



**Final Report
for the
Faculty Student Association of Downstate Medical Center,
Inc. (FSA)
University Bookstore Review
By the Duvall Consulting Group, LLC
May 6, 2015**



**Summary Report
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EXECUTIVE SUMMARY

Purpose

SUNY Downstate Medical Center's FSA engaged Duvall Consulting Group, LLC (DCG) to conduct a Comparative Analysis and Operational and Financial Review of the institutionally operated FSA Bookstore as it relates to the college bookstore industry and its potential. Based on this review, the financial analysis, customer service implications, and personnel capabilities, the Duvall Group was to then provide a Comparative Analysis of self-operation mode versus the leased and virtual operating models.

Scope of Work

DCG requested and reviewed preliminary data that included profile information of the University and other financial and operating statements for the Bookstore. The second phase included a visit to the University. The consultants visited the campus, toured the facilities, interviewed the manager and staff members, and examined the operating practices and procedures. In addition, the consultants interviewed student leaders, faculty and senior administrators. An online survey of Students as well as Faculty/Staff was conducted.

Summary of Findings and Recommendations

Upon completion of the data collection and analysis as well as review of the surveys, DCG consultants have concluded that the University Bookstore is seriously underperforming.

Annual revenue of \$300,000 is about one third of where it should be. It was determined that the major reason for this is the fact that the store has not provided contemporary marketing and product availability. Although the staff is well thought of by the campus personnel, the campus, to a very large extent, does not rely on the bookstore for product or services. Many of its students are in programs whose coursework is on-campus only 2 years. Therefore the store has a relative small time frame to capture students as customers before the population is changed. Thus, gaining the student as customer as soon as possible in their Downstate academic career is vital. Faculty only place a portion of their required textbooks with the store

The following summarizes key categories. More detail of each is found in subsequent “Key areas of Focus” sections of this report:

- **Products:** Although the store was neat and clean, the product selection was limited. Medical trade books, specialized supplies, imprinted products and gift items were limited. The selection of these types of products needs to be expanded and monitored. For instance, a greater selection of medical reference books will encourage both students and faculties to come in just to browse. The store’s medical book distributor encourages this expansion and will monitor activity in order to insure the store has the most recent editions and best sellers. Expansion of clothing and gift items, with more frequent turnover of styles will also provide incentive for students, faculty and staff to frequent the store more often for personal as well as gift shopping.
- **Marketing:** Contemporary marketing tools are essentially nonexistent. The marketing assistance that can be provided by the store’s medical book distributor is not being used. Marketing is a critical part of what makes the Bookstore a key partner in the fabric of the campus.
- **Systems:** The procurement of a contemporary bookstore management software and POS system would provide store management with better information on which decisions can be based. Today’s system can and should include full inventory monitoring, flexible report generation, web interface, accounts receivable (charge) capabilities, customer tracking, cashier activity tracking, as well as textbook/supply needs determination for ordering, receiving, inventorying and returns. This system would need to be integrated with the FSA Business Office Accounting System. Timely and monthly income and reports are generally unavailable. Thus, the true financial status throughout the year, needed to be known to make operational adjustments, is generally not discovered until year end.
- **Self-Operated versus Contracted Mode:** The fact that the store’s gross revenue is so minimal, it essentially eliminates all operating models such as outsourcing and partnering. No third party entity would be interested in operating the store because profits would be nonexistent.

The only two options available is managing the operation back to close to its potential of \$900K sales level or closing it. Virtual (exclusively on-line order fulfilment with no “brick and mortar” store) should not be exercised now without attempting to optimize the store. It is recommended that the online order fulfilment through the medical book distributor and the store’s own ability to ship orders be implemented. It is anticipated that through the combination of the physical bookstore and the online capabilities, a “hybrid” will be the best of all options.

Due to the fact that the bookstore has the potential to provide a significant service to the campus and thereby providing a financial return, DCG consultants recommend the FSA aggressively manage the store to a profit position. Once it is in a profit position, other

operating models would then be available. However, there would not be the pressure to exercise them.

RECOMMENDATIONS

Management should carefully consider the findings of this report and begin to modify the operation of the Bookstore as suggested. To achieve the Bookstore's potential, the following is recommended:

- Purchase a contemporary point of sale and bookstore management system.
- Develop a plan to promote the Bookstore's web site to serve students and faculty.
- Link the Bookstore system and the University's Banner system in order to receive timely management reports and to provide live data on course registration as well as Financial Aid recipients.
- Generate monthly financial statements from the FSA Business Office.
- Closely monitor inventory turns as a means of keeping stock levels in check and vital.
- Develop an open-to-buy (OTB) system to control inventory purchases. An OTB process allows the store management to determine the appropriate inventory level by department in order to optimize inventory turnover. When taking into account the current inventory level compared with the optimal inventory level while taking into account ordering lead times, management will know how much merchandise to order. This will allow for the purchase of new as well as the stable inventory items. By utilizing OTB, it takes the "guess work" out of ordering supplies, clothing, gift, and toiletry items.
- Continue to develop the on-line sales capabilities of the Bookstore. This will occur primarily with working with the store's medical book supplier and their capabilities of quick order fulfillment. Additionally, the store must expand its online marketing to students, student families and alumni. This will require the expanding of the store's capabilities of order fulfillment within the store.
- Create two Bookstore Advisory Committees: one for faculty/staff and one for students only. The primary reason for establishing these two advisory committees is to provide a formal channel through which the student body and the faculty feel they are represented. These two groups allow their constituents to know they have direct access and input into the store's activity. Whether these committees are made up through subcommittees of the FSA Board members, or new personnel, it is important that it be communicated to the community that there is a specific vehicle that can be used to provide suggestions or discuss issues. This allows each constituency to feel it is their store thereby increasing store loyalty.
- Rotate non-text merchandise regularly. Rotation of merchandise relies on the tracking of each item (e.g. a specific tee shirt with a specific graphic design) to insure that it does not remain in the store for an extended period of time. If an item remains on the shelf too long, sales of that item decrease and it is taking up space that a new item could be brought in.
- Coordinate marketing efforts to maximize the traffic generated after the opening of each semester
- Seek to achieve a higher percentage of used book and rental sales.
- Continue to monitor every sales category to insure the desired gross margin levels.

- The special order services of the Bookstore should be more fully promoted on campus. Many customers see only what you show, and will naturally assume a special order is going to be more expensive unless you promote and market otherwise.
- Maintain the total personnel costs at a level no higher than 18% of sales. Currently, the personnel costs are at 41%.
- Refine the breadth of assortment in school supplies, clothing, and health and beauty products offered for sale.

In addition to the Summary Report, this document includes:

1. Financial Documents:
 - a. 3 Year Actual Financial Results
 - b. Breakeven Analysis
 - c. Sales Mix
 - d. 5 Year Financial Projections
2. Student, Faculty/Staff Survey Online Survey Results

KEY AREAS OF FOCUS

The following are specific areas addressed during the review.

Competition:

Brick and mortar competition to the Downstate's University Bookstore is essentially nonexistent. However, online competition is readily available. Amazon as well as medical book distributors are easy to find and have the capability of filling orders quickly and in most cases at lower than suggested retail pricing.

Downstate's store must become more responsive to the needs of the campus in order to regain market share. According to the survey responses, the campus does not view the bookstore as supporting the majority of its needs. Generally speaking, they do not look to the bookstore first in obtaining their needs that, traditionally, a campus bookstore would provide.

Campus bookstores often suggest that the reason they are losing business is due to the fact that students can purchase the product cheaper elsewhere. The fact of the matter is that convenience plays a significant role in purchasing decisions. If a student is in the store already and finds a product that he/she needs, there is a better than expected rate that they will buy it there even if it is available elsewhere for less. If the product is not there, or a reasonable option is not available to quickly obtain the product through the store, they definitely will go elsewhere. Students are under more academic pressure and are more likely to make purchases from places that make their purchases easy.

The store must provide quicker and easier access to the books, supplies, and other products the customers want.

Computerization:

The store is extremely lagging with regards to computerization. Its internal computer system is outdated. There is not the flexibility of various report generation. The reports that are available are printed out on continuous feed paper. Data collection is extremely limited. For instance there is no way to capture hourly sales and customer data through the register system. Sales data is captured manually on a multi-column columnar pad.

Contemporary Point of Sales systems provide almost instantaneous reports which automatically provide management analytics. For example, currently, if management (store or FSA) wanted to know the comparison between actual departmental sales and budgeted departmental sales, this report would have to be manually generated. This means determining the YTD budget expectations by department, determining the actual sales YTD, and then determining the percentage of achievement. It could take half an hour to generate that report. With contemporary systems, macroformulas are embedded in that specific report and then generated as needed. It takes less than a minute. Therefore, more time can be spent reviewing the reports than creating them. There is also a tendency to generate them more often because they are not nearly as cumbersome.

Without the capability of capturing pertinent data easily and converting it to meaningful management reports, it is not possible to respond to contemporary customer needs, whether it is for additional order quantities or capturing personnel needs dependent upon anticipated hourly sales rates, or adjustments to Store hours.

It is recommended that a contemporary point of sale system with medical inventory capability be installed. Additionally, online ordering, both direct and indirect fulfillment must be available. The store's main medical book supplier, Rittenhouse, has the capability of providing "anonymous" order fulfillment for the store. Additional sales and advertising support is also available through them at little or no cost.

The cost of a contemporary medical store POS is approximately \$35K-\$40K. Annual support costs will be approximately \$4,000.

In order for the store to provide the customer support needed, and achieve reasonable and sustainable sales revenue and therefore profitability, it is critical that contemporary management tools such as a responsive point of sale system be installed.

The bookstore's new POS software should be linked to the University's Banner system in order to allow the utilization of financial aid as well as developing a debit card process for use in the bookstore.

Inventory Control

The current inventory turn ratio is approximately 1.8. For a store with the sales mix similar to Downstate's, the turn should be 3.5 to 4.0 times. What this means is that the level of inventory is higher than what is needed to support the sales level. There are two major impacts of a high inventory. The first is that too much money is invested in inventory. This cash can be used for other needs. The second is that a low (or slow) inventory turn indicates that new products could be brought in that could stimulate sales and thereby increase sales with the same dollar investment in inventory.

There are two departments that will have the largest impact on inventory turn- books and clothing. With books, returns to distributors and publishers can be made more frequently. Additionally, significantly improved marketing of medical books to departments and the surrounding medical facilities will increase demand and therefore increase inventory turns.

For clothing, a low inventory turn typically means the selection is low and that inventory is maintained at a higher inventory level and for too long. Clothing should have a 4 turn and it currently is at a 2.5 turn. Current inventory must be reduced, new designs brought in, and advertising alerting customers of availability provided.

Marketing

Active marketing is all but absent. Contemporary marketing in a medical university environment includes not only print media and website, but social media as well, e.g. Facebook, Twitter, Instagram and email. A successful store needs to employ all of them – and change as new media becomes popular.

Even though the store has a website, it is, for the most part, passive in that it seldom changes. The current store's website is not geared for its retail purpose; rather, its format tries to emulate the uniform web design format in use for all other segments of the campus and hospital. Thus, it

does not focus on generating retail customers. In-store merchandizing and store décor must have a constant change in order to stimulate the customers' likelihood of more frequent visitations, and thus, more sales. There must be an active marketing program that utilizes social media on a regular basis.

An online order fulfillment process needs to be implemented and aggressively marketed. This can be achieved through an anonymous third party fulfillment company.

- There are 8 different medical facilities within a short distance of the university bookstore. With no other medical bookstores in the immediate area, a marketing campaign to these facilities would be extremely beneficial. Customers don't come to a store if the store doesn't market to the customer.
- The store should provide active marketing on the video monitors in the hospital as well as tent signs in the food service area, and hallway bulletin boards where customers traverse.
- Market to the families of new students is extremely beneficial to both the parents and the store. Engage these potential customers from the point of being accepted, every holiday period, through post-graduation.
- "Pack and hold books" for all students can capture sales before there is any research done on the part of the student. These books are usually paid for by the parents. Although it should be used for all students, it can be especially effective for first year students when marketed to the student and parents.
- Tell potential customers where you are located. Even if the store remains in its current location, more signs, or another shadow box on the front of the bookstore to indicate its location is recommended as well a lighted neon sign with an arrow at the entrance to the Student Center will get attention of anyone entering the complex.
- Implement ongoing surveys of the students, faculty and staff periodically asking what they would like to see offered in the store. Something as simple as a "want lists" should be kept at the cash register, indicating what the customer has requested.
- Sales: Customers flock to sales. The store currently offers a 4% discount. Although it is a good thought, a 4% discount isn't enough to entice anyone. Lost leaders, with a significant discount, will have a much greater "attention getter".
- Identify products (see section below) that are relevant to key constituencies and directly market those items to that population. Not a sign flyer that remains unchanged for months, but one that regularly changes to grab on-going attention.
- To become a fabric of the campus community, not just seen on a website or the store façade, but as many places as possible. Think big and small. Explore small but durable stickers being placed throughout campus restrooms that advertise 'personal hygiene products are available for sale at the Bookstore' Advertise in campus publications. Offer to sell items for other campus groups so their customers become the Bookstore customers. Become part of others' major events to the extent possible or practical.

Personnel

As indicated under Staff Management, even at the relatively low sales volume, there is still a minimum number of staff required to operate a store. Until sales increase, it will be difficult to alter staff levels.

Due to the fact that significant operational changes must occur in the store in order for the store to become successful, the staff will need to make skill set enhancements. The manager must become very familiar with contemporary marketing techniques, inventory control needs, and report and analysis capabilities of a contemporary point of sale system. Current computerized software skills are essential to designing marketing materials that are used in different media, whether hard copy or electronic marketing methods. Basic knowledge and practical use of software such as Microsoft Office is necessary. In addition, he will have to engage the capabilities of the medical book distributor are utilized to the greatest degree possible. Engage the technical skills of others at the workplace willing to assist the Bookstore. All of this must occur within the next twelve months in order to achieve the financial and service results anticipated.

The other two positions must make modifications to their skill sets as well, although to a lesser degree than the manager. The ability to more consistently interact with the students and staff in order to identify and respond to their needs is essential. Create a daily employee log where employees note their discussions with customers in person and by phone – what they liked or disliked, suggestions, etc... This builds customer –Store bonds while allowing all employees to see what customers are seeking even when they are on duty. A stores' 'next hot' decision comes directly from its customers. Understanding and utilization of the POS and store system will be required.

Although it is understood that development of these new skill sets will not always be easy, it is critical in order for the store to respond to the needs of the community and financially .

Physical Layout

The store is merchandised nicely. It is really too small to have many options for design. However, seasonal and holiday changes that enhance the décor can change its appearance to spark customer interest. If the visual environment rarely changes, there's no customer impulse to return. Find ways to showcase visual concepts that interest your customers.

- Music on in the store.
- Color fabric panels or pictures on the walls are common ways to enhance décor at minimal cost.

Planning

There is no evidence of any mid or long term planning. There needs to be a strategic plan developed and implemented indicating objectives, process for achievement, timeline and measureable intermittent objectives.

Product Mix

There are four sales departments that account for 89% of total sales. They are Books, Clothing, Diagnostic Equipment and Medical Supplies. Sales in Books and Diagnostic Equipment have been dropping year over year. Medical Supplies have remained about the same year over year. Clothing has increased.

As indicated in the Five Year Financial Projection, sales should increase. This increase will see books increasing at a quicker rate than non-books. The reason being is that the average retail cost per unit is higher for books than other merchandise. The shift in product mix will be positive since controlling medical book inventory is easier than non-book inventory.

Offer toiletries and products for the Residence Halls that are next door. Directly and constantly market them to this population. Supplies that Residence Hall students use regularly- personal hygiene, toiletry or laundry detergents, if stocked in bare minimum quantity at reasonable pricing brings the student to the store for potential additional sales/ exposure.)

The following are product suggestions provided by students and faculty/staff in the survey responses:

Student Survey Open Comments Regarding Products:

1. more gift options
2. CHRP items
3. Wider selection of clothing
4. more program specific clothing, more options in general
5. Apparel for Midwifery program
6. Apparel specifying different CHRP programs
7. I'd like clearance clothing items like other schools have
8. College of medicine apparel
9. apparel for CHRP, so I can represent my college
10. I don't think there's any midwifery apparel!
11. Starbucks
12. Sweatpants
13. Shorts
14. Cool pens and stationary to make studying colorful!
15. The downstate car stickers that stick on the outside of the car
16. I wish your apparel had better designs
17. Nicer hoodies
18. College of medicine hoodie where downstates name is actually legible
19. Greater selection of sweatshirts and greater availability of selection
20. More apparel options in a wider range of available sizes/
21. Different shirt designs
22. better fitting clothing
23. competitive prices. maybe used textbooks from prev students
24. household goods: papertowels, laundry detergent, soap etc.
25. Bumper Stickers, Long Sleeve T
26. More Variety
27. I would use the checked items/services above
28. Gym apparel, swim gear or something, make it a real store. Bmcc's is huge! Bigger selection period, it's a sad dismal pantry. Dik lighting doesn't engance any purchase. I get what I come for and don't linger. There needs to be more zip up hoodie options. Reds my favorite color and im in CHRP so I had to get a pull over although Iwould've preferred zip.
29. Female sweatshirts
30. Higher quality and better designed apparel

Faculty/Staff Survey Open Comments Regarding Products:

1. Maybe the bookstore should send emails to the students and staff about sales or new items available at the bookstore. Maybe offer snacks, candies, beverages to the students. I don't know if change the location is an option.
2. It would be more convenient for me if the bookstore could do online orders for books they do not have.
3. Advertise recommended readings for different specialties each month.
4. Snack items
5. cap and gown order better clothing options software
6. As an alumnus the bookstore has been very unwilling to work with us in any way to help attract alumni to the school.
7. snacks, computer tools
8. Newspapers/Magazines
9. More of a variety books in each medical specialty.
10. more clothing options, coffee mugs, water bottles
11. Much better Downstate branded merchandise.
12. food
13. Broad selection of topical books, etc, relating to various classes. Perhaps teachers can suggest "optional reading" for courses?
14. more reference books for residents, white coats for residents,
15. snacks/ drinks/
16. Snacks and sandwiches (There are too few food choices available to residents and students.)
17. it needs a youthful energy
18. Gifts
19. Updated items...more fun.
20. You should see caps and gowns, food, cafe, coffee.
21. Maybe an online presence would help.
22. better quality badge protectors
23. New location in new building would make for better sales
24. id badge t shirt college book
25. More a Downstate-specific gift items
26. Hard to say. Never been there.
27. Book store Gift cards
28. High caliber pens. Top notch cameras such as the new Nikon.
29. clothing with better designed logos...some of the logos are waaaayyyy too big plastic file folders
30. More Items not sure what?
31. More books of commercial nature as well. Some Audio as well
32. More non related downstate items...
33. Should handle ordering academic attire and handing it out
34. None
35. More supplies for school and presentations at affordable prices
36. Greater scrubs collection. Many students/doctors/administrators buy their scrubs from online. These are profits that the institution can be making if they offer a greater selection.
37. More mugs, cups, pens, window decals - items that both students and faculty and staff could buy to promote Downstate. I would buy a Downstate leather covered portfolio to use at meetings or hard covered upscale notebooks embossed with the Downstate name and logo on the cover.
38. other reading books; less costly items; downstate novelties
39. none, only books
40. Online sales, such as an Amazon.

