

Division of Business and Finance

Campus Enterprises

April 25, 2014



North Carolina Agricultural and Technical State University



Background

North Carolina A&T State University Campus Enterprises conducted its seventh comprehensive student customer satisfaction survey. The surveying period, which began on October 9, 2013, included seven Campus Enterprises services: Mail Center, Ticket Office, Aggie OneCard, Bookstore, Food Services, C-Store and Shuttle & Parking Services.

This study measured the level of importance and satisfaction of attributes both within each of the seven service areas, across the service areas and included comparisons to the prior year.

The overall purpose is to continue the efforts of focusing on continual improvement and identifying the opportunities where Campus Enterprises could have the most significant impact on student satisfaction.



Objective

The core business objectives of this student customer satisfaction survey were:

- To measure the levels of student customer satisfaction within seven Campus Enterprises units (Mail Center, Ticket Office, Aggie OneCard, Bookstore, Food Services, C-Store, and Shuttle & Parking Services).
- To identify areas of success and opportunities for improvement within these seven areas.
- To measure progress toward improving areas previously identified as “Opportunities for Improvement”.
- To continue to track student customer satisfaction over time, thereby supporting Campus Enterprises’ efforts of continual improvement.



An online survey was conducted among North Carolina A&T State University students. Campus Enterprises emailed the survey link to our students and OnCampus Research hosted the survey on their website. A total of **2,135 students** participated in the survey.

The majority of the attributes measured were essentially identical to the previous surveys to allow for on-going tracking. Also, certain attributes were held consistent across service areas in order to provide the ability to compare and contrast the results across service groups. In all cases, students were asked to first rate the level of importance of an attribute within a service area and then to rate their level of satisfaction with the attribute on a 1 to 5 scale.



Customer Satisfaction Within Each Auxiliary Service Area

The overall mean score for the Campus Enterprises for 2013 is a **3.77**. This was an increase from 3.50 in 2012. Importance levels remained the same in 2013 at **4.30**.

