



Cornell University
The Cornell Store

TO: Cornell University Faculty Members

FR: Thomas Romantic, Director, Cornell Business Services and The Cornell Store (email: twr2), and Margie Whiteleather, Strategic Projects Manager (email: msw29)

RE: **Results of March 2006 Faculty Satisfaction Survey:**

Dear Faculty,

We are pleased to share with you the results of the survey we conducted in March 2006 regarding your satisfaction with The Cornell Store. Please let us know if you have questions about the results, or further suggestions for the store.

Survey responses were received from 232 faculty members, compared to 243 in the last survey (2002), so we were very pleased and appreciate your time.

The overall rating for satisfaction with The Cornell Store increased from 3.45 in 2002 to 3.82 in 2006 on a scale of 1 to 5. The top three areas that you noted need improvement remain the same: the store's selection of general books, textbook pricing, and convenient store hours. Although they remain key concerns, the ratings for your satisfaction with general books and textbook pricing improved by ten percent over the 2002 survey. The rating for store hours decreased slightly. We have worked hard to improve our services in all three areas and will continue to do so.

Regarding store hours, we did begin a test in winter 2006 of staying open late on Wednesday nights, but the amount of business done at that time does not cover the additional costs. We are opening the store earlier each morning, and that has been well received.

Regarding general books, you seem to recognize that our physical space limits our ability to provide more titles. On an ongoing basis we refine the title selection in each subject category, and welcome suggestions from you related to your disciplines. Recently we have changed several of the subject category groupings in order to better match the university's academic department groupings.

Regarding textbook pricing, you share our concerns about the high prices of many textbooks and seem to welcome having more dialogue with us about ways we can work

together to lower students' overall costs. There was high interest in the two-year commitment idea (where it makes sense) so if you would like us to contact you personally to act on this, please email to Margie at msw29@cornell.edu.

We're very proud of the top areas of success, because they relate to our top priority service: textbooks. You gave the Cornell Store high ratings for having the textbooks on the shelf before classes start, and for communication back and forth with you regarding order placement and any problems or questions that arose.

Most helpful to us are the written-in comments, which were in answer to questions about what we can improve, what you are most pleased with, and what faculty and the store can do together to manage students' overall expense for textbooks. Some of the themes we noticed:

1) There are some services you request that we already provide, so we need to find better ways to inform you of our services. For example, there is a weekly email newsletter you can subscribe to which provides announcements about upcoming special events, new services, featured authors and more. You can subscribe at:

<http://www.store.cornell.edu/listserv/ml.html>

2) Several of you shared accounts of specific situations that frustrated you. We're glad you're sharing this information now. For the future we encourage you to contact us right away so that we can help make the problem go away and ease your concerns. You could send comments directly to the store director, Thomas Romantic, at twr2@cornell.edu.

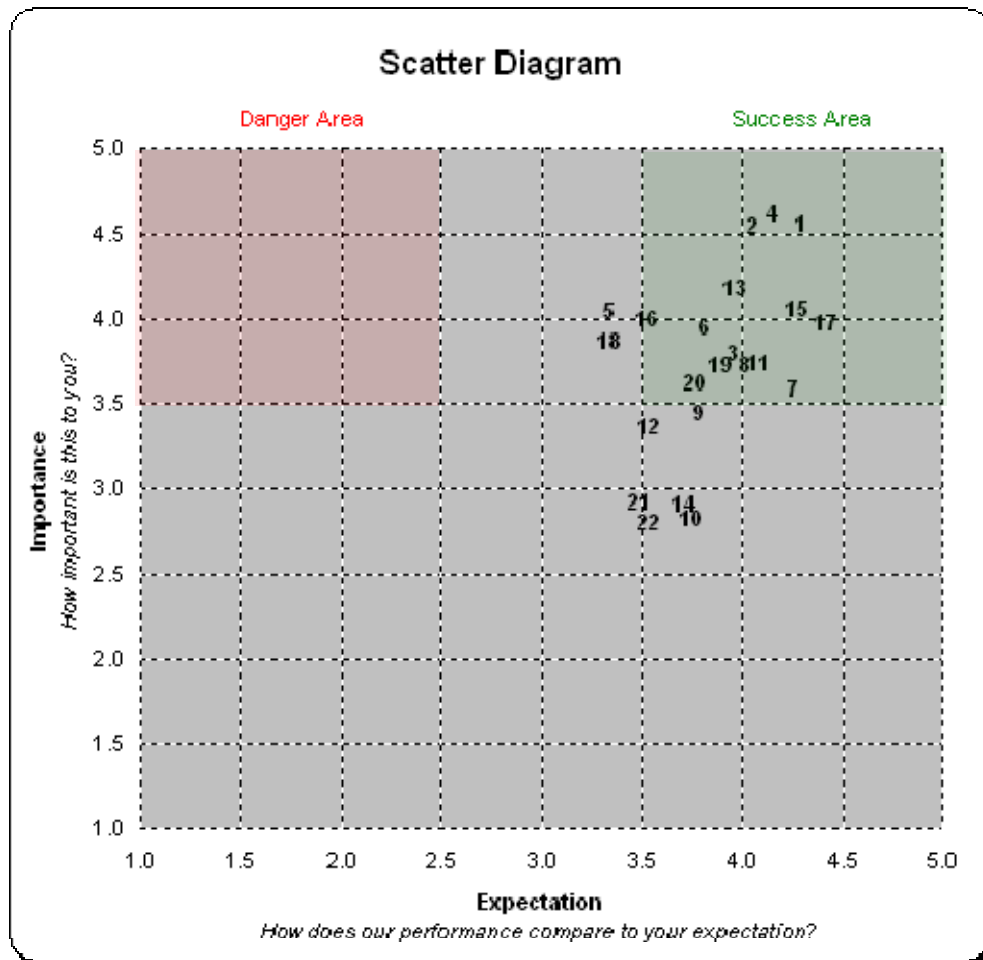
A scatterplot summarizing the results is enclosed. It shows the "importance" of each attribute to you, and how our service compares to your "expectation" for each attribute.

Thank you again for all the feedback you sent, and please continue to relay to us any suggestions or comments about ways we can improve our services.

Sincerely,

Thomas Romantic, Director, Cornell Business Services and The Cornell Store
(email: twr2)

Margie Whiteleather, Strategic Projects Manager
(email: msw29)



1	Textbooks and course materials on shelf before classes start
2	Communication of potential problems (e.g., out-of-stock)
3	Availability of used textbooks
4	Timely resolution of textbook related problems
5	Competitively priced textbooks
6	Reasonable deadlines for submitting textbook orders
7	Assistance with coursepacks/duplicated materials
8	Online tools for submitting and verifying textbook orders
9	Communication/clarity of store policies (e.g., returns policy, etc.)
10	Communication of store special events
11	Personnel who are warm and friendly to you
12	Store layout/organization
13	Knowledgeable store personnel
14	Store support of faculty authors
15	Store responsiveness to special orders and requests
16	Convenient store hours

17	Ease of transactions for departmental or grant purchases
18	Store selection of general and reference books
19	Store selection of office and school supplies
20	Store selection of software and computer products
21	Unique and interesting product selection
22	Store selection of technology products (e.g., digital cameras, PDAs, iPods)
