Eastern Illinois University
Spring 2011 Textbook Rental
Pick-Up Survey

March 2011
Student Affairs Assessment Research Project

Witten and Compiled By:
Levi Kosta-Mikel, Student Affairs Assessment Graduate Assistant
Eric Davidson, M.A., C.S.A.D.P., Student Affairs Assessment Coordinator
Introduction

The focus of this survey was to assess the perceptions and opinions of the students of Eastern Illinois University as they picked up their textbooks for the Spring Semester of 2011.

Topical Areas within the survey include:

- Dates and times of textbook pick up.
- Convenience and Appearance of Textbook Rental Service.
- Textbook Rental Service Staff.
- Method of obtaining information about textbook return.

This online survey was initiated on January 19, 2011, and was closed on February 25, 2011. Three Thousand emails were sent out to Eastern Illinois University students.

Of those contacted to participate in the online survey, 62 (2.1%) initiated the survey, while 42 (1.4%) students completed the survey.
Time and Date of Textbook Return

- The majority of students (87.2%) picked their textbooks up in person for the Spring 2011 semester. 8.5% picked them up through the mail and 3.2% had them picked up by their instructor or through their continuing education class. (Chart 1)

- 91.5% of students who responded stated that they picked up all of their books during their first visit to textbook rental. 8.5% of students stated that they required two visits.
- For those students who did not receive all of their textbooks in their first visit, 28.6% had to wait less than a day and 28.6% had to wait two days. 14.3% had to wait one day, 14.3% had to wait three days, and 14.3% had to wait more than three days.
- 22% of students who responded picked up the majority of their books before Thursday, January 6th. 39% picked up the majority of their books on either Thursday, January 6th or Friday, January 7th. Monday, January 10th saw 9.8% of students picking up the majority of their books. Sunday, January 9th, Tuesday, January 11th, Wednesday, January 12th, and after Friday, January 14th each saw 7.3% of students picking up the majority of their textbooks. (Chart 2)
- The majority of students who responded (28.2%) picked their books up between the hours of 4pm and 6pm. 23.1% picked their books up between 10am and 12pm and 20.5% picked their books up between 2pm and 4pm. The times that saw the fewest students picking up their textbooks were between 12pm and 2pm (15.4%), 6pm and 8pm (7.7%), and 8am and 10am (5.1%). (Chart 3)
From the time students entered Textbook Rental Service to the time they checked out their textbooks, the two largest percentages of students who responded (30.8% each) took between 0-5 min. and 6-10 min. to coordinate the transaction. The next two time groups of 11-15 min. and 16-30 min. each had 17.9% of student responses. The smallest group had 2.6% of students taking between 31-45 min. to complete the checkout.

**Damaged Book Perceptions**

- 60.5% of students who completed the survey reported that their books were in good condition when they picked them up. 39.5% reported that the books were in excellent condition when they picked them up.

**Convenience and Appearance of Textbook Rental Service**

- 64.3% of responding students stated that they agreed, strongly agreed, or very strongly agreed that textbook rental was conveniently located. 35.7% of students disagreed, strongly disagreed, or very strongly disagreed with this statement. (Chart 4)
- 85.7% of students agreed, strongly agreed, or very strongly agreed that textbook rental had convenient hours. 14.3% of students disagree, strongly disagreed, or very strongly disagreed with this statement. (Chart 5)
- 76.2% of students agreed, strongly agreed, or very strongly agreed that parking was easily available for picking up their textbooks. 23.8% of students disagreed, strongly disagreed, or very strongly disagreed with this statement.
- 87.8% of students agreed, strongly agreed, or very strongly agreed that the textbook rental service atmosphere and décor were appealing. 12.2% of students disagreed, strongly disagreed, or very strongly disagreed with this statement.
Textbook Rental Service Staff

- 90.5% of students agreed, strongly agreed, or very strongly agreed that the staff were friendly. 9.5% of students disagreed or very strongly disagreed with this statement.
- 88.1% of students agreed, strongly agreed, or very strongly agreed that the staff were courteous. 11.9% of students disagreed or very strongly disagreed to this statement.
- 95.2% of students agreed, strongly agreed, or very strongly agreed that the staff were efficient and quick. 4.2% of students very strongly disagreed with this statement.
- 92.9% of students agreed, strongly agreed, or very strongly agreed that staff demonstrate expertise and competency. 7.1% of students disagreed or very strongly disagreed with this statement.
- 83.3% of students agreed, strongly agreed, or very strongly agreed that the staff were helpful. 16.7% of students disagreed, strongly disagreed, or very strongly disagreed with this statement.
- 86% of students agreed, strongly agree, or very strongly agreed that the staff were helpful. 14% of students disagreed, strongly disagreed, or very strongly disagreed with this statement.