Sections

Mail Center

Ticket Office

Aggie OneCard

Bookstore

Food Services

C-Store

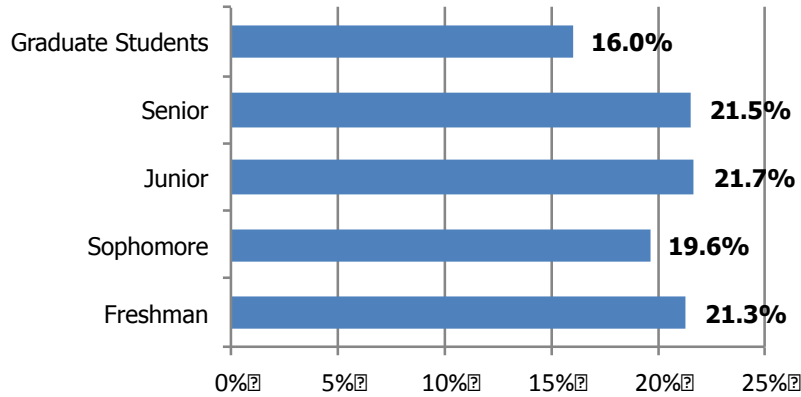
Shuttle & Parking



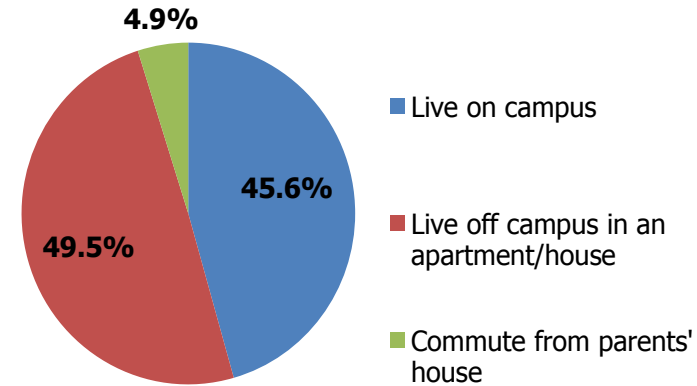
Respondent Demographics



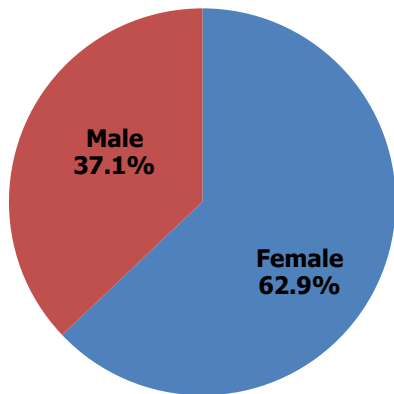
Student



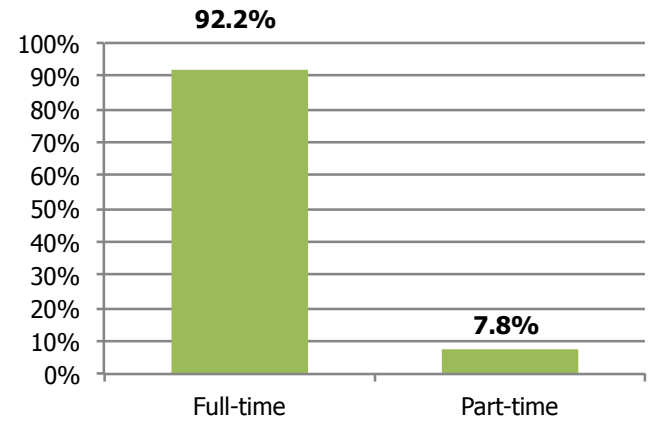
Residence



Gender



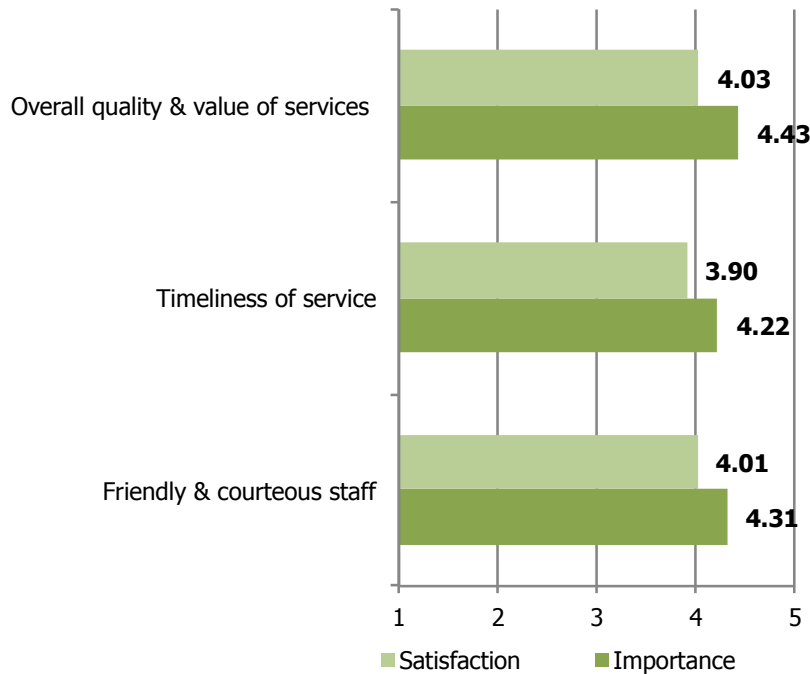
Full-time vs. Part-time





MAIL CENTER

October 2013



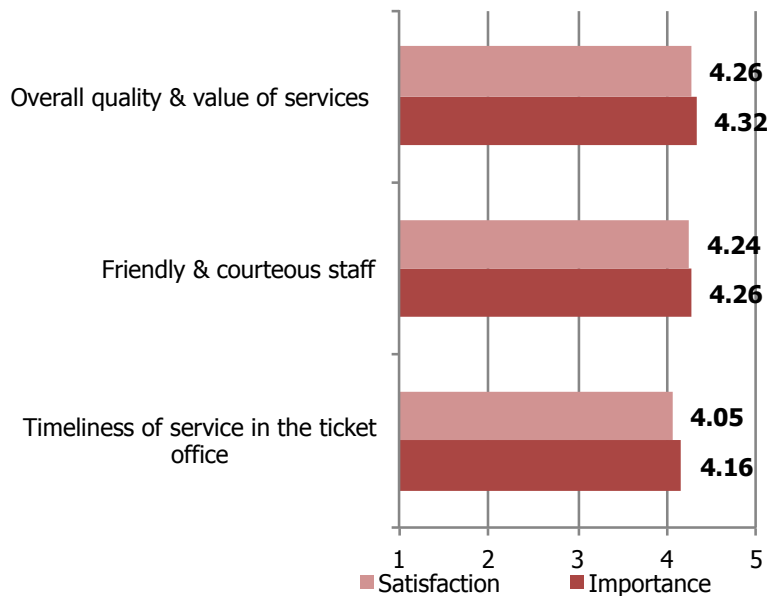
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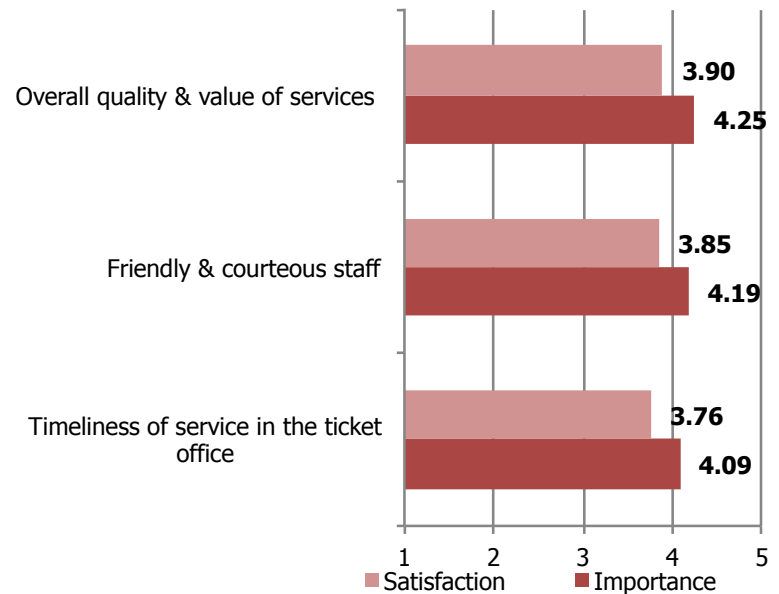