41. More books, more options
42. office supplies; gifts; cards, etc
43. Softwares, Books, Minor office supplies,
44. none
45. latest phone accessories desktop accessories
46. Please include more books on Islamic medicine.
47. not sure
48. Software packages
49. E-book access, some non-medical books (best-sellers?)
50. more gift items, cards, items for students to purchase
51. More respiratory text
52. snacks
53. More styles of ID holder
54. sundries, snacks
55. More book selections
56. Break away lanyards for IDs.
57. Academic planner hard copy Most hard copy books have disappeared
58. mk sap , board review books
59. Joe's or Stumptown Coffee
60. Service
61. book buy back program
62. Textbooks for clinicians in medical practice
63. EMPLOYEE DISCOUNTS AND THE AVAILABILITY OF COURSE BOOKS ,
CLOTHING AND NOVELTIES AT LOWER PRICING.
64. more texts and review books
65. children's Downstate clothing

Receiving:

The current Stores receiving process appears to be good and in order.'

Security Services/ Loss Prevention.

The current positioning of the register at the entrance/exit door and the positioning of staff work area at the other end of the store, provides good inherent quality security within the store

The only concern raised during the review regarding inventory, was the last three years' Cost of Goods Sold (COGS) calculation. In fiscal year ending 2012, the COGS was 77.4%. In fiscal year ending 2013, the COGS was 71.5%, with 2014 being 73.6%. The gyration between 77.4% and 71.5% with a leveling out at 73.6% indicates year end closing problem. Quite often this means that calculating activities such as purchasing, product returns, or inventory figures were improperly included or excluded in closing entries. Although there is no way to determine the cause now, it is important that should a gyration of this magnitude occur in the future at the time of closing that a thorough review be done to identify the issue.

Staff Management

Currently, due to the fact that there are only 3 part time positions, staff management is not an issue. Should the decision be made to move forward with much more aggressive marketing programs, resulting in increased sales activity, modifications in staffing will occur. Manager must explore whether any opportunities exist to reduce staff during lower volume sales periods,

typically achieved through conversion of full time year round staff into seasonal or hourly staff. At the same time, balance the need for more Bookstore staff outreach to the campus community.

Payroll costs should be approximately 18% or less of revenue. It is currently at 41%. Given the low Revenue level, a high percentage payroll is to be expected since a minimum number of employees is required to operate the store.

Supply Procedures

Traditional academic supply offerings should be expanded. More medical supply products can be provided .The objective is to have the customer think of the bookstore first when they think of purchasing these items.

Survey Summaries

The full response to the online surveys are provided. When the rankings of the general responses to overall ratings, students actually rated the store somewhat higher than the faculty/staff. The lowest ranking, which is no surprise, is prices.

Somewhat of a surprise in the survey is that location was not as big an issue for students as for faculty/staff.

The following is the averages of the general ranking question. These numbers are the weighted average of the per centage of response quantifiers.

Faculty/Staff:

Customer service	3.8
Product quality	3.8
efficiency	3.7
product selection	3.2
pricing	3.3
location	3.5
responsiveness of staff	3.9

Students

Customer Service	3.9
Product Quality	3.9
Efficiency	3.7
Product Selection	3.3
Pricing	2.5
Location	4.1
Responsiveness of Staff	4.0

Textbook Procedures (New, Used, and Rental)

Interaction with faculty is minimal. Communications only occurs officially 3 times per year with the requisition deadline for textbooks. A solid relation with faculty is critical in insuring they recommend the bookstore for textbooks. From the survey, almost 80% of the department

individuals require instructional material, but 57% do not submit these requirements to the store. They apparently leave it up to the students to find the course material online. Improved communication and support of the faculty will result in more faculty submitting their textbook requirements to the bookstore. This is an essential element in the store advancing financially.

The textbook rental program is anemic. The bookstore staff indicated that they only have 2 or 3 rentals per year. The main reason for this is the pricing model. Industry wide, rental books cost about 50% of the new retail amount. The Downstate Bookstore's prices average about 75% of new. For instance, a new book that retails for \$100 would typically rent for \$50. Downstate's price would be approximately \$75. With readily accessible rental books on the internet at significantly less cost, that is where the business is going. The Manager must better engage the current rental provider or engage a new provider that has a more market –driven reasonable consumer pricing strategy.

Textbook order processing does not allow for online textbook requisition submission. Rather, the requisitions must be filled in by hand and faxed, mailed, or hand delivered to the store. Being able to do it online saves the faculty time and effort. A contemporary point of sale system will provide online ordering. "Make it easy and they will come". Successful college stores in general:

- Have integrated student academic course registration and billing systems that enable students during the registration process, have programmed link to all related course material requirements, linked directly to ordering the books and supplies directly from the on-campus Store. Integrated systems provide the unique opportunity for the on-campus Store to make purchases from the on-campus store directly from student financial aid award advances, with deferred payment to the Store. This is a considerable market advantage that brings customers to the on-campus store. The current Bookstore consolidates required textbook needs but fails to make the actual purchase easy for the customer.
- Have on-campus debit card based eCommerce systems. This further makes on-campus purchases more convenient and secure.

Location

- Location is an issue. The store is certainly out of the main DMC pedestrian traffic flow and has no easy parking for driving customers. The store needs to be relocated to a route of improved pedestrian traffic, generally along the ground floor of the Health Science Education through the Basic Science Building to the main cafeteria. However, as with most colleges, space allocation decisions are made only with the support from senior officials. Even with that support, remodeling space involves long and complex campus processes with many stakeholders. Currently, the cost of relocation would be prohibitive until there is ample proof that the sales increase is sufficient to cover the cost over a period of time. Thus, while relocation planning is in process, the store in its current location must implement the basic recommended changes in order to make it financially viable until such relocation can occur. Relocation will then provide an

additional customer base, improve impulse purchases, and increased sales that are certain to make the store profitable.

Conclusion:

Downstate's University Bookstore has strong potential. It will take a concerted effort to achieve that potential. As indicated in this report, it is definitely achievable. Essentially what is needed initially is expanded production and service selection, aggressive marketing using current customer media, integration with campus student registration and financial systems, and a POS/management that allows that effective management of all activities of the bookstore, followed by relocation to a high pedestrian traffic area of the campus.

It is the Duvall Consulting Group's recommendation that the Faculty Student Association make the investment in time, personnel, and systems needed to allow the store to become responsive to the needs of the campus and provide an annual financial return which it is capable of doing.

FINANCIALS

Downstate Medical Center Bookstore	FSA	Campus Store 2014		Campus Store 2013		Campus Store 2012
<u>Operational Revenue</u>						
Gross service revenue	\$	300,530		\$	339,849	\$ 424,774
Other operating Revenue	\$	<u>1,156</u>		\$	<u>802</u>	\$ <u>732</u>
<u>Total Operating Revenue</u>	\$	301,686	100.0%	\$	340,651	100.0%
<u>Cost of Goods Sold</u>						
Beginning Inv.	\$	131,640		\$	163,277	\$ 173,482
Purchases	\$	211,828		\$	212,097	\$ 319,107
Less: Ending Inv.	\$	<u>121,512</u>		\$	<u>131,640</u>	\$ <u>163,277</u>
Cost of Sales	\$	<u>221,956</u>	73.6%	\$	<u>243,734</u>	71.5%
<u>Gross Margins on Sales</u>	\$	<u>79,730</u>	26.4%	\$	<u>96,917</u>	28.5%
<u>Operating Expenses</u>						
Salaries and wages	\$	82,707		\$	90,885	\$ 96,641
Employee benefits	\$	<u>41,912</u>		\$	<u>38,642</u>	\$ <u>36,245</u>
Total Payroll	\$	<u>124,619</u>	41.3%	\$	<u>129,527</u>	38.0%
Supplies and materials	\$	250		\$	1,143	\$ 1,285
Bank charges	\$	6,291		\$	8,004	\$ 9,097
Other operating expenses	\$	5,946		\$	7,162	\$ 8,318
<u>Direct Operating Expense</u>	\$	<u>137,106</u>		\$	<u>145,836</u>	\$ <u>151,586</u>
Allocation of general and	-			\$	<u>16,461</u>	\$ <u>9,263</u>
<u>Total Operating Expenses</u>	\$	<u>137,106</u>	45.4%	\$	<u>162,297</u>	47.6%
Income loss from Operation	\$	<u>(57,376)</u>	-19.0%	\$	<u>(65,380)</u>	-19.2%
						\$ <u>(55,392)</u> -13.0%

The Duvall Consulting Group
Downstate Medical Center FSA Bookstore
Sales Mix

	2013-2014		2012-2013		2011-2012		
Best Sellers	\$ 88	0.03%	\$ 146	0.04%	\$ 323	0.08%	
Books	\$ 161,920	53.88%	\$ 199,751	58.68%	\$ 255,953	60.35%	
Clothing	\$ 65,037	21.64%	\$ 59,711	17.54%	\$ 64,101	15.11%	
Computer Supplies	\$ 881	0.29%	\$ 1,251	0.37%	\$ 1,157	0.27%	
Diag Equipment	\$ 26,840	8.93%	\$ 36,076	10.60%	\$ 55,609	13.11%	
Drug Sundries	\$ 13	0.00%	\$ 10	0.00%	\$ 8	0.00%	0.887
Medical Supplies	\$ 12,845	4.27%	\$ 11,078	3.25%	\$ 14,152	3.34%	
Novelties	\$ 15,978	5.32%	\$ 14,986	4.40%	\$ 14,682	3.46%	
Postage Stamps	\$ 862	0.29%	\$ 1,159	0.34%	\$ 977	0.23%	
Rings/Pins	\$ 7,226	2.40%	\$ 6,273	1.84%	\$ 5,518	1.30%	
Stationary	\$ 11,027	3.67%	\$ 12,545	3.69%	\$ 14,989	3.53%	
text Discounts	\$ (2,208)	-0.73%	\$ (2,588)	-0.76%	\$ (3,356)	-0.79%	
	\$ 300,509		\$ 340,398		\$ 424,113		
Sales/FTE	\$ 200.34		\$ 226.93		\$ 282.74		

The Duvall Consulting Group
Downstate Medical Center FSA Bookstore
Break Even Analysis

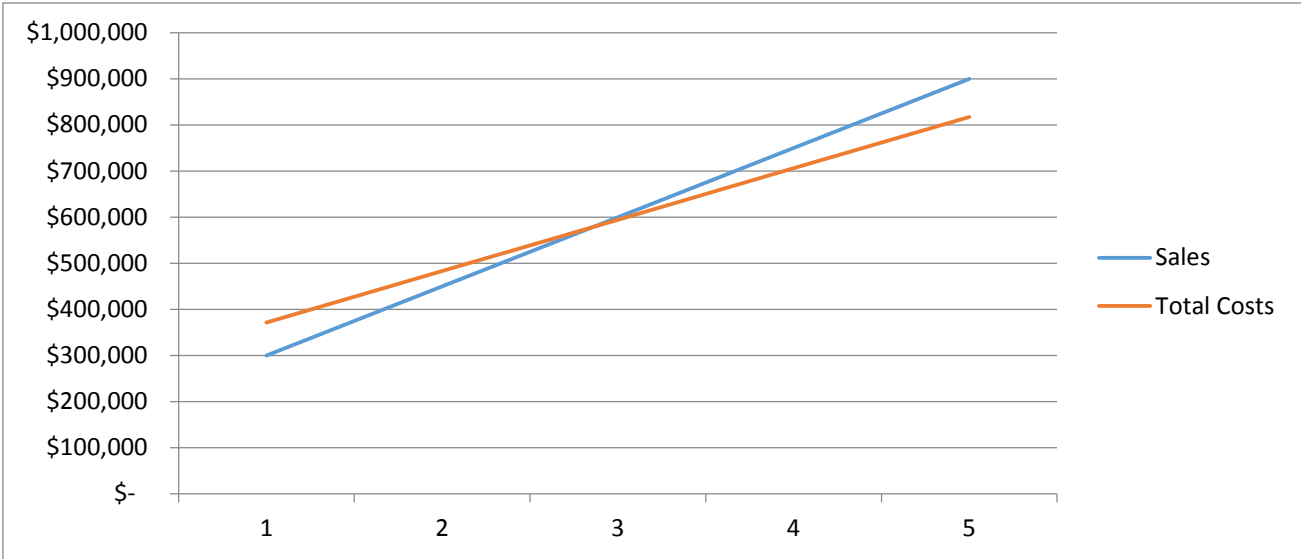
Sales	\$	300,000	\$ 450,000	\$ 600,000	\$ 750,000	\$ 900,000	
Cost of Sales	\$	220,800	\$ 331,200	\$ 441,600	\$ 552,000	\$ 662,400	73.6%
Gross Profit	\$	79,200	\$ 118,800	\$ 158,400	\$ 198,000	\$ 237,600	
Salaries and Benefits	\$	135,000	\$ 135,000	\$ 135,000	\$ 135,000	\$ 135,000	
Other Costs	\$	16,000	\$ 17,000	\$ 18,000	\$ 19,000	\$ 20,000	
Profit	\$	(71,800)	\$ (33,200)	\$ 5,400	\$ 44,000	\$ 82,600	

Sales	\$	300,000	\$ 450,000	\$ 600,000	\$ 750,000	\$ 900,000
Profit	\$	(71,800)	\$ (33,200)	\$ 5,400	\$ 44,000	\$ 82,600

Sales	\$	300,000	\$ 450,000	\$ 600,000	\$ 750,000	\$ 900,000
Total Costs	\$	371,800	\$ 483,200	\$ 594,600	\$ 706,000	\$ 817,400

Breakeven is approximately \$580,000 in Sales.

Salaries and Benefits	\$	135,000				
Sales/FTE	\$	200	\$ 300	\$ 400	\$ 500	\$ 600



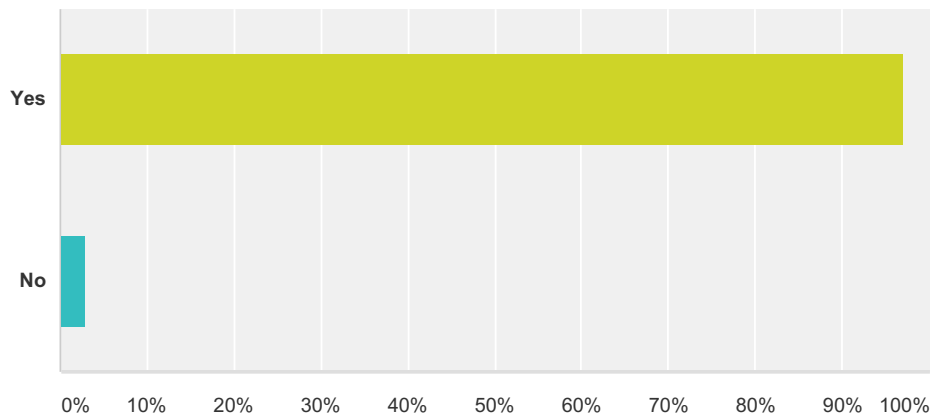
The Duvall Consulting Group
DMC University Bookstore
Five Year Financial Projections
as of April 2015

	Campus Store Actual 2014		Projected 2015-16		Projected 2016-17		Projected 2017-18		Projected 2018-19		Projected 2019-20	
<u>Total Operating Revenue</u>	\$ 301,686	100.0%	\$ 550,000	100.0%	\$ 750,000	100.0%	\$ 900,000	100.0%	\$ 954,000	100.0%	\$ 1,011,240	100.0%
<u>Cost of Goods Sold</u>												
Cost of Sales	\$ 221,956	73.6%	\$ 404,645	73.6%	\$ 551,789	73.6%	\$ 662,147	73.6%	\$ 701,876	73.6%	\$ 743,988	73.6%
<u>Gross Margins on Sales</u>	\$ 79,730	26.4%	\$ 145,355	26.4%	\$ 198,211	26.4%	\$ 237,853	26.4%	\$ 252,124	26.4%	\$ 267,252	26.4%
<u>Operating Expenses</u>												
Total Payroll	\$ 124,619	41.3%	\$ 137,500	25.0%	\$ 150,000	20.0%	\$ 162,000	18.0%	\$ 171,720	18.0%	\$ 182,023	18.0%
Supplies and materials	\$ 250		\$ 250		\$ 500		\$ 750		\$ 795		\$ 843	
Depreciation expenses												
Bank charges	\$ 6,291		\$ 9,000		\$ 11,000		\$ 13,000		\$ 14,000		\$ 14,500	
Other operating expenses	\$ 5,946		\$ 5,946		\$ 9,000		\$ 11,000		\$ 11,660		\$ 12,360	
Maintence Fees			\$ 4,000		\$ 4,500		\$ 5,000		\$ 5,300		\$ 5,618	
<u>Direct Operating Expense</u>	\$ 137,106		\$ 156,696		\$ 175,000		\$ 191,750		\$ 203,475		\$ 215,344	
Allocation of general and												
<u>Total Operating Expenses</u>	\$ 137,106	45.4%	\$ 156,696	28.5%	\$ 175,000	23.3%	\$ 191,750	21.3%	\$ 203,475	21.3%	\$ 215,344	21.3%
<u>Income loss from Operation</u>	\$ (57,376)	-19.0%	\$ (11,341)	-2.1%	\$ 23,211	3.1%	\$ 46,103	5.1%	\$ 48,649	5.1%	\$ 51,908	5.1%

STAFF SURVEY RESULTS

Q1 Did you realize there is a Bookstore on campus?