Rental System

- 93% of students agreed, strongly agreed, or very strongly agreed that renting their textbooks saves them money compared to purchasing their own books. 7% of students disagreed or very strongly disagreed with this statement.
- 76.2% of students agreed, strongly agreed, or very strongly agreed that they are satisfied with the amount of student fees that they pay every semester to receive textbook rental services. 23.8% of students disagreed, strongly disagree, or very strongly disagreed with this statement.
- 88.4% of students agreed, strongly agreed, or very strongly agreed that Textbook Rental Service is a good value for the amount of student fees that they pay every semester. 11.6% of students disagreed or very strongly disagreed with this statement.
- 93% of students agreed, strongly agreed, or very strongly agreed that they were overall satisfied with the Textbook Rental Service. 7% of students disagreed or very strongly disagreed with this statement.

Utilizing the Website

- 37.1% of students use the website to find out pickup/distribution hours.
- 14.5% of students use the website to learn about the graduate student purchase option.
- 11.3% of students use the website to learn about the Spring 2011 regular textbook sale.
- 9.7% of students use the website to learn about the Spring 2011 Textbook Rental Sidewalk sale.
- 8.1% of students use the website to learn about charges/fines for late return of books.
- 6.5% of students use the website to learn about frequently asked questions.
- 4.8% of students use the website to find parking locations.
- 4.8% of students use the website to watch the check-in/check-out videos. (Chart 6)
Method to find out about extended business hours, return policies and return deadlines

- 43.5% of students use the emails.
- 40.3% of students use the EIU home page.
- 6.5% of students use the Daily Eastern News.
- 4.8% of students use the recorded phone message on the textbook rental phone line.
- 1.6% of students use the Dining/Residence Hall televisions.
- 1.6% of students use the Channel 6 housing announcement channel. (Chart 7)

- 61% of students have accessed PAWS to view their current textbook late fees etc.
Demographics

- 37.5% of participants were male, 62.5% were female.
- 70% of participants were graduate students, 22.5% were seniors, and 7.5% of students were juniors.
- Of those that took the survey, 37.5% were full-time on-campus students, 37.5% were part-time on-campus students, 10% were full-time students enrolled in the school of continuing education, and 15% of were part-time students enrolled in the school of continuing education.
- 50% of the students who participated live off campus in Charleston, 45% live off campus outside of Charleston, and 5% live on campus in residence halls, Greek housing, or university apartments.
- The majority of student who took the survey (87.5%) identified as White non-Hispanic, 5% identified as Black non-Hispanic, 5% identified as Hispanic, and 2.5% identified American Indian/Alaskan Native.
- The mean age of respondents was 31, with 75% of students being between the ages of 23-39.

Open Ended Responses

If you received emails from the EIU Textbook Rental Service regarding reminders please share with us a few comments.

Good

- Appreciate email reminders since I live off campus and don't spend much time at EIU aside from one class.
- Emails are quick and easy to read, plus I can save them and reread them later.
- Efficient. Convenient.
- Good, but sometimes they do not take into account that I am out of state.
- great reminders
- Helpful
- I like getting emails about the deadlines for returning and purchasing books as well as other announcements. It makes it easier than going to their website because the information is right there in my inbox.
- I think they are wonderful. Keep up the good work! :)
- The e-mails are very important to me. Sometimes I may forget to drop off my books and I need those friendly reminders!
- the emails are very much appreciated and help prevent the student from forgetting important deadlines
- The reminders are short and to the point, but sometimes are slightly repetitive and feel like spam.
- they were useful, though I had already gone to the web page to find the information I needed by the time I received the email
Reduction in Rental Fees

- I believe that if you do not need the book and do not get the book, then you should not have to pay the rental fee for that book! Most of my books I do not need because I own them, but I still have to pay for the rental anyways so I might well pick up the
- I think that if the student does not need the book, they should be able to refuse it and not have to pay the rental fee for that book....that would save more money and I would not have a bunch of books that I already own, just because I pay for them anyway

Other

- I have only received my textbooks via the mail since I take mostly on-line classes, so a lot of these questions did not pertain to me, but I really like the rental service and not having to come to campus to pick up the books.
- the hours of the service, deadline to turn in the books and not being charged

How much do you believe that the average EIU student saves per semester by renting books rather than purchasing them?

- 500  6
- 300  5
- 1000  3
- 200  3
- 150  3
- 700  2
- 600  2
- 400  2
- 250  2
- 0  2
- 550  1
- 375  1
- 120  1
- 100  1

*Mean average of $154.26