TICKET OFFICE

October 2013

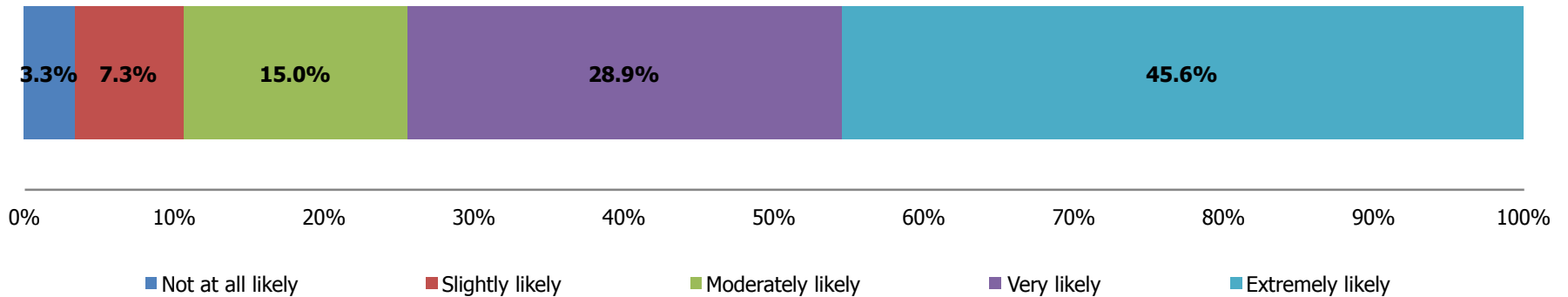


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Likelihood of Using Online Event Ticket Service

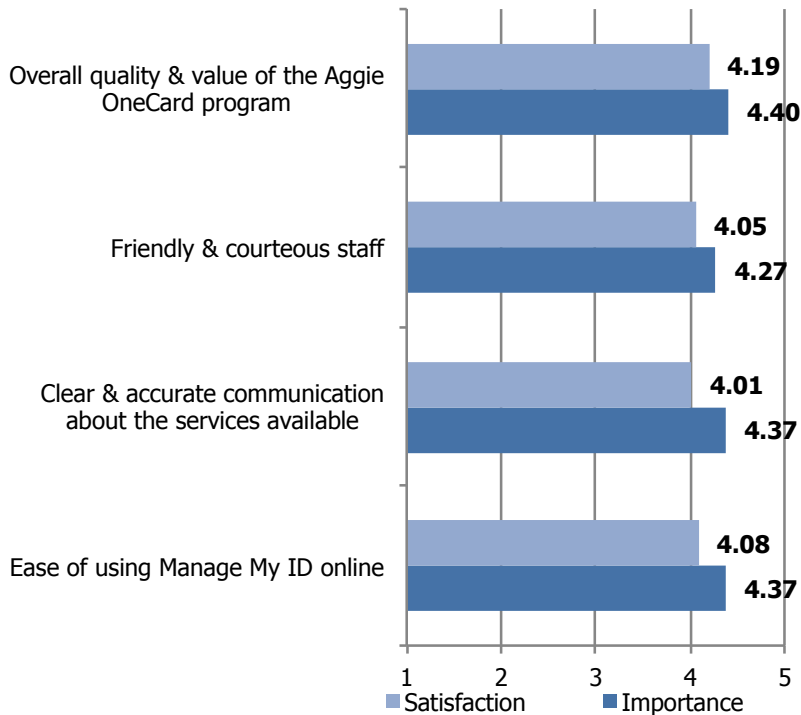


Approximately
75%
of students indicated they are very to extremely likely to use an online event ticket service.