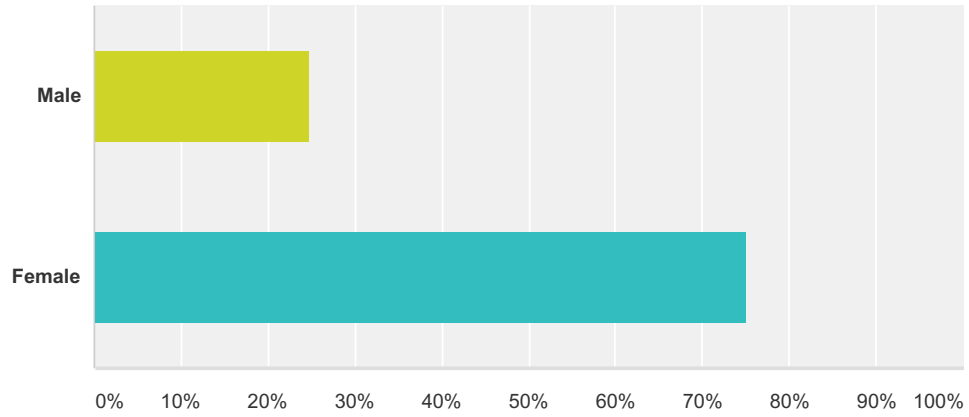
Answered: 166 Skipped: 0



Answer Choices	Responses
Yes	96.99% 161
No	3.01% 5
Total	166

Q2 Gender

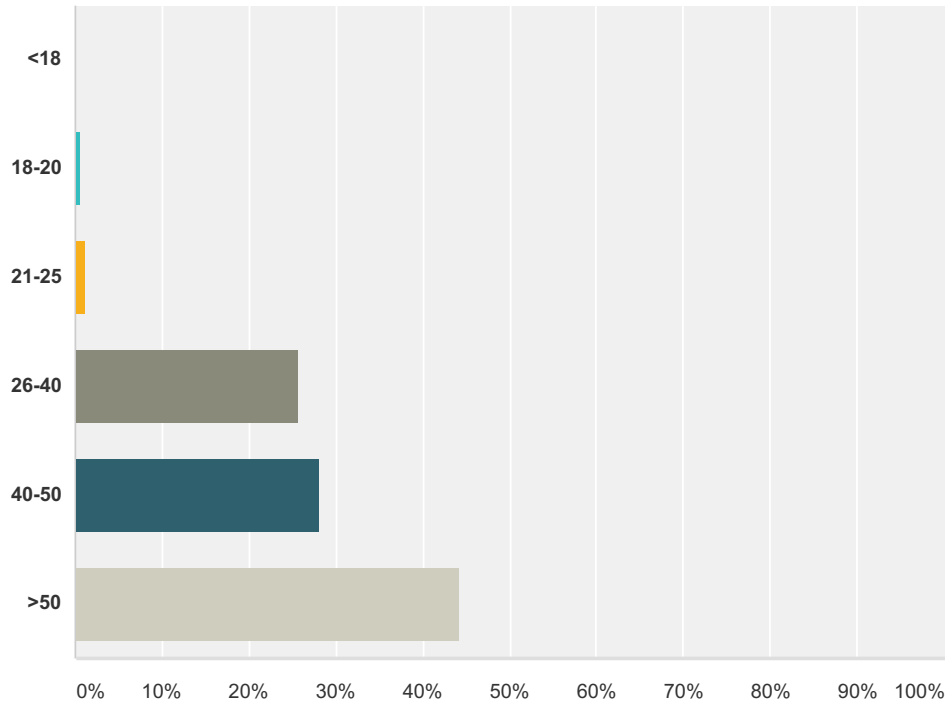
Answered: 165 Skipped: 1



Answer Choices	Responses	
Male	24.85%	41
Female	75.15%	124
Total		165

Q3 Age Range

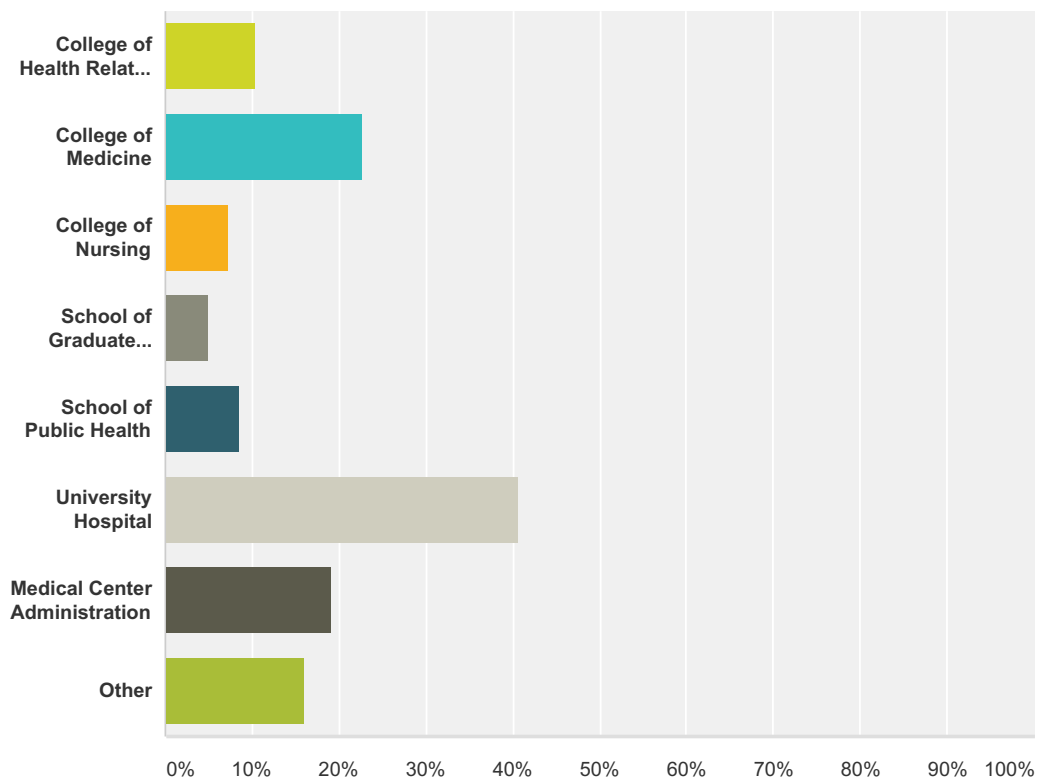
Answered: 163 Skipped: 3



Answer Choices	Responses
<18	0.00% 0
18-20	0.61% 1
21-25	1.23% 2
26-40	25.77% 42
40-50	28.22% 46
>50	44.17% 72
Total	163

Q4 With what DMC College or entity are you associated? (check all that apply)

Answered: 162 Skipped: 4



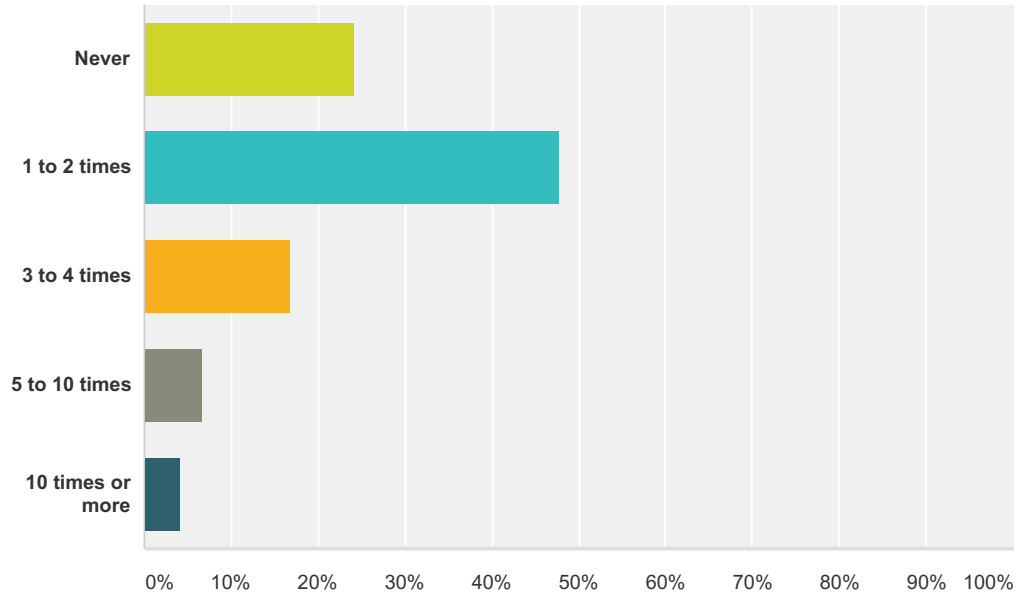
Answer Choices	Responses
College of Health Related Professions	10.49% 17
College of Medicine	22.84% 37
College of Nursing	7.41% 12
School of Graduate Studies	4.94% 8
School of Public Health	8.64% 14
University Hospital	40.74% 66
Medical Center Administration	19.14% 31
Other	16.05% 26
Total Respondents: 162	

#	(please specify)	Date
1	RN	4/20/2015 7:35 AM
2	staff nurse	4/17/2015 9:53 PM
3	Research	4/14/2015 7:22 AM

4	Division of Comparative Medicine	4/10/2015 10:34 AM
5	Human Resources	4/9/2015 11:10 AM
6	Faculty Student Association	4/9/2015 8:21 AM
7	Division of Student Affairs	4/8/2015 4:16 PM
8	FSA	4/8/2015 12:43 PM
9	Office of Student Affairs	4/8/2015 12:21 PM
10	UHB	4/8/2015 11:53 AM
11	Medicine Residency Training Program	4/8/2015 10:24 AM
12	Administration	4/8/2015 10:16 AM
13	graduated, now work in another department	4/8/2015 9:48 AM
14	ACADEMIC AFFAIRS	4/8/2015 9:05 AM
15	Research Foundation Division of Cardiovascular Medicine	4/8/2015 9:05 AM
16	Dept of Surgery Student Edu	4/8/2015 8:55 AM
17	attended college here and now an employee	4/8/2015 8:48 AM
18	university police	4/8/2015 8:13 AM
19	BSB	4/8/2015 7:55 AM
20	Facilities Management & Development	4/8/2015 7:15 AM
21	Administration	4/7/2015 11:08 PM
22	SUNNY DOWNSTATE MEDICAL CENTER	4/7/2015 10:27 PM
23	Resident	4/7/2015 10:07 PM

Q5 How often do you visit the Downstate University Bookstore in the Student Center per semester?

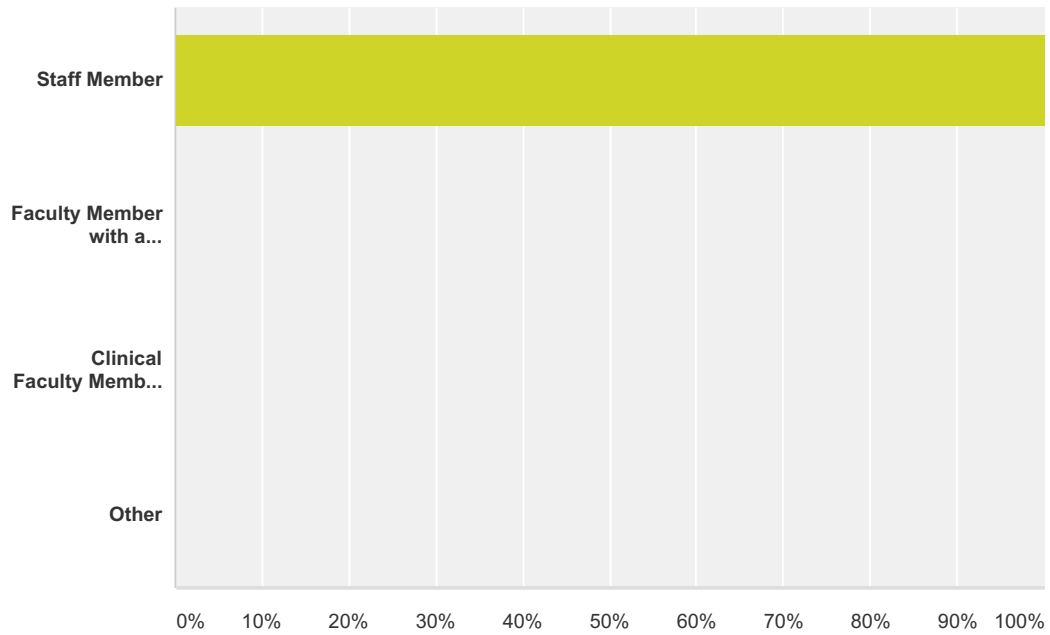
Answered: 165 Skipped: 1



Answer Choices	Responses
Never	24.24% 40
1 to 2 times	47.88% 79
3 to 4 times	16.97% 28
5 to 10 times	6.67% 11
10 times or more	4.24% 7
Total	165

Q6 Are you a:

Answered: 166 Skipped: 0



Answer Choices	Responses
Staff Member	100.00% 166
Faculty Member with a Classroom Course Instructor Role	0.00% 0
Clinical Faculty Member without a Classroom Course Instructor Role	0.00% 0
Other	0.00% 0
Total	166

#	Other (please specify)	Date
1	Sr. TH Staff Associate	4/9/2015 11:10 AM
2	NURSING	4/7/2015 10:27 PM
3	Resident	4/7/2015 10:07 PM

Q7 Do you or your department require textbooks for your course(s)

Answered: 0 Skipped: 166

! No matching responses.

Answer Choices	Responses
Yes (most of the time)	0.00% 0
No	0.00% 0
Other	0.00% 0
Total	0

#	(please specify)	Date
	There are no responses.	

Q8 Who determines the required textbooks?

Answered: 0 Skipped: 166

! No matching responses.

Answer Choices	Responses
Me	0.00% 0
Pre-determined by the college/curriculum	0.00% 0
Other	0.00% 0
Total	0

#	If other (please specify)	Date
	There are no responses.	

Q9 Who processes the textbook requirements to the University Bookstore?

Answered: 0 Skipped: 166

! No matching responses.

Answer Choices	Responses
Me	0.00% 0
Someone else in my department (specify role of that person:)	0.00% 0
Total	0

#	If someone else, please specify role.	Date
	There are no responses.	

Q10 Have you experienced problems obtaining textbooks or supplies from Downstate's University Bookstore?

Answered: 0 Skipped: 166

! No matching responses.

Answer Choices	Responses
Never	0.00% 0
Rarely	0.00% 0
Once per year	0.00% 0
Every semester	0.00% 0
Other (please specify)	0.00% 0
Total	0

#	(please specify)	Date
	There are no responses.	

Q11 Identify the most frequent type of problem.

Answered: 0 Skipped: 166

! No matching responses.

Answer Choices	Responses
Do not have problems	0.00% 0
Textbooks/supplies arriving late	0.00% 0
Insufficient quantities	0.00% 0
Lack of communication with employees	0.00% 0
Using bookstore software to place requisitions	0.00% 0
Other	0.00% 0
Total	0

#	(please specify)	Date
	There are no responses.	

Q12 Do you feel you have a reasonable understanding of the Downstate University Bookstore’s deadline by which you must submit textbook and course material requirements?

Answered: 0 Skipped: 166

! No matching responses.

Answer Choices	Responses
Yes	0.00% 0
No	0.00% 0
Other	0.00% 0
Total Respondents: 0	

#	(please specify)	Date
	There are no responses.	

Q13 Do you provide textbook and other course material requirement needs to the Downstate's University Bookstore?

Answered: 0 Skipped: 166

! No matching responses.

Answer Choices	Responses
Yes	0.00% 0
No	0.00% 0
Sometimes	0.00% 0
Total	0

#	Other (please specify)	Date
	There are no responses.	

Q14 Do you provide textbook and other course material information to any competing bookstores?

Answered: 0 Skipped: 166

! No matching responses.

Answer Choices	Responses
Yes	0.00% 0
No	0.00% 0
Other	0.00% 0
Total	0

#	(please specify)	Date
	There are no responses.	

Q15 Do you suggest to your students sources for your course material other than the Downstate's University Bookstore?

Answered: 0 Skipped: 166

! No matching responses.

Answer Choices	Responses
Yes	0.00% 0
No	0.00% 0
Sometimes	0.00% 0
Total	0

Q16 If you answered Yes or Sometimes to the above question please indicate the reason for your answer.

Answered: 0 Skipped: 166

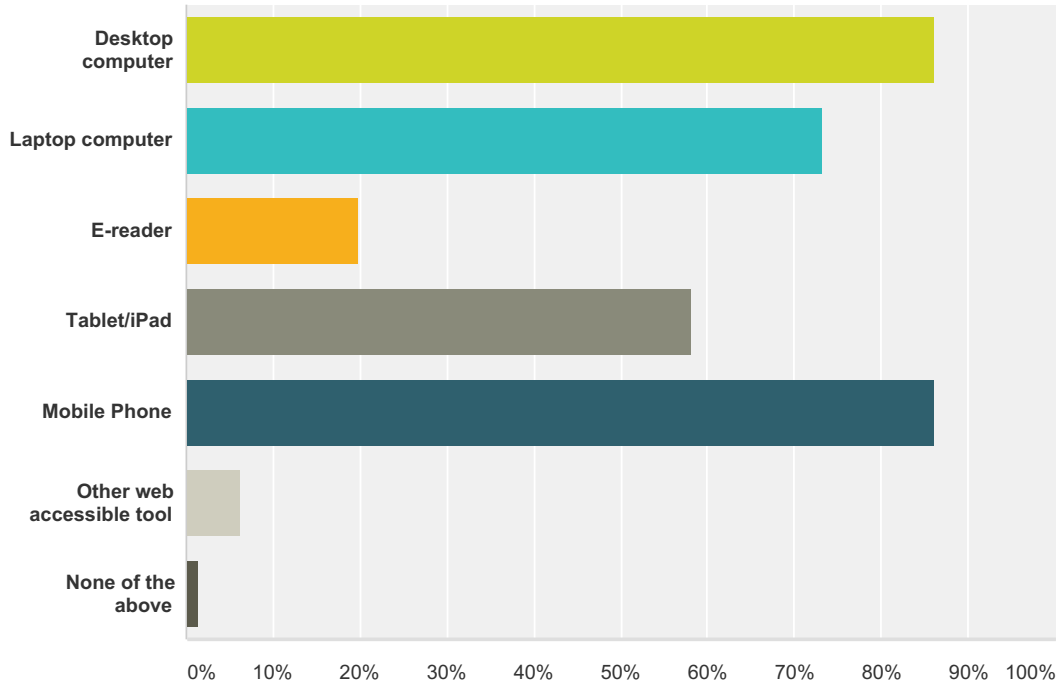
! No matching responses.

