surveys.

Criteria for Success: The Bookstore Program Review Committee agreed to look for a 75% positive rating on applicable questions. A "positive response" indicates answers in the top two categories of a five-point Likert scale.

XV. Demographic Information

Of the vendors who responded to the survey, 33% provide textbooks to the Bookstore, 67% provide office supplies, and 33% provide general merchandise. No clothing vendors responded to the survey.

XVI. Rock Springs Campus Bookstore Evaluation—75% CFS

Community members responded positively to most aspects of the Bookstore. There was some concern about reasonable prices, good variety, and clear policy explanations on the Bookstore Website.

- Staff members are knowledgeable 100% positive response
- Staff members are professional 100% positive response
- Merchandise is reasonably priced 100% positive response
- Retail prices are comparable with other bookstores **67%** positive response
 - *Vendors responded that price markup on general merchandise seems higher than at other similar colleges. Other colleges usually mark up merchandise about 40% from wholesale cost, rather than charging the recommended retail price.*
- Bookstore has a user-friendly presentation 100% positive response
- Bookstore pays bills on time 100% positive response
- Return rates are similar or better than other schools **67%** positive response
 - *Office supplies seem to have a higher return rate than other similar schools.*

XVII. Additional Comments

Of the 3 individuals who completed the survey, 2 took the time to make comments about the **strengths of Bookstore**, saying:

- Good customer service/management
- Variety/Selection of unique merchandise

Of the 3 individuals who completed the survey, 1 took the time to give **suggestions for improvement** in the Bookstore, saying:

- Bookstore should make all their products available on the Website.

This report prepared by Dianna Renz, Learning Assessment Associate

Audience Surveyed: Paper surveys were available at the front desk in the Bookstore during a one-week period in the beginning of December. Community members who stopped into the Bookstore during this time were encouraged to fill out a survey.

Response Rate: 17 individuals began the survey, and 14 individuals completed the survey, with an attrition of 18%. While this is not a large sample size, it is enough to get a general idea of community members’ perceptions of the Bookstore.

Criteria for Success: The Bookstore Program Review Committee agreed to look for a 75% positive rating on applicable questions. A “positive response” indicates answers in the top two categories of a five-point Likert scale.

XVIII. Rock Springs Campus Bookstore Evaluation—75% CFS

Community members responded positively to most aspects of the Bookstore. There was some concern about reasonable prices, good variety, and clear policy explanations on the Bookstore Website.

Service

- Courteous 100% positive response
- Friendly 100% positive response
- Helpful 93% positive response
- Knowledgeable 86% positive response

Merchandise

- High quality 77% positive response
- Reasonably priced **62% positive response—did not meet 75% CFS**
- Good variety **62% positive response—did not meet 75% CFS**

Physical Aspects

- A centralized location 100% positive response
- Reasonable hours of operation 92% positive response
- Appealing and inviting environment 82% positive response
- Easy to locate items 85% positive response

Website*

- Layout and Design 80% positive response
- User-friendly Format 80% positive response
- Clear explanations of policies **67% positive response—did not meet 75% CFS**

** NOTE: Only three of the 14 individuals who completed the survey gave feedback on the Bookstore Website. This is not surprising, as the Website is not geared toward community members, and most community members are not aware of the Bookstore*

website. Because of this very small number giving feedback, it is difficult to draw conclusive results regarding community members' perceptions of the Website. However, it is important to note that these responses mirror those of students and faculty and staff in that the Website could use some improvement.

XIX. Additional Comments

Of the 14 individuals who completed the survey, 12 took the time to make comments about the **strengths of Bookstore**, saying:

- Staff/Personnel are friendly/courteous/helpful 58% of comments
- Good location/Convenient 25% of comments
- Variety/Selection of unique merchandise 25% of comments

Of the 14 individuals who completed the survey, 6 took the time to give **suggestions for improvement** in the Bookstore, saying:

- More variety of items would be nice 67% of comments
 - Clothing choices—contemporary and traditional
 - Candy selection
 - Stationary selection
- Cheaper book prices & better buyback rates 15% of comments
- Wasn't aware of the Bookstore Website 15% of comments

Welcome | Western Wyoming Community College Bookstore - Windows Internet Explorer

http://wwccbookstore.com/

you are not logged in [login](#) My Cart 0 items

WESTERN Wyoming Community College **WWCC Bookstore**

HOME TEXTBOOKS BUY SELL SHOP

Search: All Products

Welcome

Western Wyoming Community College Bookstore Buy, reserve or sell used and new textbooks- all online. Learn more about our store and our promise of high quality and excellent service [here](#).

Location in the College: The WWCC Bookstore is located next to the pendulum on the main floor of the Rock Springs campus.

TEXTBOOK BUYBACK

Get the most cash right now at Western Wyoming Community College Bookstore and help make more used books available to WWCC students!

[Check our buyback prices online!](#)

BUY TEXTBOOKS


Official WWCC textbooks.

CONTACT INFO

Western Wyoming Community College Bookstore
 2500 College Dr. E-452
 Rock Springs, WY 82901
 Phone: 307-382-1673
 Fax: 307-382-1868

Faculty

Textbook Orders - Please contact Bookstore for user name and password



WWCC HOME