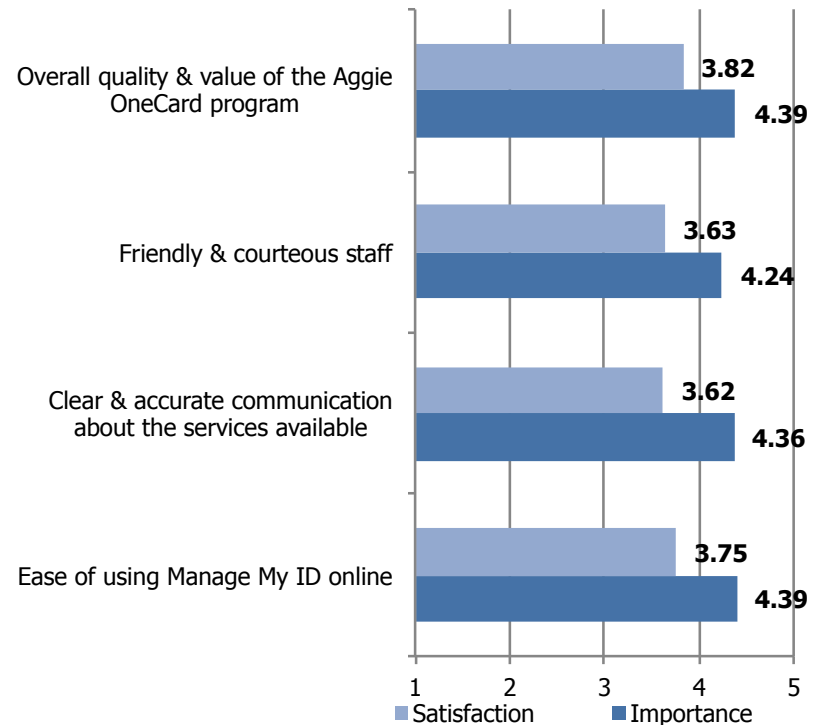


Aggie OneCard

October 2013



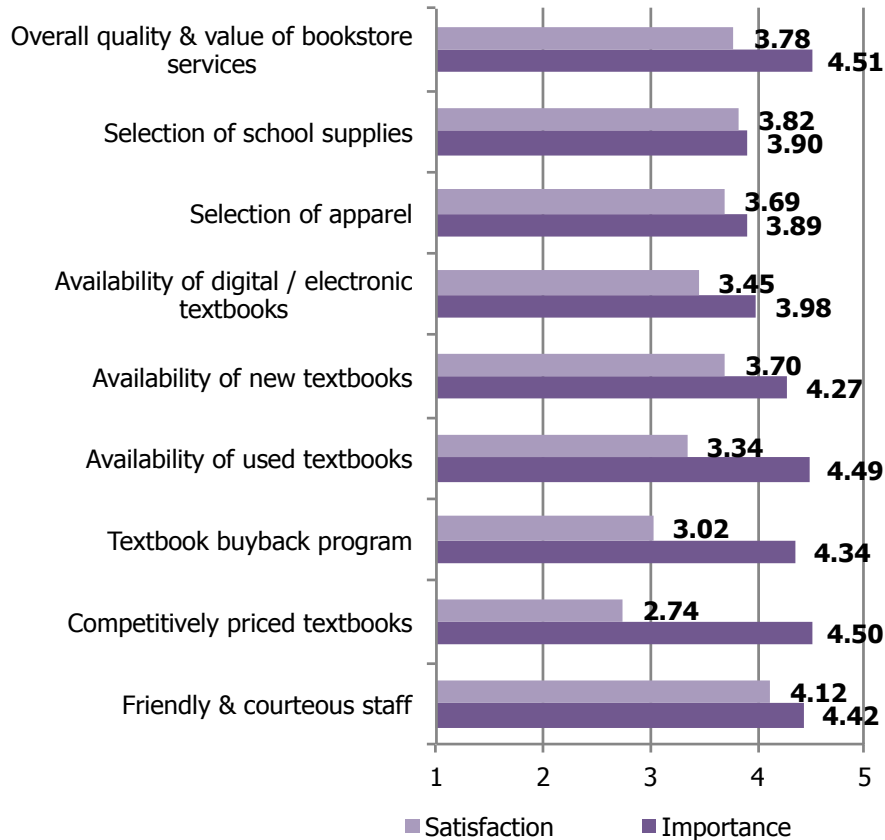
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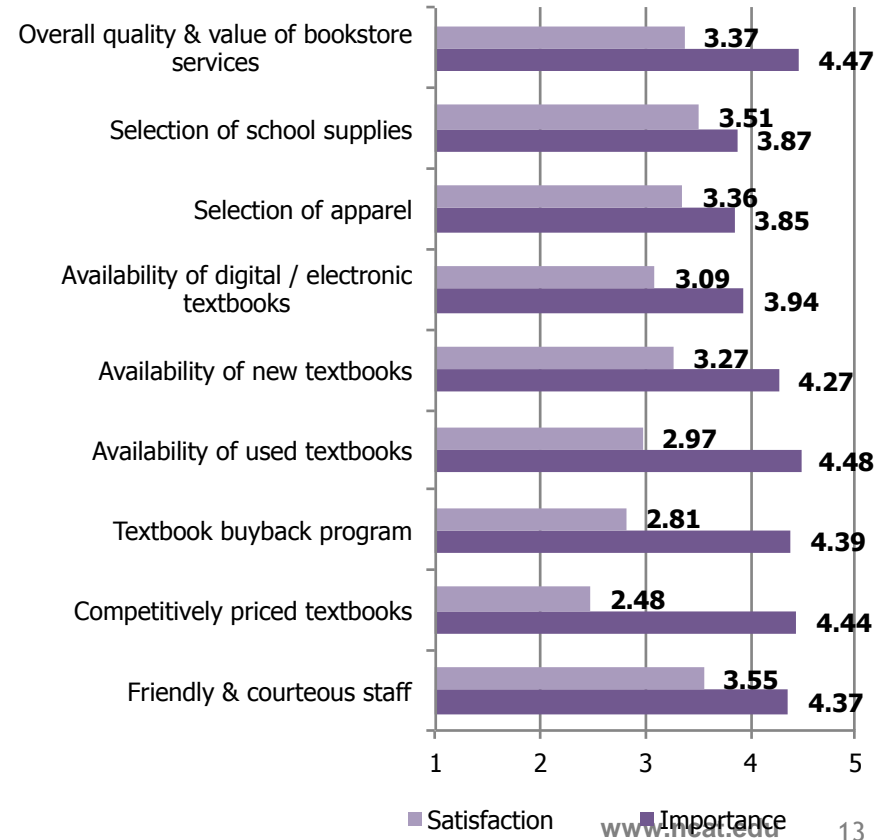