Answer Choices	Responses
Books/material not available in Campus Book Store	0.00% 0
Books/material too expensive in Campus Book Store	0.00% 0
Feel it is easier for students to obtain elsewhere	0.00% 0
Other	0.00% 0
Total Respondents: 0	

#	(please specify)	Date
	There are no responses.	

Q17 Technology: Of the following, which do you own or are readily accessible to (check all that apply):

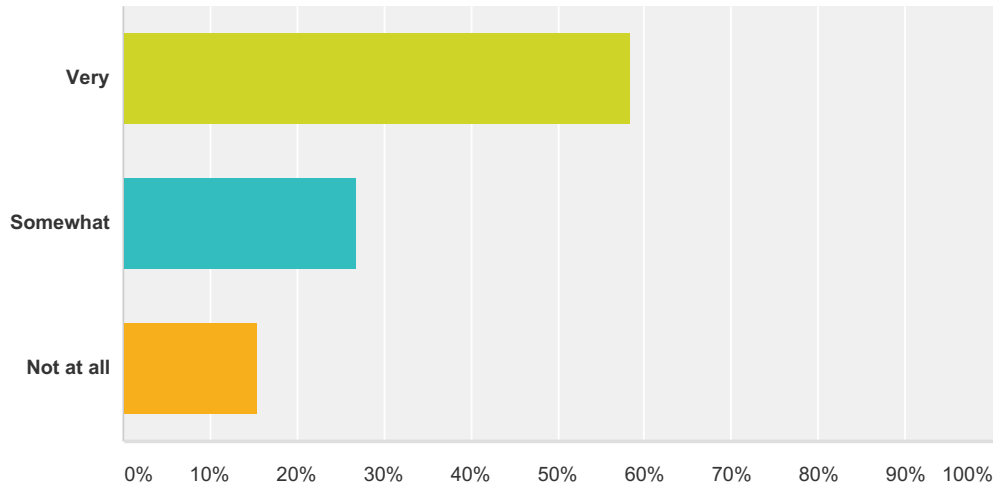
Answered: 146 Skipped: 20



Answer Choices	Responses	Count
Desktop computer	86.30%	126
Laptop computer	73.29%	107
E-reader	19.86%	29
Tablet/iPad	58.22%	85
Mobile Phone	86.30%	126
Other web accessible tool	6.16%	9
None of the above	1.37%	2
Total Respondents: 146		

Q18 How comfortable are you with using the above tools in accessing and using online books for assignments for your students?

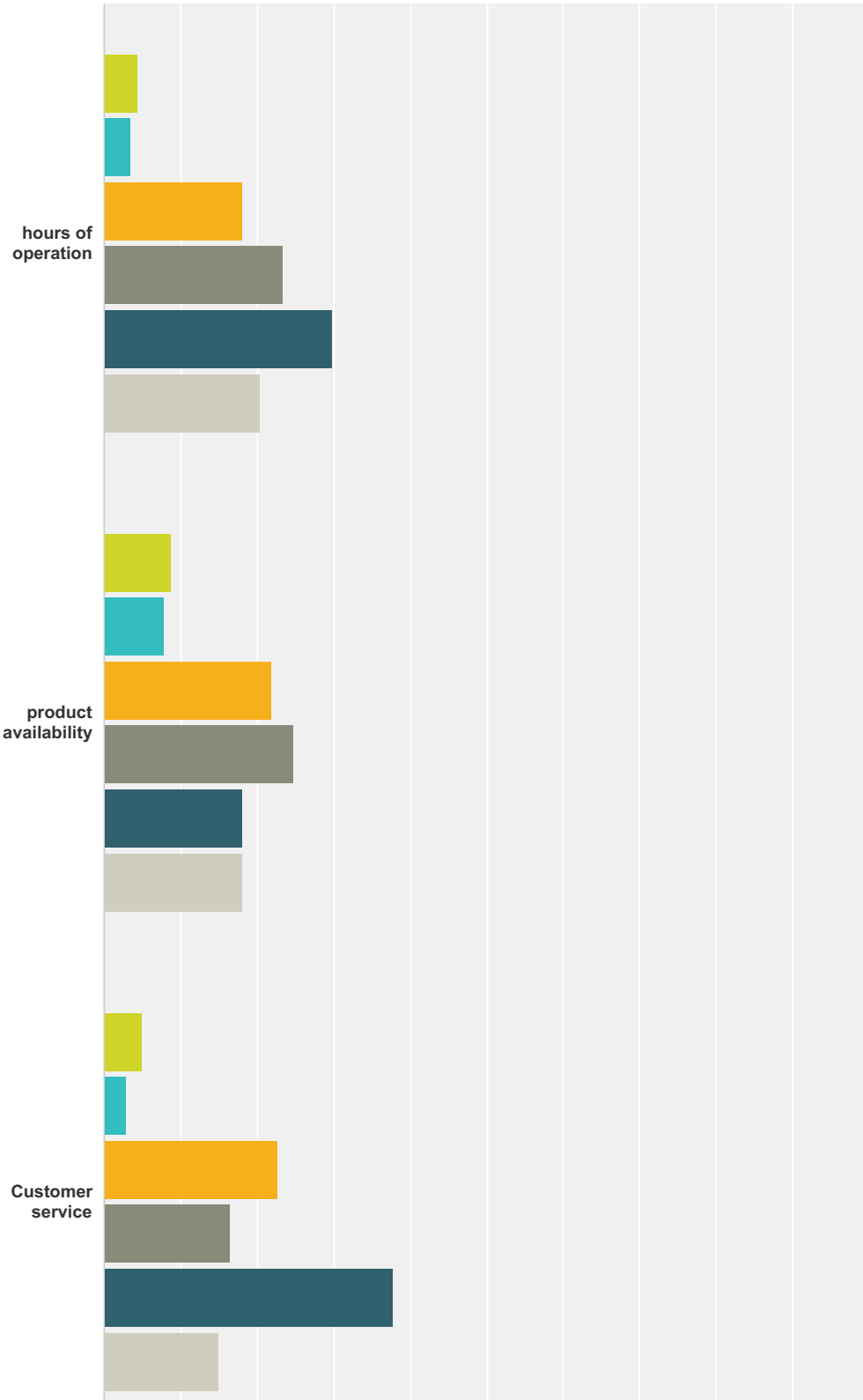
Answered: 130 Skipped: 36

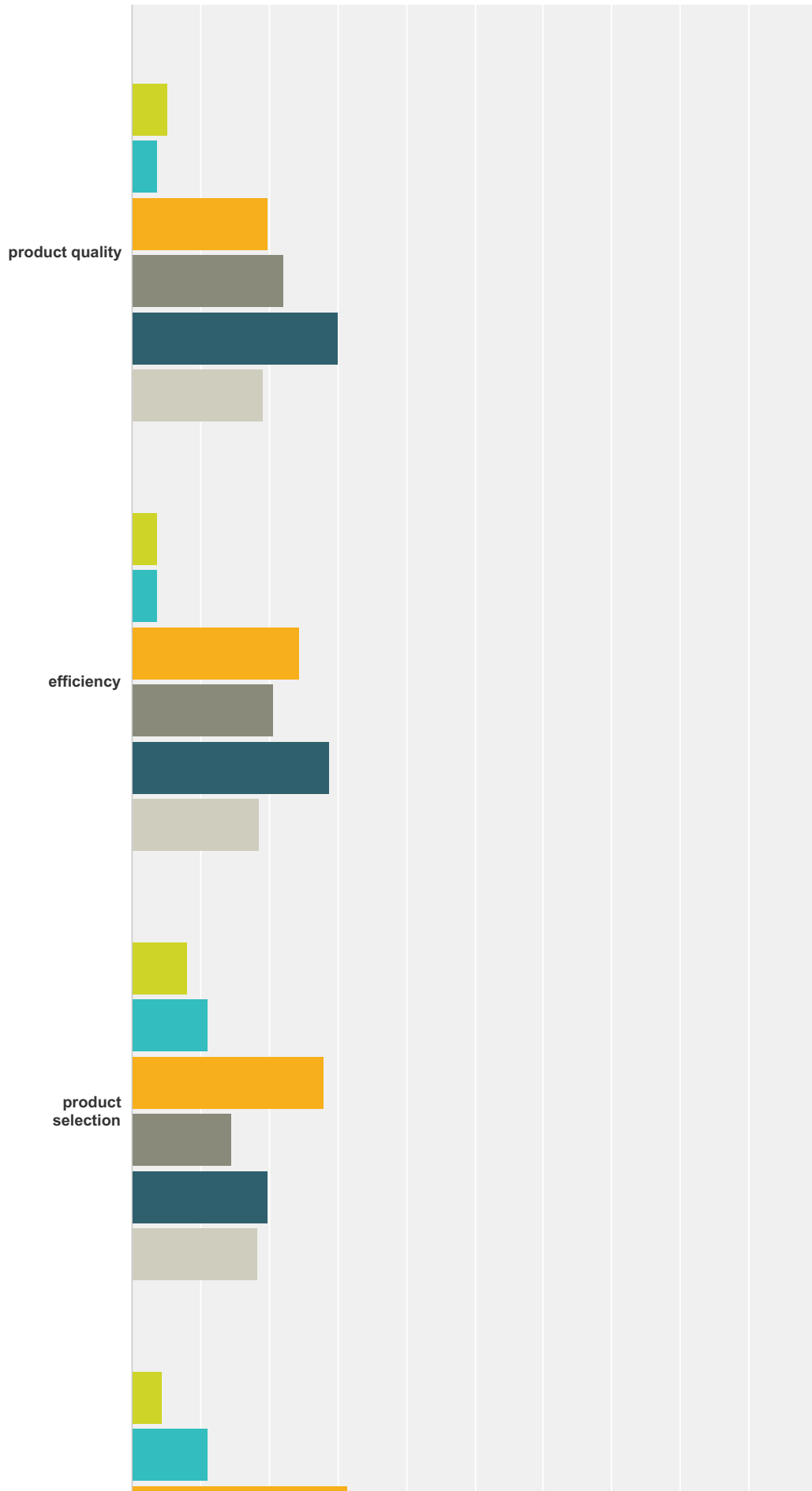


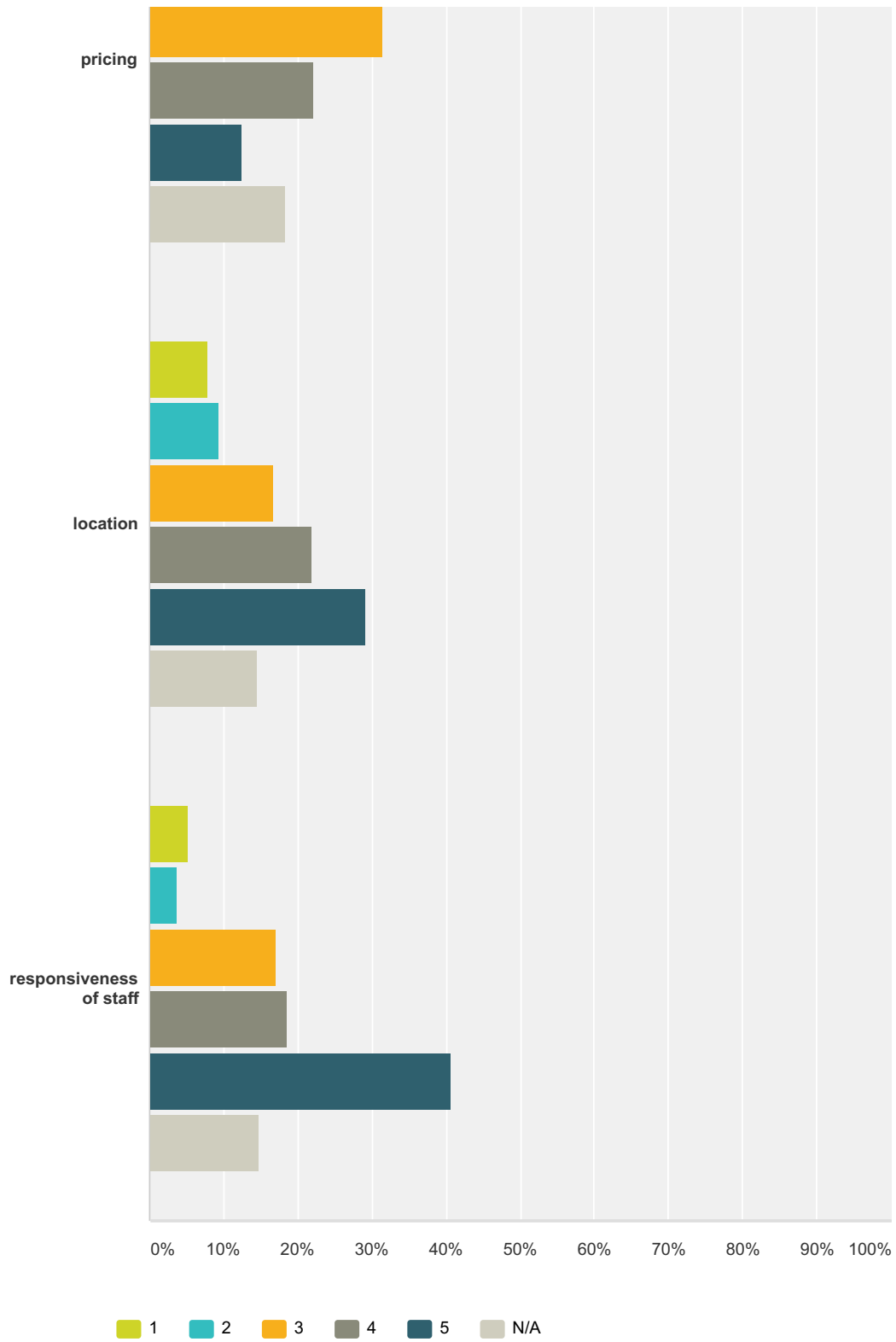
Answer Choices	Responses
Very	58.46% 76
Somewhat	26.92% 35
Not at all	15.38% 20
Total Respondents: 130	

Q19 Rate your most recent experiences in the Downstate's University bookstore. [1 being least favorable, 5 being the most favorable].

Answered: 142 Skipped: 24





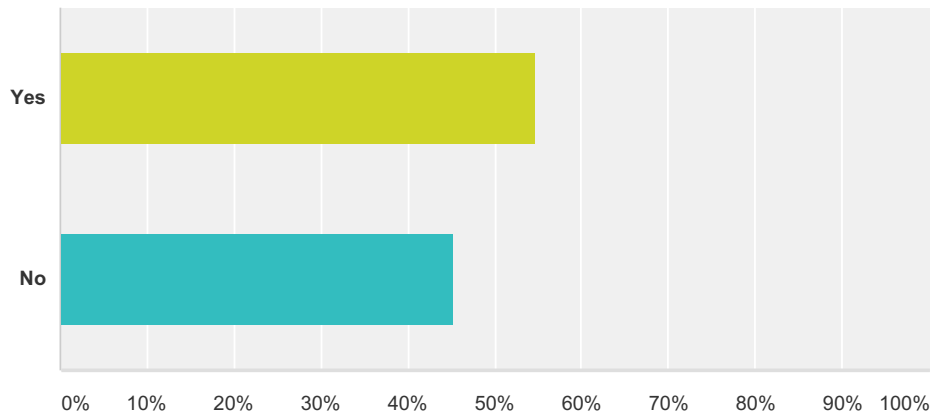


	1	2	3	4	5	N/A	Total
hours of operation	4.38% 6	3.65% 5	18.25% 25	23.36% 32	29.93% 41	20.44% 28	137
product availability	8.76% 12	8.03% 11	21.90% 30	24.82% 34	18.25% 25	18.25% 25	137

Customer service	5.00% 7	2.86% 4	22.86% 32	16.43% 23	37.86% 53	15.00% 21	140
product quality	5.15% 7	3.68% 5	19.85% 27	22.06% 30	30.15% 41	19.12% 26	136
efficiency	3.70% 5	3.70% 5	24.44% 33	20.74% 28	28.89% 39	18.52% 25	135
product selection	8.09% 11	11.03% 15	27.94% 38	14.71% 20	19.85% 27	18.38% 25	136
pricing	4.41% 6	11.03% 15	31.62% 43	22.06% 30	12.50% 17	18.38% 25	136
location	8.03% 11	9.49% 13	16.79% 23	21.90% 30	29.20% 40	14.60% 20	137
responsiveness of staff	5.19% 7	3.70% 5	17.04% 23	18.52% 25	40.74% 55	14.81% 20	135

Q20 Do you ever shop at the Downstate University Bookstore for clothing or gift items?

Answered: 146 Skipped: 20



Answer Choices	Responses
Yes	54.79% 80
No	45.21% 66
Total	146

#	If No, can you specify why not?	Date
1	parking tickets	4/10/2015 8:40 AM
2	I've asked about a gift	4/9/2015 8:23 AM
3	I've never been there and haven't had occasion to visit. But I might very well get a gift there in the future.	4/8/2015 5:30 PM
4	Never had to	4/8/2015 3:40 PM
5	Why yes?	4/8/2015 3:19 PM
6	Never changes...same stuff as five years ago.	4/8/2015 12:41 PM
7	Never think to do so.	4/8/2015 12:24 PM
8	Not had the chance	4/8/2015 12:07 PM
9	Just never been there	4/8/2015 11:42 AM
10	Never have the time to get over there	4/8/2015 11:38 AM
11	cost to much	4/8/2015 10:58 AM
12	Don't need anything available there	4/8/2015 10:45 AM
13	time	4/8/2015 10:27 AM
14	Haven't had to go there, yet.	4/8/2015 10:19 AM
15	I think they are overly priced	4/8/2015 10:15 AM
16	I feel like the items are more geared toward the students	4/8/2015 10:14 AM
17	There are no clothing items or gifts I need.	4/8/2015 10:06 AM

18	only for books & folders	4/8/2015 9:50 AM
19	Not accessible.	4/8/2015 9:38 AM
20	Have not been there in years.	4/8/2015 9:34 AM
21	I work here. No need to own the products too.	4/8/2015 9:33 AM
22	Due to lack of product availability	4/8/2015 9:29 AM
23	Not interested	4/8/2015 9:24 AM
24	no need	4/8/2015 9:22 AM
25	I assume the cost would be too high	4/8/2015 9:06 AM
26	parking tickets	4/8/2015 8:59 AM
27	Nothing there I need	4/8/2015 8:56 AM
28	not attractive	4/8/2015 8:23 AM
29	Not too inviting	4/8/2015 7:01 AM
30	I don't know where its located	4/8/2015 12:37 AM
31	Neve thought to shop there	4/7/2015 11:14 PM
32	It's out of the way. I'm not even sure where the entrance is. Why isn't it next to the library? Most college bookstores are.	4/7/2015 11:13 PM

Q21 What additional products or services should be offered?