BARNES & NOBLE at NC A&T

October 2013



October 2012

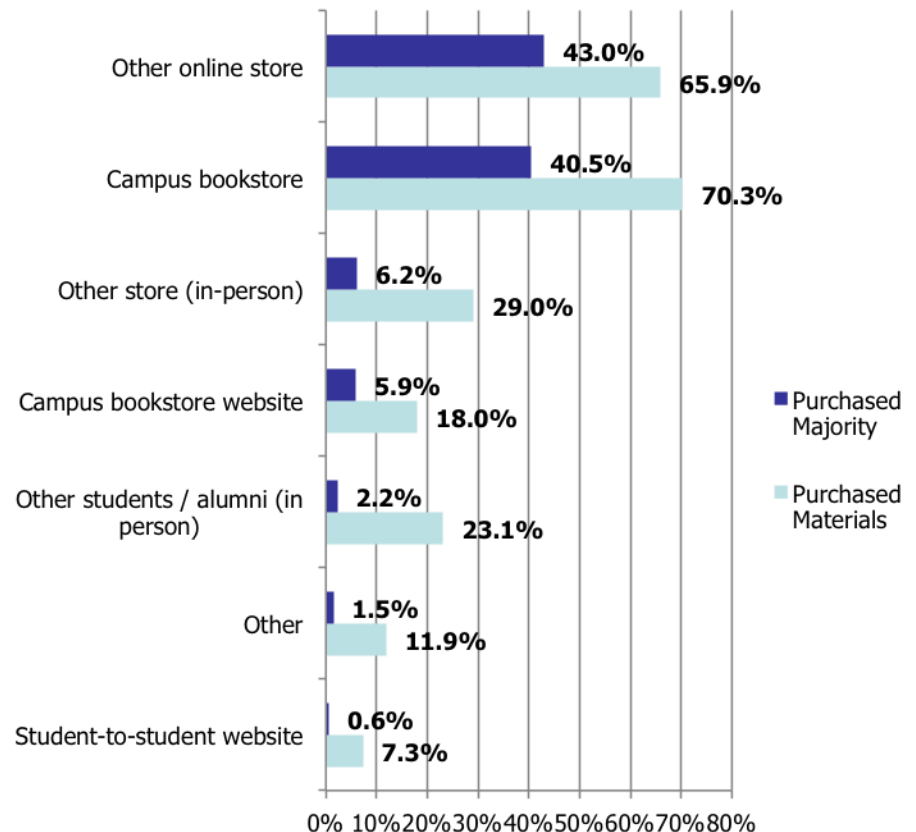




Course Materials

- Approximately **84%** of North Carolina A&T students purchased at least one of their required course materials for the fall semester from the bookstore (compared to 86% in 2012).
- Online stores, such as Amazon.com and Half.com have surpassed the campus bookstore as the retail channel where students purchase MAJORITY of their required course materials (43%). Online stores have been steadily increasing over the few past years: 2012 (36%), 2011 (23%), and 2010 (15%).
- Approximately 41% of students stated that they purchased MAJORITY of their course materials in-person at the campus bookstore (compared to 47% in 2012).
- Eighty-four percent of North Carolina A&T students indicated they ARE aware that textbooks are available for purchase through the bookstore's website. However, only 18% have purchased some of their materials through the website and merely 6% purchased the majority of their course materials there.
- One-fourth of students (25.7%) RENTED at least one of their course materials from the Bookstore (in-store or online).

Where Students Purchased Course Materials





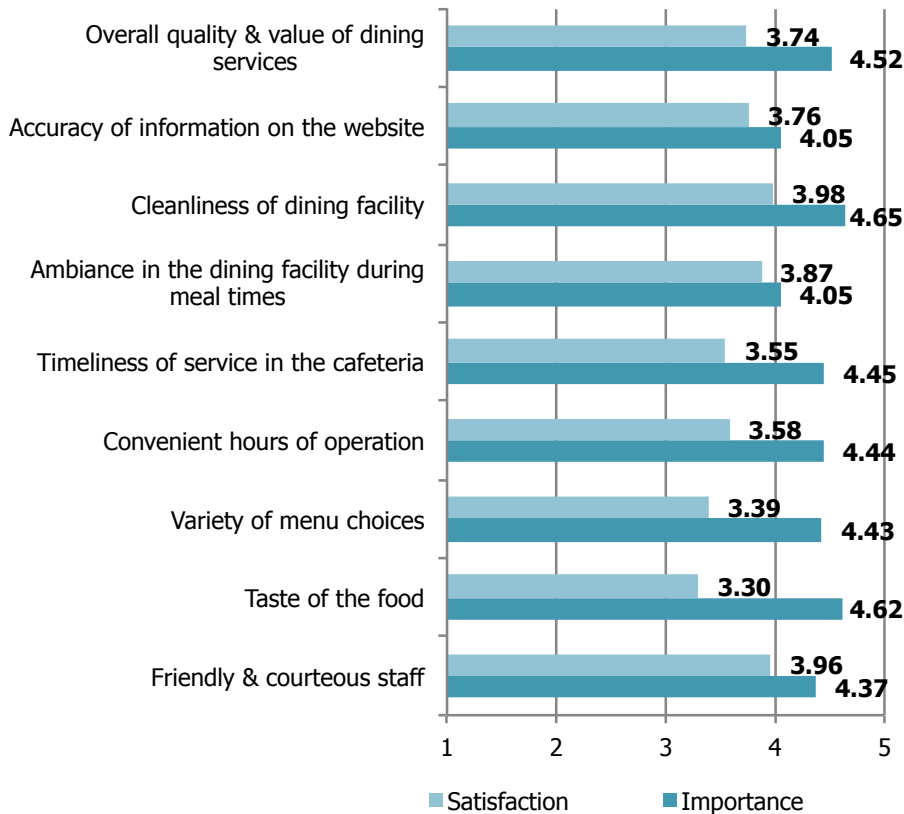
Reasons That Majority of Course Materials Purchased from Certain Retailer	2013	2012
Competitively priced	54.9%	46.1%
Availability of used textbooks	51.0%	50.1%
Convenient location	43.0%	46.7%
Carry most of the materials I need	42.0%	39.9%
Availability of rental textbooks	34.4%	27.9%
Can get my course materials immediately	32.6%	32.0%
Availability of new textbooks	30.0%	30.4%
Return/exchange policy	29.3%	27.8%
Convenient hours	28.1%	27.1%
Ability to sell a textbook back	25.1%	28.3%
Ability to easily access my financial aid/grant money to pay for course materials	21.4%	19.9%
Availability of digital/electronic textbooks	16.2%	12.5%
Knowledgeable staff	11.6%	12.8%
Selection of other supplies (e.g., notebooks, pens, backpacks)	10.8%	12.7%
Other	7.5%	9.5%

- While the overall top reasons remain the same, competitively priced is now the #1 reason given by students for purchasing the majority of their course materials from a given retailer, increasing 8.8% from 2012.
- Although not as impactful at this point, the availability of alternate textbook options (rental and digital/electronic) have also increased since 2012.