Answered: 44 Skipped: 122

#	Responses	Date
1	It would be more convenient for me if the bookstore could do online orders for books they do not have.	4/17/2015 9:57 PM
2	Advertise recommended readings for different specialties each month.	4/15/2015 9:05 PM
3	Snack items	4/15/2015 11:06 AM
4	cap and gown order better clothing options software	4/14/2015 12:22 PM
5	Newspapers/Magazines	4/9/2015 8:23 AM
6	Much better Downstate branded merchandise.	4/8/2015 3:56 PM
7	food	4/8/2015 3:27 PM
8	Broad selection of topical books, etc, relating to various classes. Perhaps teachers can suggest "optional reading" for courses?	4/8/2015 3:19 PM
9	snacks/ drinks/	4/8/2015 2:20 PM
10	Snacks and sandwiches (There are too few food choices available to residents and students.)	4/8/2015 1:54 PM
11	it needs a youthful energy	4/8/2015 1:13 PM
12	Updated items...more fun.	4/8/2015 12:41 PM
13	You should see caps and gowns, food, cafe, coffee.	4/8/2015 12:28 PM
14	Maybe an online presence would help.	4/8/2015 12:24 PM
15	better quality badge protectors	4/8/2015 12:17 PM
16	id badge t shirt college book	4/8/2015 12:03 PM
17	n/a	4/8/2015 11:42 AM
18	Hard to say. Never been there.	4/8/2015 11:38 AM
19	Book store Gift cards	4/8/2015 11:24 AM
20	More Items not sure what?	4/8/2015 10:57 AM
21	More books of commercial nature as well. Some Audio as well	4/8/2015 10:51 AM
22	More non related downstate items...	4/8/2015 10:49 AM
23	Should handle ordering academic attire and handing it out	4/8/2015 10:45 AM
24	None	4/8/2015 10:37 AM
25	More supplies for school and presentations at affordable prices	4/8/2015 10:33 AM
26	Greater scrubs collection. Many students/doctors/administrators buy their scrubs from online. These are profits that the institution can be making if they offer a greater selection.	4/8/2015 10:25 AM
27	More mugs, cups, pens, window decals - items that both students and faculty and staff could buy to promote Downstate. I would buy a Downstate leather covered portfolio to use at meetings or hard covered upscale notebooks embossed with the Downstate name and logo on the cover.	4/8/2015 10:14 AM
28	other reading books; less costly items; downstate novelties	4/8/2015 10:07 AM
29	I am not a student so I don't know what they might need that is not available now.	4/8/2015 10:06 AM
30	na	4/8/2015 9:46 AM

31	Online sales, such as an Amazon.	4/8/2015 9:41 AM
32	More books, more options	4/8/2015 9:29 AM
33	Not sure	4/8/2015 9:24 AM
34	none	4/8/2015 9:14 AM
35	latest phone accessories desktop accessories	4/8/2015 9:12 AM
36	Please include more books on Islamic medicine.	4/8/2015 9:06 AM
37	Software packages	4/8/2015 8:50 AM
38	E-book access, some non-medical books (best-sellers?)	4/8/2015 8:49 AM
39	more gift items, cards, items for students to purchase	4/8/2015 8:38 AM
40	More respiratory text	4/8/2015 8:36 AM
41	snacks	4/8/2015 8:23 AM
42	More styles of ID holder	4/8/2015 7:55 AM
43	Academic planner hard copy Most hard copy books have disappeared	4/8/2015 5:11 AM
44	EMLPLOYEE DISCOUNTS AND THE AVAILABILITY OF COURSE BOOKS , CLOTHING AND NOVELTIES AT LOWER PRICING.	4/7/2015 10:35 PM

Q22 What additional comments do you have concerning the Downstate's University Bookstore?

Answered: 42 Skipped: 124

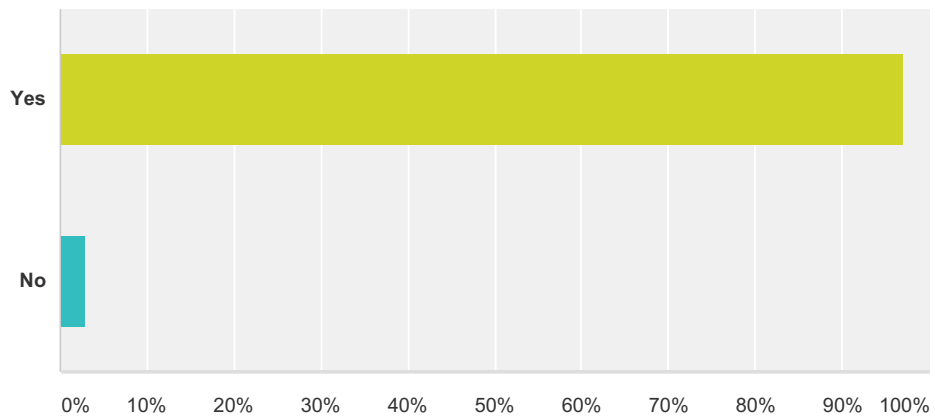
#	Responses	Date
1	None.	4/15/2015 11:06 AM
2	I think the decor could be a little more inviting and brighter. A little more spacious because of the wide array of students and faculty they serve.	4/9/2015 1:01 PM
3	Staff is professional and responsive.	4/8/2015 6:22 PM
4	Friendly staff	4/8/2015 5:08 PM
5	It's a sad place. Old and dusty merchandise. Very poor selection of really poorly made junk. This place is almost useless.	4/8/2015 3:56 PM
6	Expand hours.	4/8/2015 3:19 PM
7	Thanks for having Metro Cards, Sweat shirts and an assortment of other things such a cute pens and cups.	4/8/2015 1:53 PM
8	none	4/8/2015 1:13 PM
9	Advertise on the website, provide sale/offers in the electronic message board around the institution.	4/8/2015 1:09 PM
10	Why bother with 4% sale? Doesn't even cover tax. Not worth the walk for less than 10%	4/8/2015 12:41 PM
11	Make it more of a lounge, space for people to lounge and study, unwind.	4/8/2015 12:28 PM
12	Some promotional activities might encourage greater traffic.	4/8/2015 12:24 PM
13	they shoul have it in the front entrance of the hospital.	4/8/2015 12:03 PM
14	Maybe I should take a visit there	4/8/2015 11:42 AM
15	Where are the hours of operation listed, other than the bookstore itself, for staff and others to see? I do not believe I have ever seen any signs.	4/8/2015 11:38 AM
16	Need to be more modern.	4/8/2015 10:58 AM
17	better pricing	4/8/2015 10:57 AM
18	Expand to include more books of commercial nature as well.	4/8/2015 10:51 AM
19	more promotions should be done. someone should set a table around cafeteria to sell downstate items. online ordering and delivery to campus	4/8/2015 10:49 AM
20	None	4/8/2015 10:37 AM
21	The location is too small.	4/8/2015 10:33 AM
22	better online store	4/8/2015 10:27 AM
23	Location is somewhat inconvenient during winter or bad weather days.	4/8/2015 10:26 AM
24	It would be nice if the space was more nicely painted and decorated and inviting with pictures of the campus and people who work and study here.	4/8/2015 10:14 AM
25	None	4/8/2015 10:06 AM
26	The Bookstore should be upgraded to have a more modern look since the population is steadily increasing and we are considered one of the best school's in the area.	4/8/2015 9:49 AM
27	na	4/8/2015 9:46 AM
28	Sometimes the staff could be a little more knowledgable and friendly	4/8/2015 9:37 AM

29	Change to a larger location	4/8/2015 9:29 AM
30	None	4/8/2015 9:24 AM
31	none	4/8/2015 9:14 AM
32	Please develop your website.	4/8/2015 9:06 AM
33	none	4/8/2015 8:56 AM
34	None. Great Staff	4/8/2015 8:50 AM
35	The store feels drab and not very inviting structurally.	4/8/2015 8:49 AM
36	very sparse, if you compare to other bookstore it is scant	4/8/2015 8:38 AM
37	N/A	4/8/2015 8:36 AM
38	keep striving	4/8/2015 5:58 AM
39	Much more limited selection than other medical school bookstores	4/8/2015 5:11 AM
40	Book store has to be near where coffee or food or library is, where foot traffic is. I'm not a student, so I have zero reason to make a trip to the bookstore unless it is in my line of traffic somewhere between the main the main entrance and my office, or to the cafeteria.	4/7/2015 11:13 PM
41	LONGER HOURS OF OPERATION.	4/7/2015 10:35 PM
42	It's visibility I think the university bookstore is the heart of a student center and activity Ours is tucked away, hidden, needs to be moved, visible And a facelift It's for everyone and can be an income generator If utilized better Every good university has a good bookstore The products are decent there it's just no one knows it's there. A coffee shop bookstore concept may be nice ?!	4/7/2015 10:11 PM

FACULTY SURVEY RESULTS

Q1 Did you realize there is a Bookstore on campus?

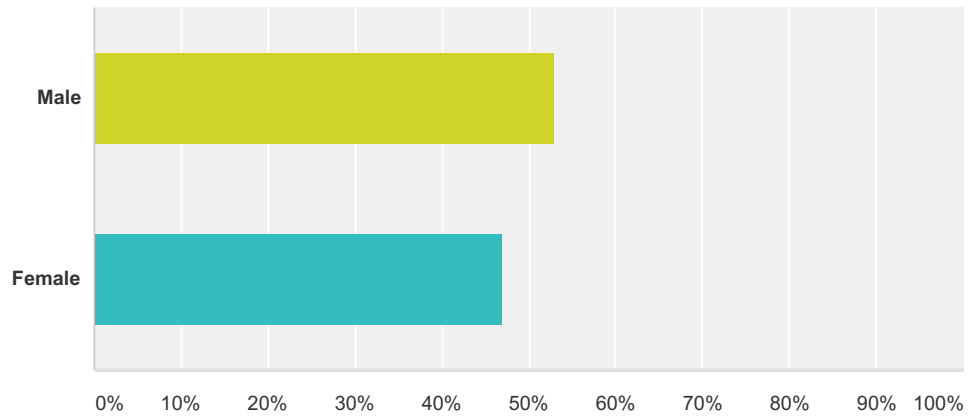
Answered: 35 Skipped: 0



Answer Choices	Responses
Yes	97.14% 34
No	2.86% 1
Total	35

Q2 Gender

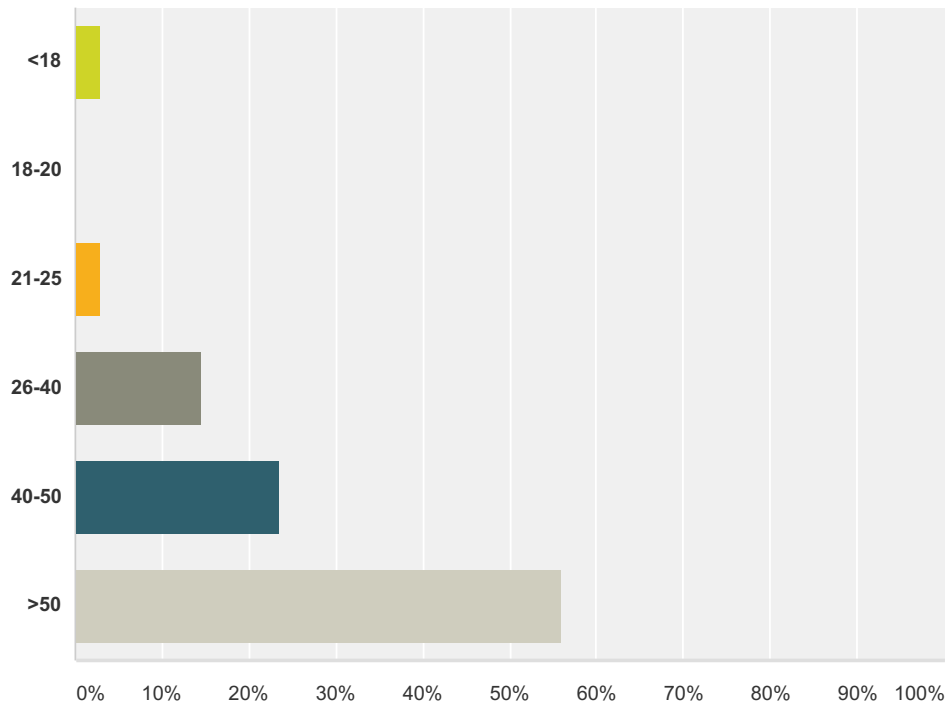
Answered: 34 Skipped: 1



Answer Choices	Responses
Male	52.94% 18
Female	47.06% 16
Total	34

Q3 Age Range

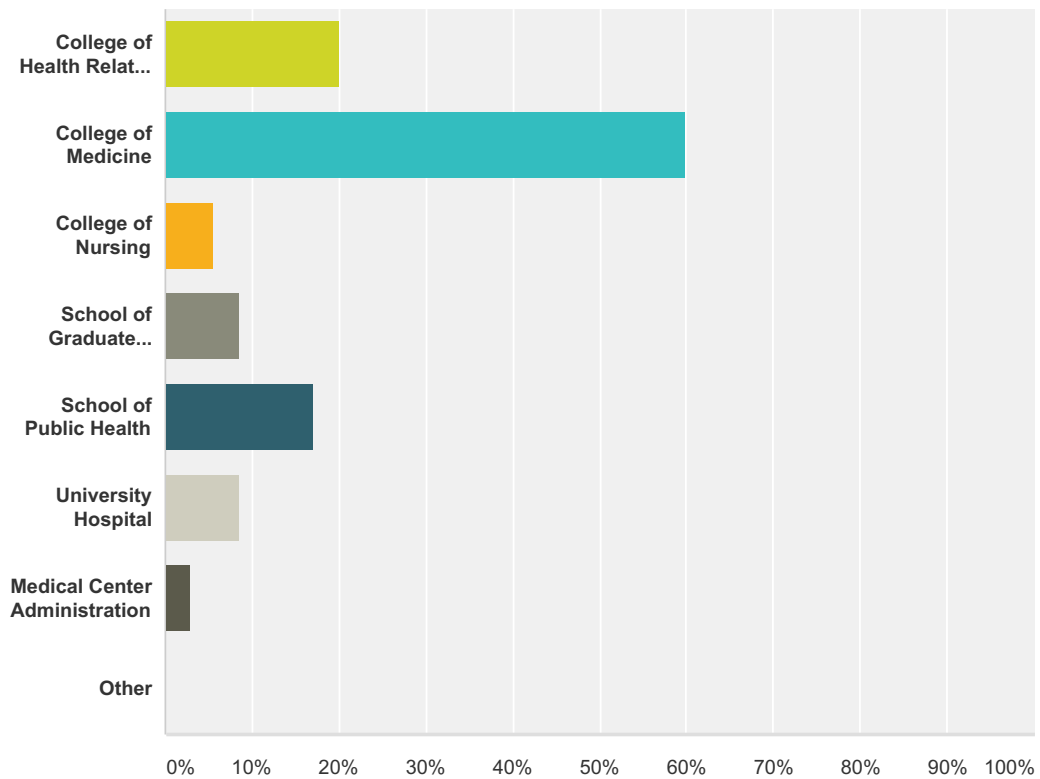
Answered: 34 Skipped: 1



Answer Choices	Responses
<18	2.94% 1
18-20	0.00% 0
21-25	2.94% 1
26-40	14.71% 5
40-50	23.53% 8
>50	55.88% 19
Total	34

Q4 With what DMC College or entity are you associated? (check all that apply)

Answered: 35 Skipped: 0

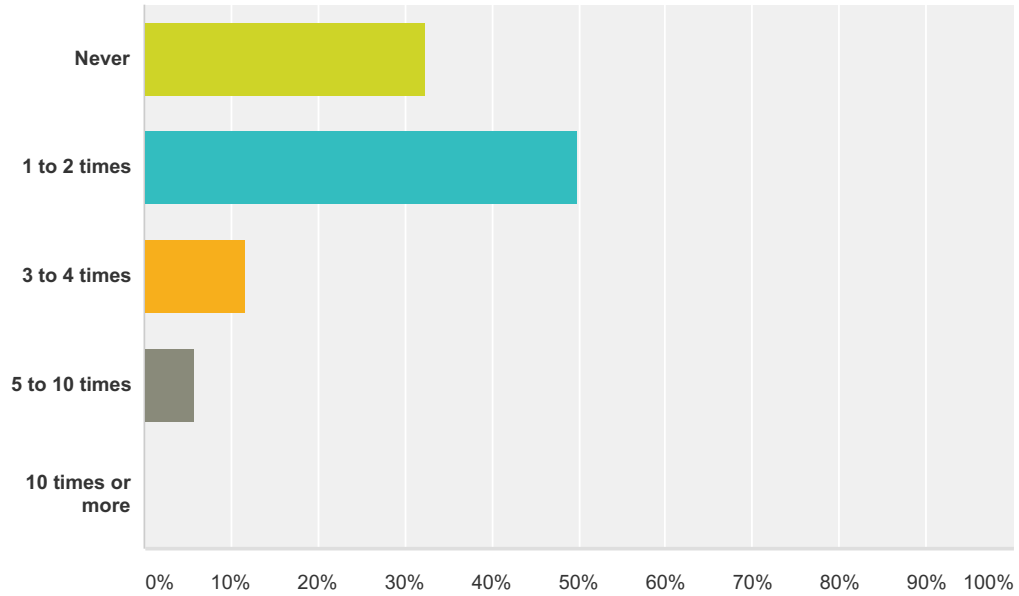


Answer Choices	Responses
College of Health Related Professions	20.00% 7
College of Medicine	60.00% 21
College of Nursing	5.71% 2
School of Graduate Studies	8.57% 3
School of Public Health	17.14% 6
University Hospital	8.57% 3
Medical Center Administration	2.86% 1
Other	0.00% 0
Total Respondents: 35	

#	(please specify)	Date
	There are no responses.	

Q5 How often do you visit the Downstate University Bookstore in the Student Center per semester?

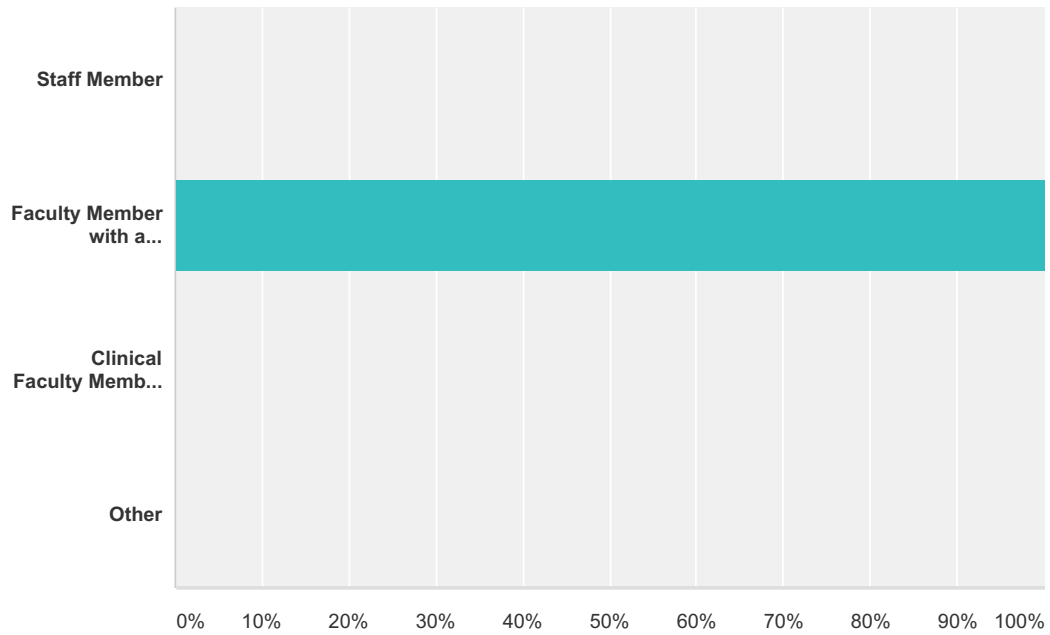
Answered: 34 Skipped: 1



Answer Choices	Responses
Never	32.35% 11
1 to 2 times	50.00% 17
3 to 4 times	11.76% 4
5 to 10 times	5.88% 2
10 times or more	0.00% 0
Total	34

Q6 Are you a:

Answered: 35 Skipped: 0

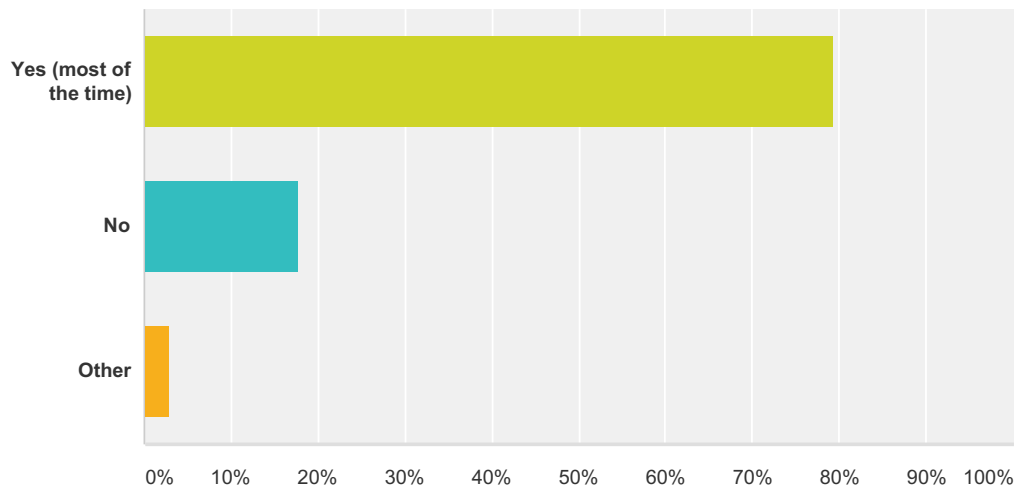


Answer Choices	Responses
Staff Member	0.00% 0
Faculty Member with a Classroom Course Instructor Role	100.00% 35
Clinical Faculty Member without a Classroom Course Instructor Role	0.00% 0
Other	0.00% 0
Total	35

#	Other (please specify)	Date
	There are no responses.	

Q7 Do you or your department require textbooks for your course(s)

Answered: 34 Skipped: 1

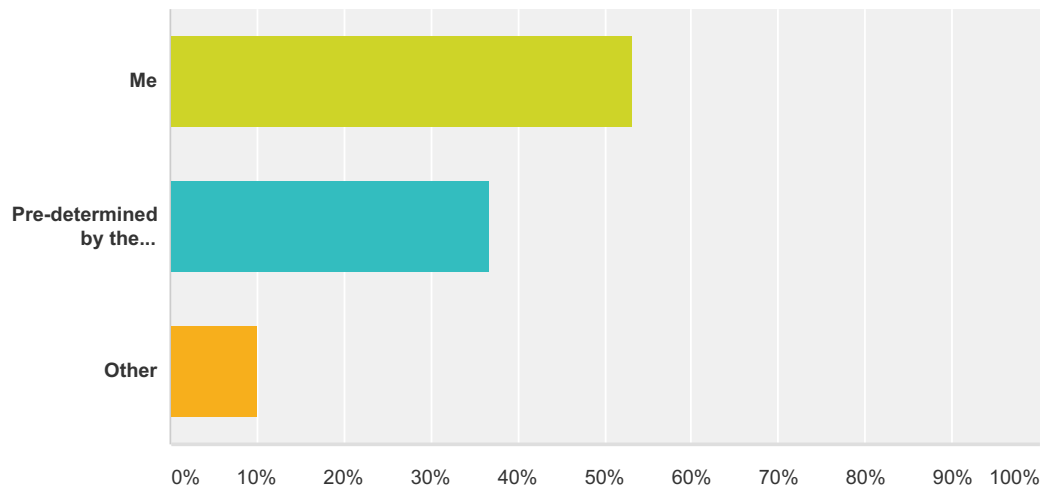


Answer Choices	Responses
Yes (most of the time)	79.41% 27
No	17.65% 6
Other	2.94% 1
Total	34

#	(please specify)	Date
1	sometimes	4/8/2015 9:21 AM

Q8 Who determines the required textbooks?

Answered: 30 Skipped: 5

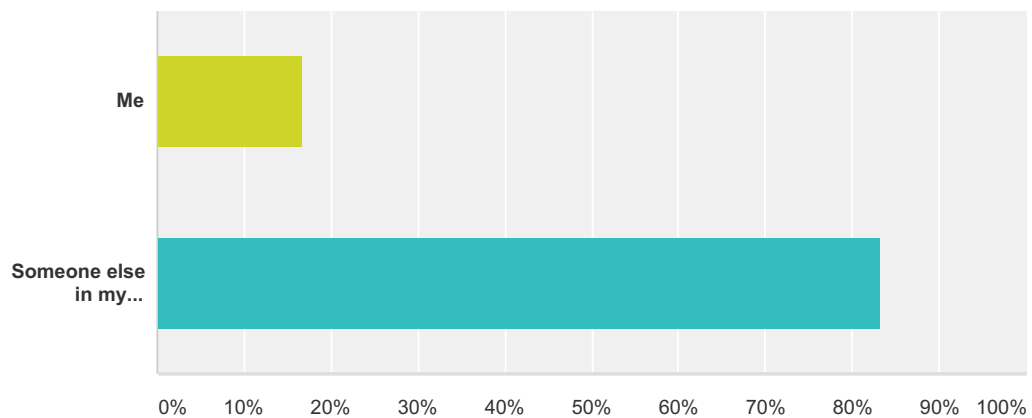


Answer Choices	Responses
Me	53.33% 16
Pre-determined by the college/curriculum	36.67% 11
Other	10.00% 3
Total	30

#	If other (please specify)	Date
1	Me, with input from the faculty, prior to final decision.	4/16/2015 2:13 PM
2	group effort by unit director and subdirectories	4/13/2015 9:48 AM
3	textbooks for residents are recommendations of various faculty	4/9/2015 8:56 AM
4	Unit Leadership	4/8/2015 8:43 AM
5	N/A	4/7/2015 11:37 PM

Q9 Who processes the textbook requirements to the University Bookstore?

Answered: 24 Skipped: 11

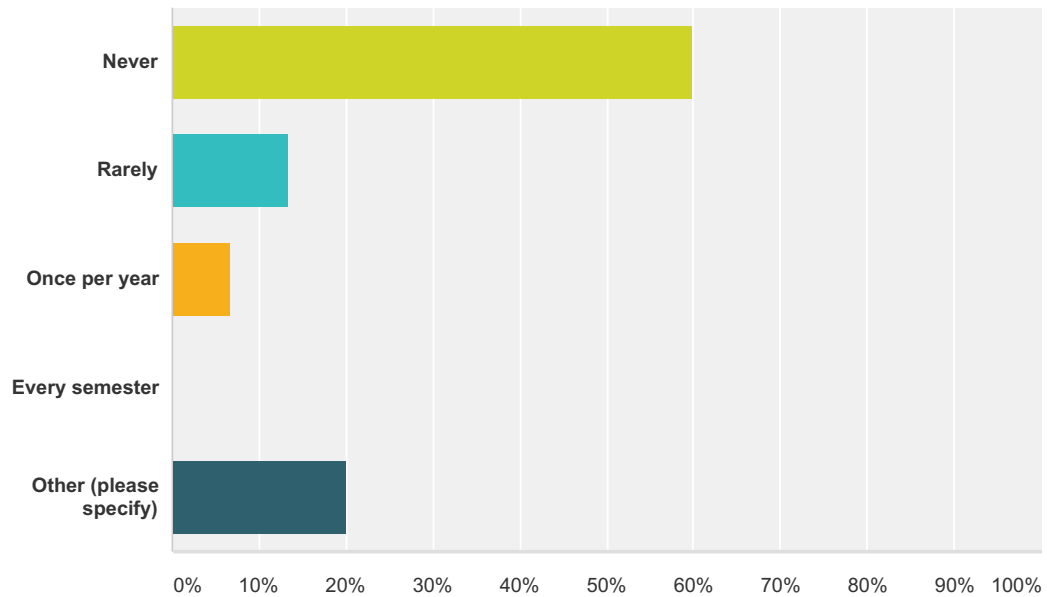


Answer Choices	Responses
Me	16.67% 4
Someone else in my department (specify role of that person:)	83.33% 20
Total	24

#	If someone else, please specify role.	Date
1	I believe it is the Dean of Foundations 1	4/13/2015 9:48 AM
2	no one . . .	4/9/2015 8:56 AM
3	Daniel Ilyayev	4/8/2015 1:17 PM
4	chairman	4/8/2015 12:45 PM
5	Grants Manager	4/8/2015 10:42 AM
6	teaching coordinator	4/8/2015 9:53 AM
7	we dont use the bookstore	4/8/2015 9:21 AM
8	Not sure	4/8/2015 8:43 AM
9	I'm not sure that anyone does.	4/8/2015 7:44 AM
10	handled by the administration in the Office of Education	4/8/2015 7:41 AM
11	Idk	4/8/2015 5:13 AM
12	Assoc Dean of Foundations	4/8/2015 3:26 AM
13	N/A	4/7/2015 11:37 PM
14	Nobody	4/7/2015 10:09 PM
15	academic coordinator	4/7/2015 10:06 PM

Q10 Have you experienced problems obtaining textbooks or supplies from Downstate's University Bookstore?

Answered: 30 Skipped: 5

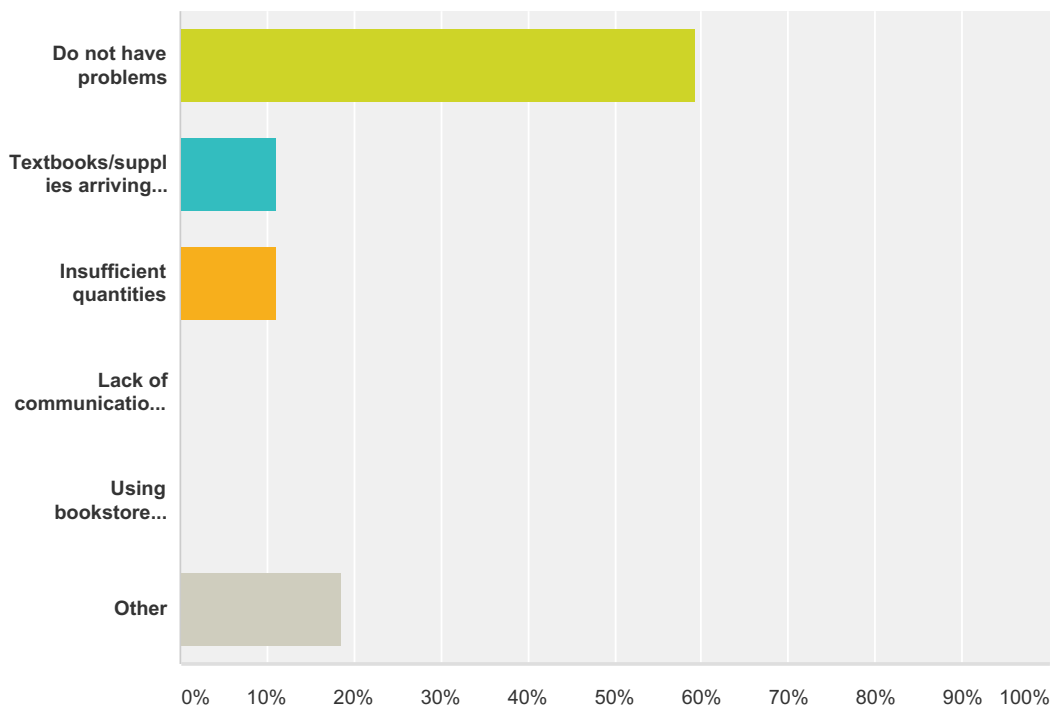


Answer Choices	Responses
Never	60.00% 18
Rarely	13.33% 4
Once per year	6.67% 2
Every semester	0.00% 0
Other (please specify)	20.00% 6
Total	30

#	(please specify)	Date
1	I have never ordered textbooks or supplies via the University bookstore	4/13/2015 9:48 AM
2	I'm not aware of any	4/8/2015 9:53 AM
3	Scarcity of material	4/8/2015 8:43 AM
4	never tried	4/8/2015 8:07 AM
5	I'm not sure that our school orders books through bookstore.	4/8/2015 7:44 AM
6	Only in that the selection is small and the specific preferred brands/models of items are not carried	4/8/2015 5:13 AM
7	Never buy anything there	4/7/2015 11:37 PM
8	Don't use the bookstore	4/7/2015 10:09 PM

Q11 Identify the most frequent type of problem.

Answered: 27 Skipped: 8

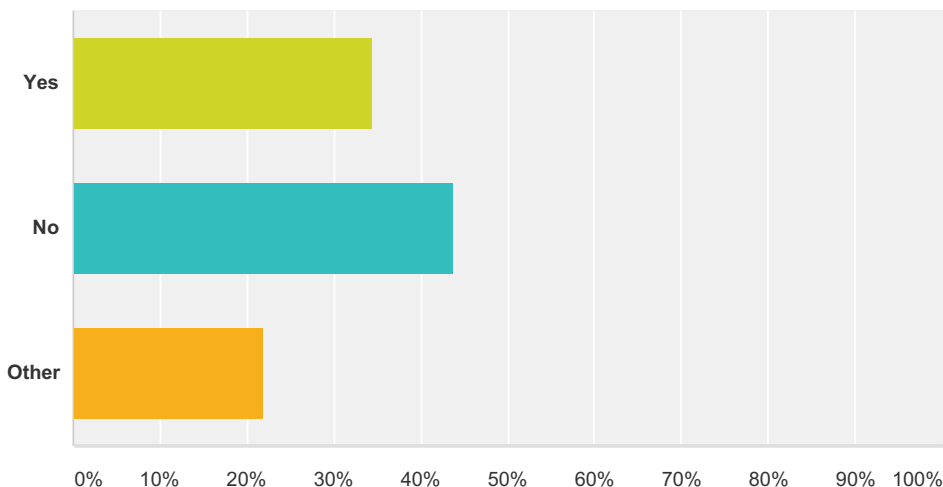


Answer Choices	Responses
Do not have problems	59.26% 16
Textbooks/supplies arriving late	11.11% 3
Insufficient quantities	11.11% 3
Lack of communication with employees	0.00% 0
Using bookstore software to place requisitions	0.00% 0
Other	18.52% 5
Total	27

#	(please specify)	Date
1	I do not use the University Bookstore so I am not in a position to have problems	4/13/2015 9:48 AM
2	unable to get AOTA textbooks from bookstore as AOTA won't take returns from bookstore. More of an AOTA problem than bookstore problem.	4/8/2015 7:50 PM
3	Scarcity of material; prices high	4/8/2015 8:43 AM
4	I'm not sure that our school orders books through bookstore.	4/8/2015 7:44 AM
5	See previous comment	4/8/2015 5:13 AM

Q12 Do you feel you have a reasonable understanding of the Downstate University Bookstore's deadline by which you must submit textbook and course material requirements?