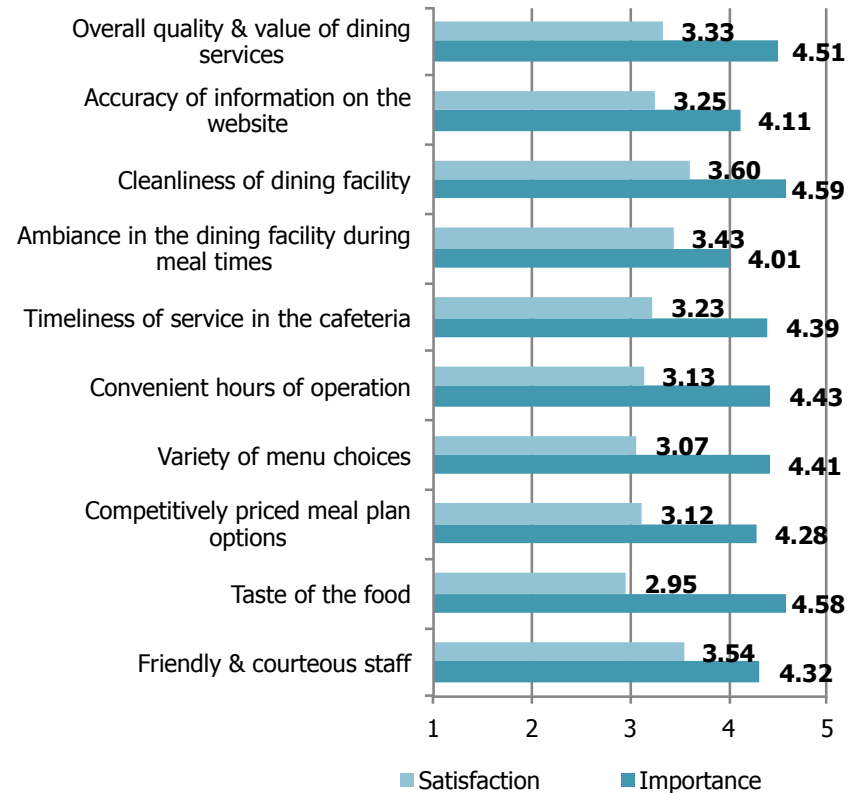


Food Services

October 2013



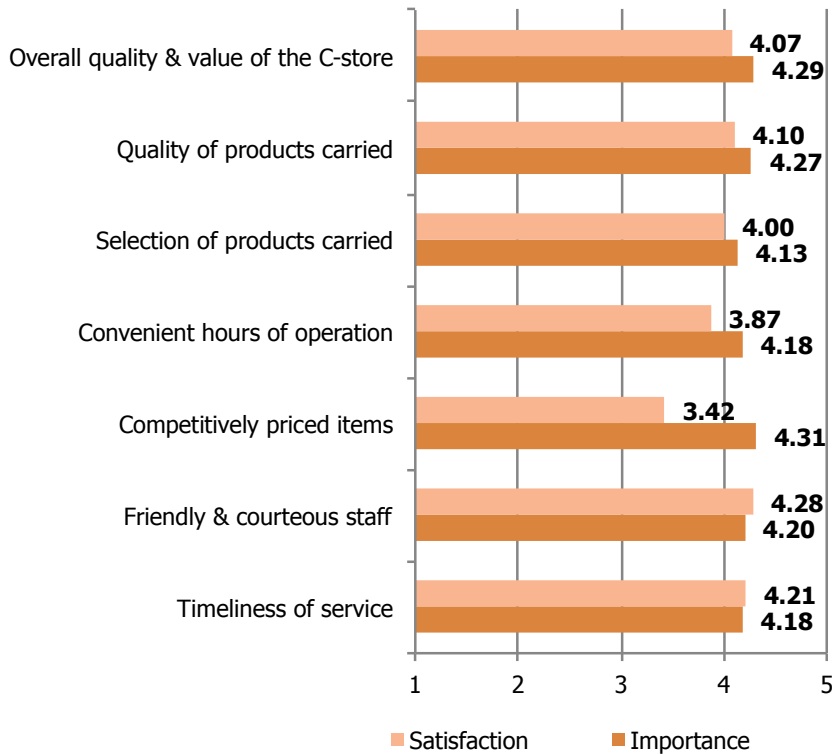
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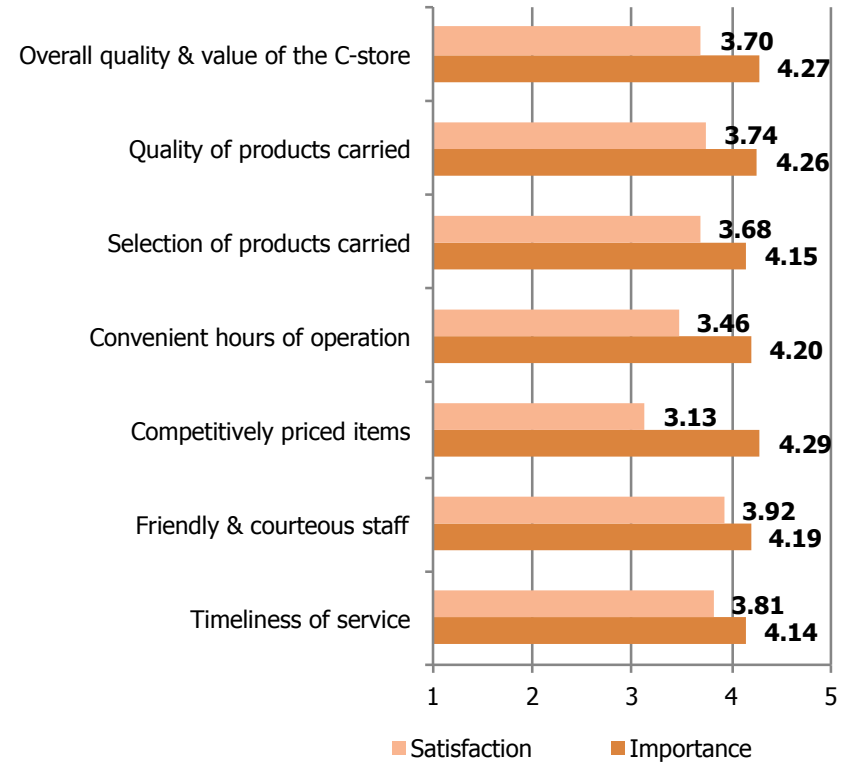