Answered: 32 Skipped: 3

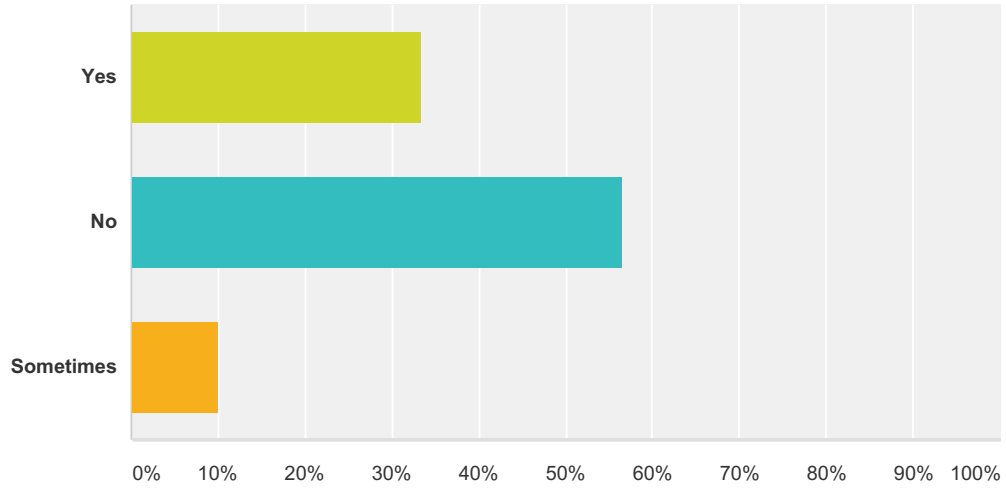


Answer Choices	Responses
Yes	34.38% 11
No	43.75% 14
Other	21.88% 7
Total Respondents: 32	

#	(please specify)	Date
1	Since others do this, I do not need to know	4/13/2015 9:48 AM
2	not ordering textbooks	4/9/2015 8:56 AM
3	not applicable	4/8/2015 9:21 AM
4	the person who does the ordering makes sure we comply	4/8/2015 7:41 AM
5	I don't require the bookstore for materials/books	4/7/2015 10:34 PM
6	I do not know what the deadlines are.	4/7/2015 10:11 PM

Q13 Do you provide textbook and other course material requirement needs to the Downstate's University Bookstore?

Answered: 30 Skipped: 5

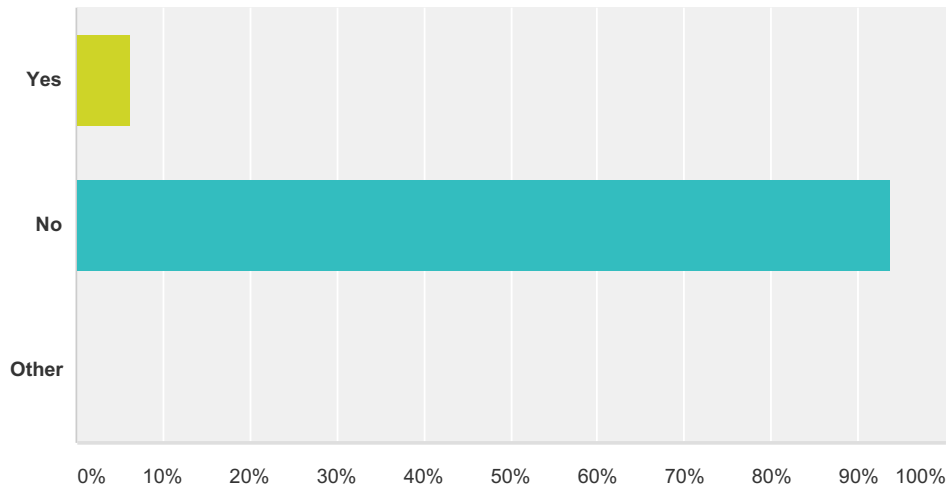


Answer Choices	Responses
Yes	33.33% 10
No	56.67% 17
Sometimes	10.00% 3
Total	30

#	Other (please specify)	Date
1	not personally	4/8/2015 9:54 AM
2	not directly, already stated	4/8/2015 3:26 AM

Q14 Do you provide textbook and other course material information to any competing bookstores?

Answered: 32 Skipped: 3

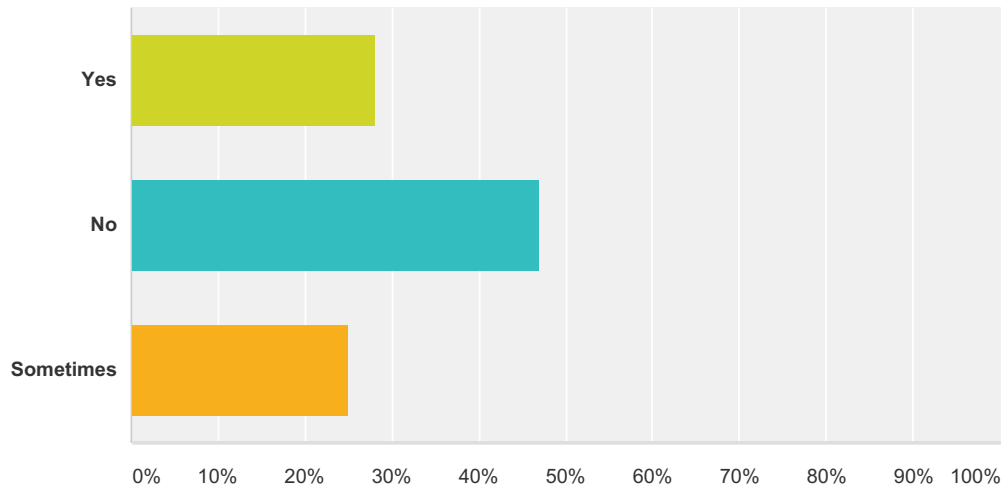


Answer Choices	Responses
Yes	6.25% 2
No	93.75% 30
Other	0.00% 0
Total	32

#	(please specify)	Date
	There are no responses.	

Q15 Do you suggest to your students sources for your course material other than the Downstate's University Bookstore?

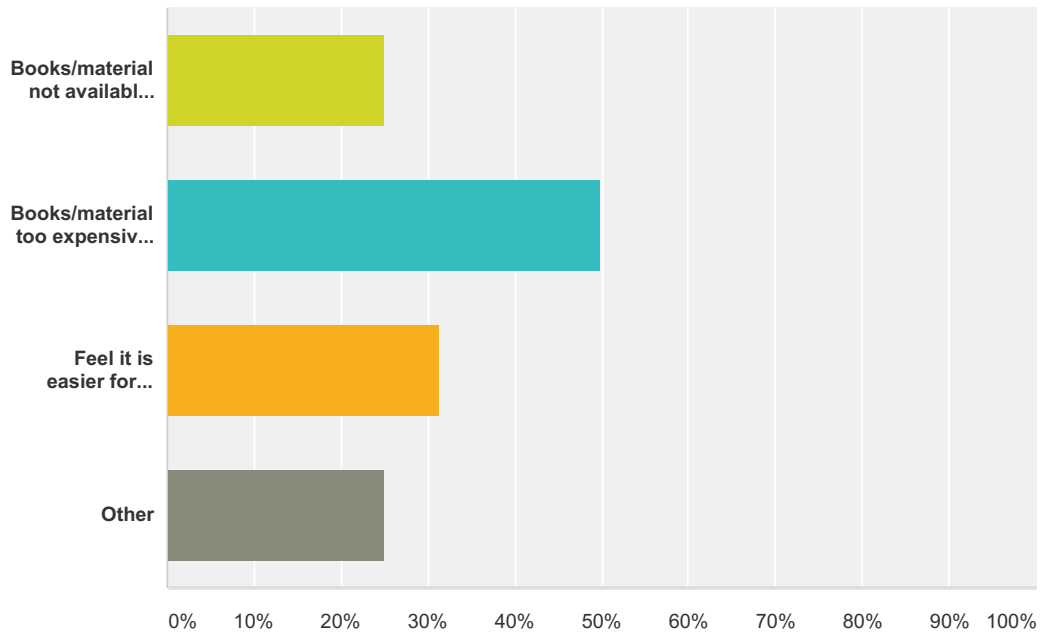
Answered: 32 Skipped: 3



Answer Choices	Responses
Yes	28.13% 9
No	46.88% 15
Sometimes	25.00% 8
Total	32

Q16 If you answered Yes or Sometimes to the above question please indicate the reason for your answer.

Answered: 16 Skipped: 19

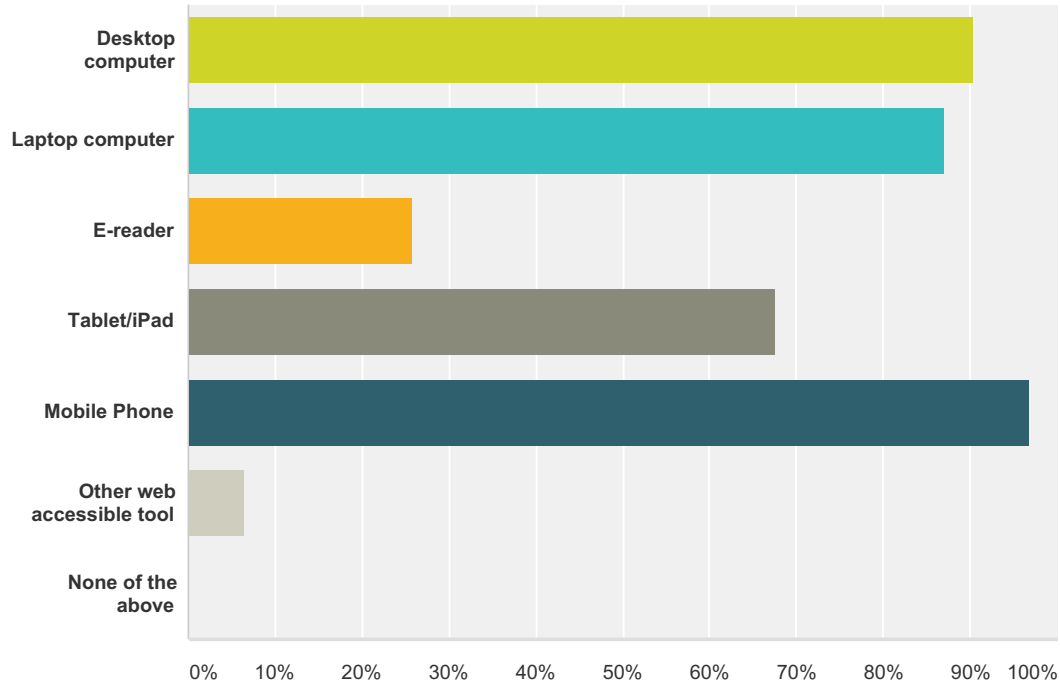


Answer Choices	Responses
Books/material not available in Campus Book Store	25.00% 4
Books/material too expensive in Campus Book Store	50.00% 8
Feel it is easier for students to obtain elsewhere	31.25% 5
Other	25.00% 4
Total Respondents: 16	

#	(please specify)	Date
1	Materials may be available online or free of cost.	4/16/2015 2:18 PM
2	used books	4/16/2015 10:29 AM
3	online resources	4/8/2015 8:36 PM
4	sometimes used copies available on Amazon	4/8/2015 1:18 PM
5	online teaching materials developed by other institutiions	4/8/2015 9:54 AM
6	Much material is available online	4/8/2015 8:44 AM
7	online materials	4/8/2015 3:27 AM

Q17 Technology: Of the following, which do you own or are readily accessible to (check all that apply):

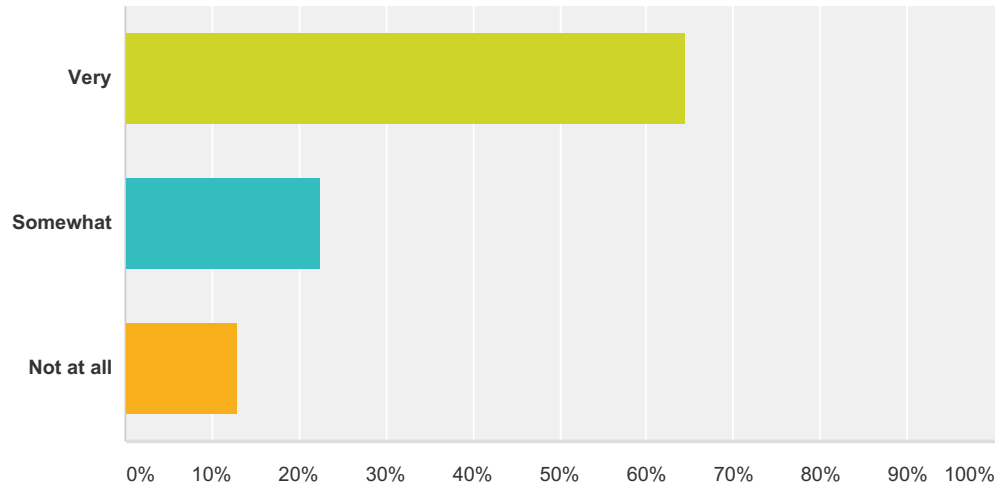
Answered: 31 Skipped: 4



Answer Choices	Responses	Count
Desktop computer	90.32%	28
Laptop computer	87.10%	27
E-reader	25.81%	8
Tablet/iPad	67.74%	21
Mobile Phone	96.77%	30
Other web accessible tool	6.45%	2
None of the above	0.00%	0
Total Respondents: 31		

Q18 How comfortable are you with using the above tools in accessing and using online books for assignments for your students?