C-STORE

October 2013



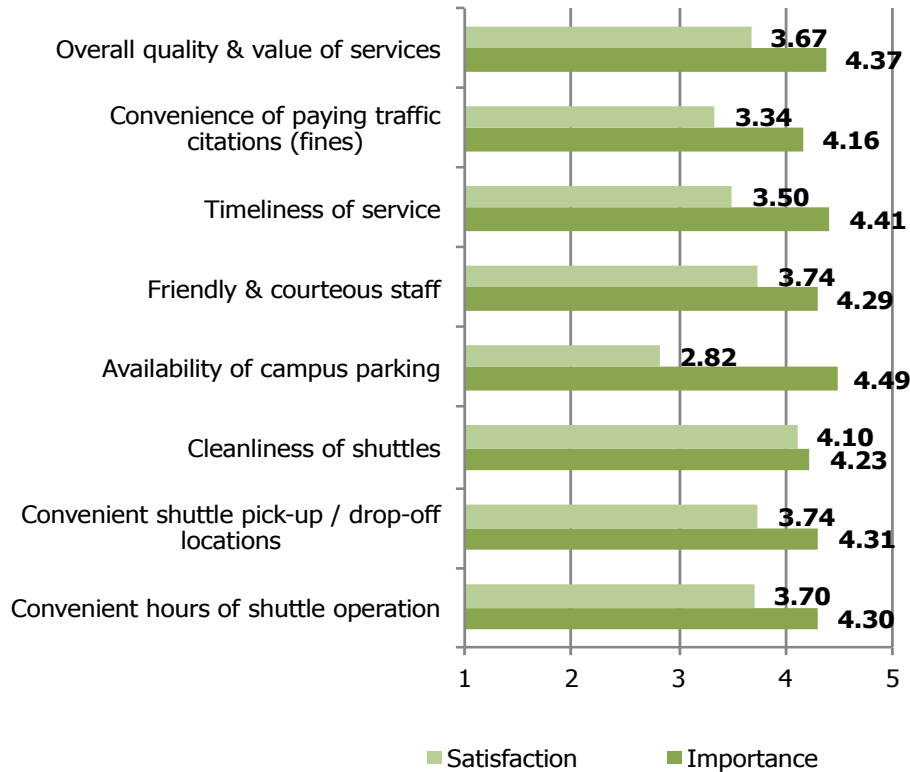
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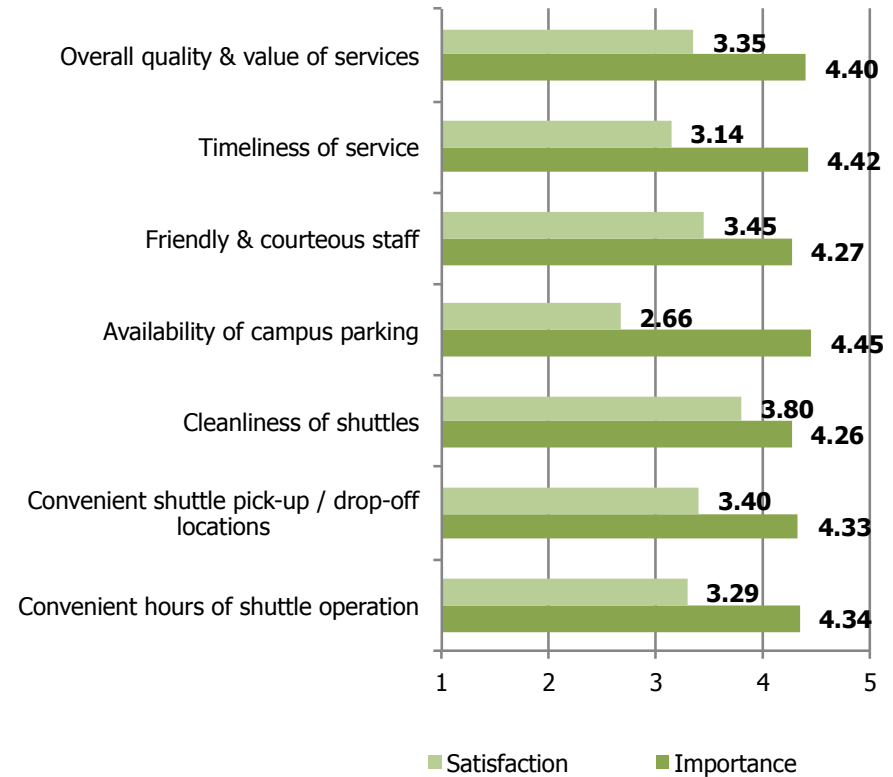


SHUTTLE & PARKING SERVICES

October 2013



October 2012





Summary

Overall student customer satisfaction levels in Campus Enterprises units at North Carolina A&T State University have increased across the board. While importance levels have remained consistent, some year-to-year variance may be the result of the adoption of new scales.

Valuable insight has been gained through the survey process toward best practices led to marked increases in satisfaction and identify those areas which still have opportunities for improvement.



New Temporary Dining Facility

Sprung Unit



North Carolina Agricultural and Technical State University





Campus Enterprises will be opening a new temporary 12,450 square-foot dining facility. This is designed to meet campus dining needs until the completion of the New Student Center.

This temporary facility will include four (4) branded concepts, the Aggie OneCard satellite location and the convenience store. The dome shape membrane structure will have seating for approximately 228 customers. It will be located in the Moore Gym Parking Lot.



Campus Enterprises