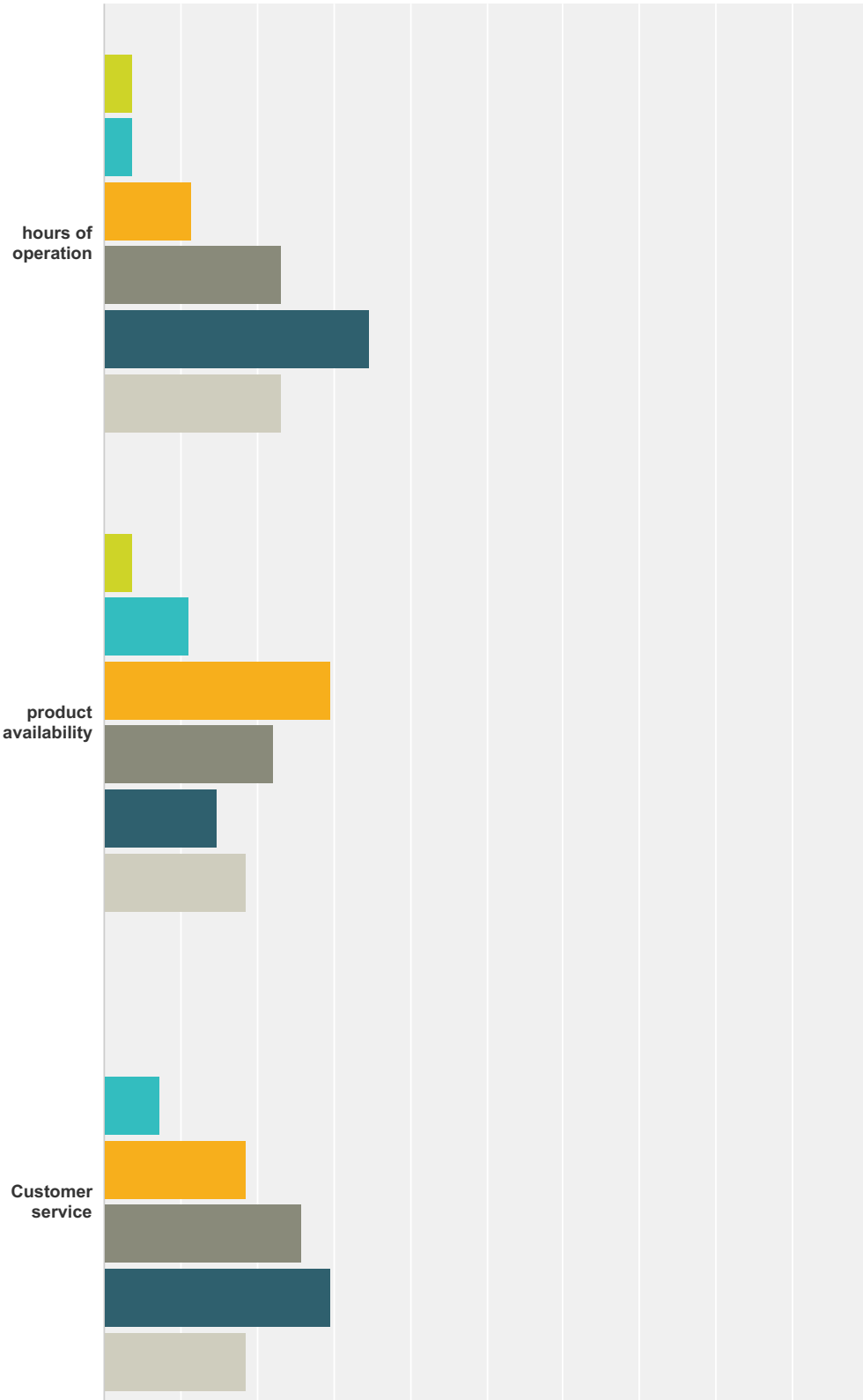
Answered: 31 Skipped: 4

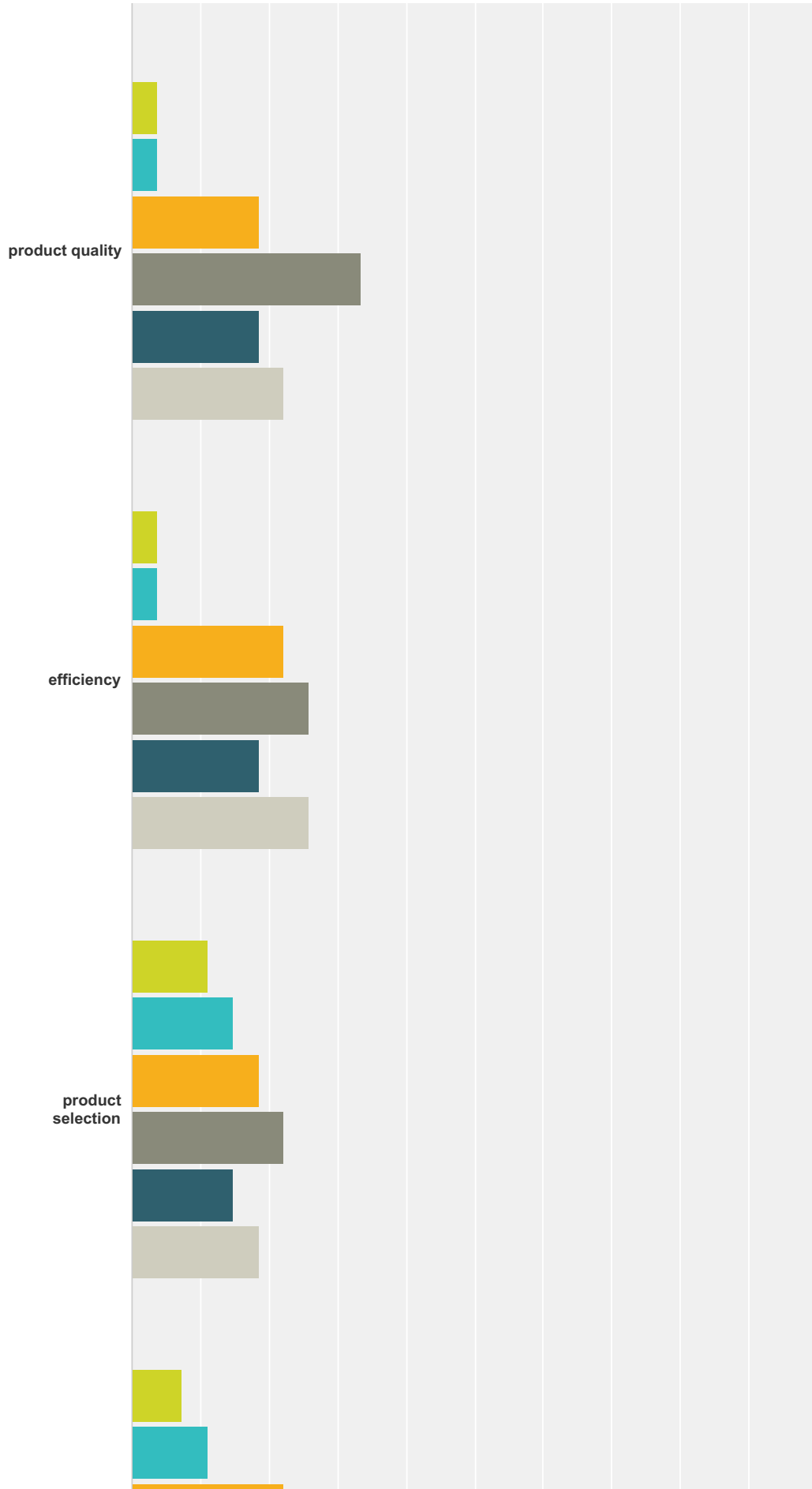


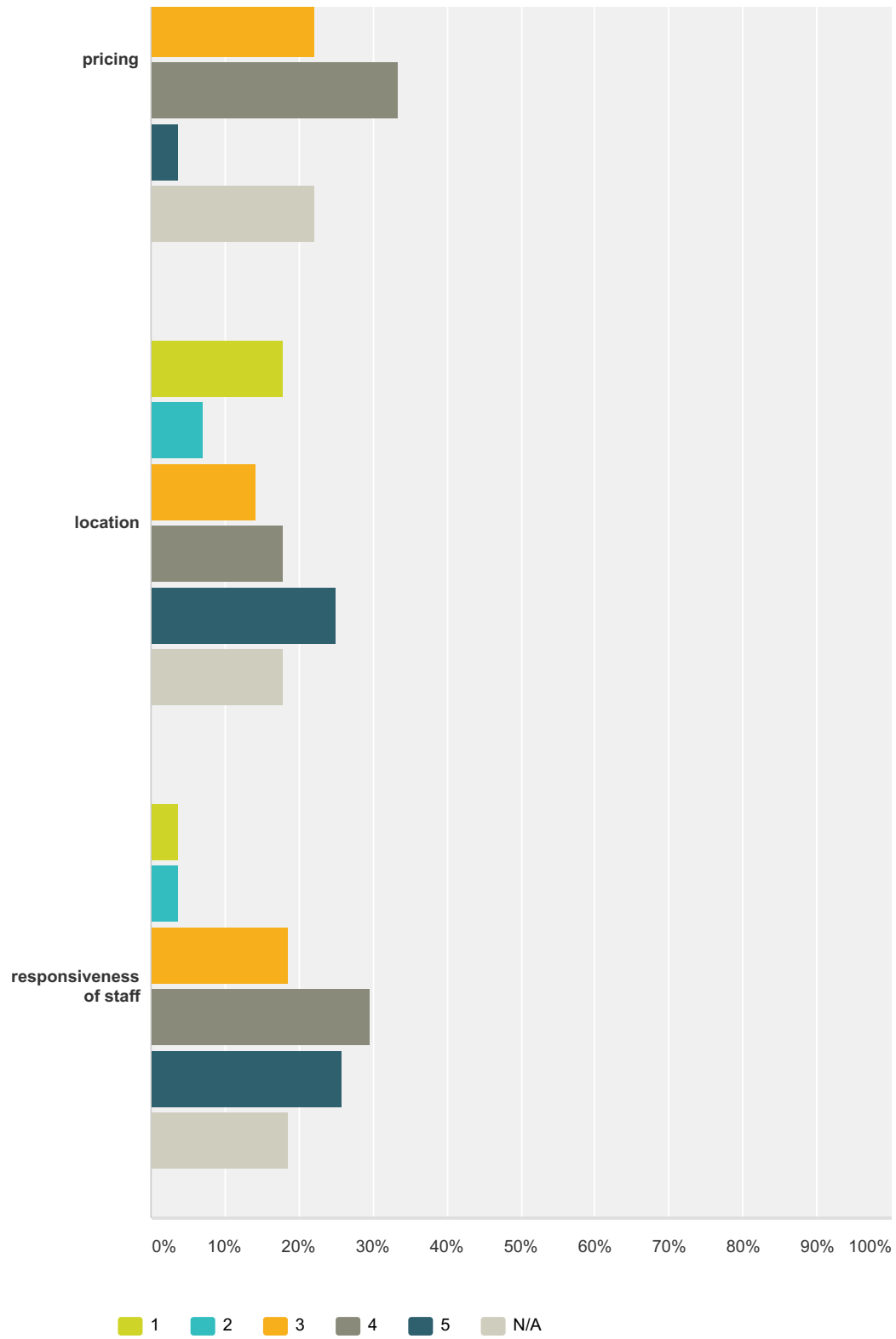
Answer Choices	Responses
Very	64.52% 20
Somewhat	22.58% 7
Not at all	12.90% 4
Total Respondents: 31	

Q19 Rate your most recent experiences in the Downstate's University bookstore. [1 being least favorable, 5 being the most favorable].

Answered: 28 Skipped: 7





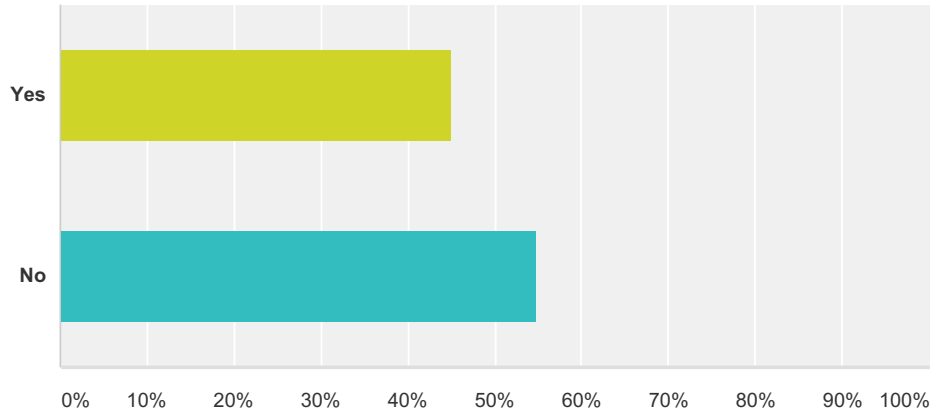


	1	2	3	4	5	N/A	Total
hours of operation	3.85% 1	3.85% 1	11.54% 3	23.08% 6	34.62% 9	23.08% 6	26
product availability	3.70% 1	11.11% 3	29.63% 8	22.22% 6	14.81% 4	18.52% 5	27

Customer service	0.00% 0	7.41% 2	18.52% 5	25.93% 7	29.63% 8	18.52% 5	27
product quality	3.70% 1	3.70% 1	18.52% 5	33.33% 9	18.52% 5	22.22% 6	27
efficiency	3.70% 1	3.70% 1	22.22% 6	25.93% 7	18.52% 5	25.93% 7	27
product selection	11.11% 3	14.81% 4	18.52% 5	22.22% 6	14.81% 4	18.52% 5	27
pricing	7.41% 2	11.11% 3	22.22% 6	33.33% 9	3.70% 1	22.22% 6	27
location	17.86% 5	7.14% 2	14.29% 4	17.86% 5	25.00% 7	17.86% 5	28
responsiveness of staff	3.70% 1	3.70% 1	18.52% 5	29.63% 8	25.93% 7	18.52% 5	27

Q20 Do you ever shop at the Downstate University Bookstore for clothing or gift items?

Answered: 31 Skipped: 4



Answer Choices	Responses
Yes	45.16% 14
No	54.84% 17
Total	31

#	If No, can you specify why not?	Date
1	no School of Public Health merchandise	4/8/2015 1:20 PM
2	Limited selection. Price	4/8/2015 8:45 AM
3	I did when my children were young, not now	4/8/2015 7:50 AM
4	What for?	4/8/2015 3:30 AM

Q21 What additional products or services should be offered?

Answered: 10 Skipped: 25

#	Responses	Date
1	No suggestions.	4/16/2015 2:23 PM
2	snacks, computer tools	4/13/2015 10:19 AM
3	I don't know.	4/13/2015 9:52 AM
4	Gifts	4/8/2015 12:47 PM
5	sundries, snacks	4/8/2015 7:50 AM
6	More book selections	4/8/2015 6:13 AM
7	Break away lanyards for IDs.	4/8/2015 5:16 AM
8	Joe's or Stumptown Coffee	4/8/2015 3:30 AM
9	children's Downstate clothing	4/7/2015 10:14 PM
10	,msd cdsa fad bvla vadn vlds nlda nflad nkfa	4/6/2015 4:23 PM

Q22 What additional comments do you have concerning the Downstate's University Bookstore?

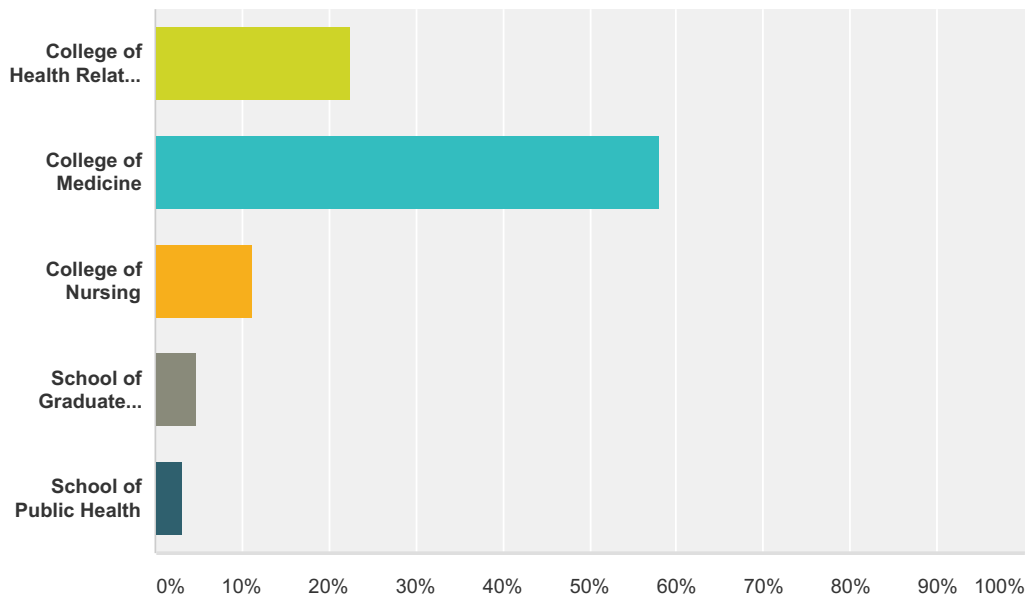
Answered: 9 Skipped: 26

#	Responses	Date
1	None.	4/16/2015 2:23 PM
2	too expensive, other door to building should be open.	4/13/2015 10:19 AM
3	Not really a user so I leave this up to those that have more of a vested interest in using the Bookstore.	4/13/2015 9:52 AM
4	none	4/8/2015 12:47 PM
5	The Bookstore provides a very useful service, but I would like to suggest that it raise its visibility. If they would send an email at least once a month highlighting a very specific sale (like 25% off on a new mug or T-shirt design) that would make more people aware of the bookstore and draw people into the store. MUST BE VISIBLE	4/8/2015 11:44 AM
6	books cost less on Amazon	4/8/2015 9:23 AM
7	I feel that the bookstore would have greater visibility and get more traffic if it were located in the Education building and was more spacious. It is inconvenient to cross the street, show ID, etc. Every time I have been there (and I haven't been there in a while, so it may have been updated) it feels dark and cramped. Inventory is limited, and there is no joy or positive feeling I get from shopping there, as I do from almost any other campus bookstore. The bookstore is a should help sell Downstate, but it does the opposite. I think it should be like other campus bookstores--a brightly lit store that also functions as a bookstore, draws people in, and shows pride in our school.	4/8/2015 7:50 AM
8	It is a dismal place and hard to get to and tired and old	4/7/2015 11:38 PM
9	dfmbladfnbdsaf nsadf n	4/6/2015 4:23 PM

STUDENT SURVEY RESULTS

Q1 Which Downstate College are you enrolled in? (check all that apply)

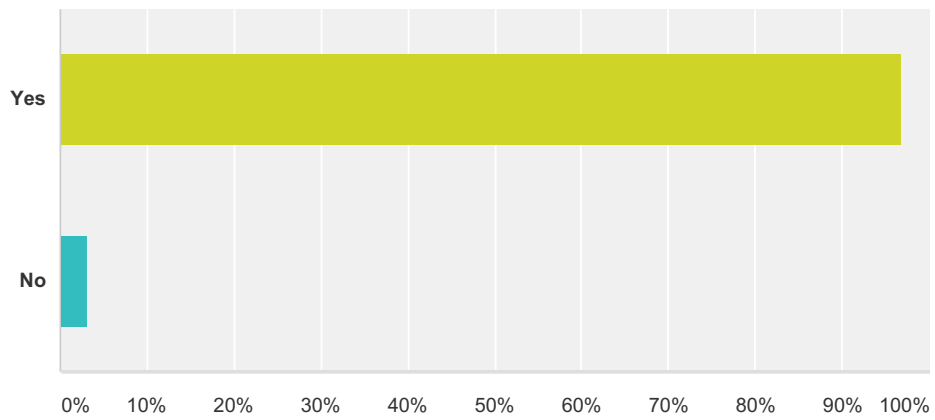
Answered: 124 Skipped: 3



Answer Choices	Responses
College of Health Related Professions	22.58% 28
College of Medicine	58.06% 72
College of Nursing	11.29% 14
School of Graduate Studies	4.84% 6
School of Public Health	3.23% 4
Total	124

Q2 Did you realize there is a Bookstore on campus?

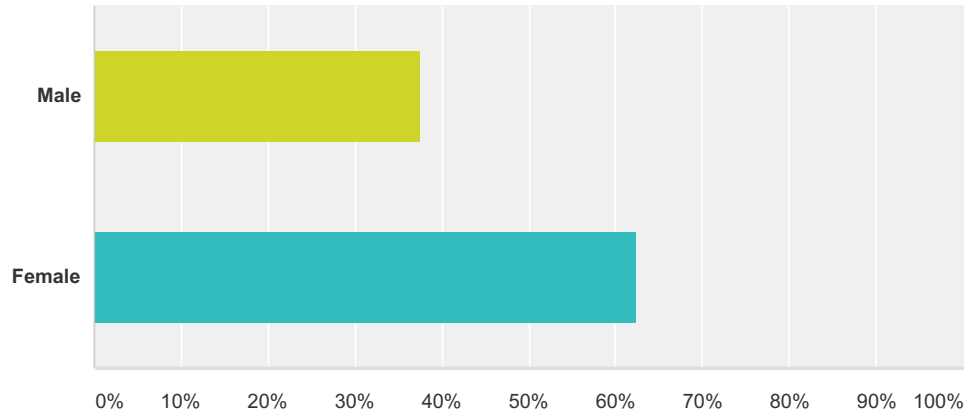
Answered: 124 Skipped: 3



Answer Choices	Responses
Yes	96.77% 120
No	3.23% 4
Total	124

Q3 Gender

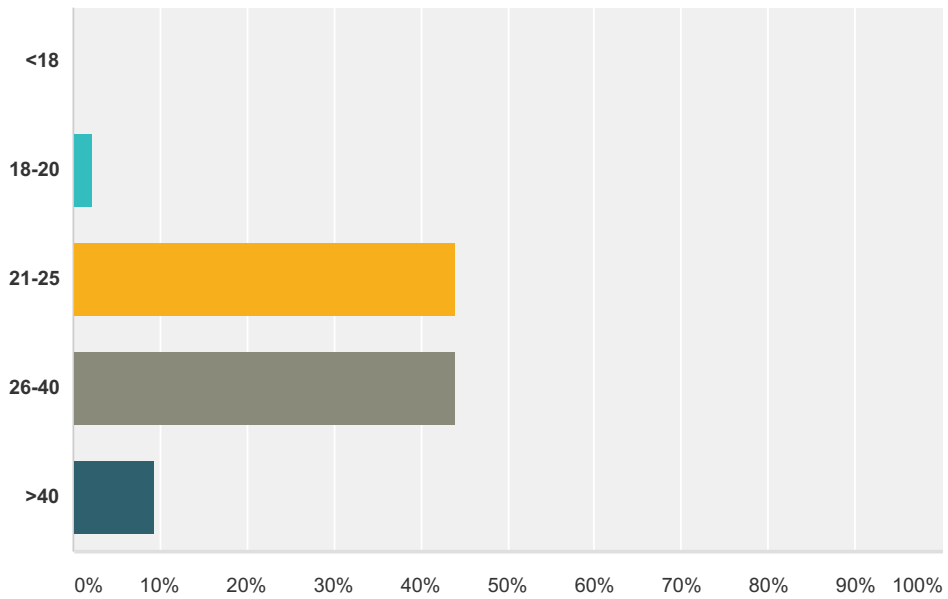
Answered: 120 Skipped: 7



Answer Choices	Responses
Male	37.50% 45
Female	62.50% 75
Total	120

Q4 Age Range

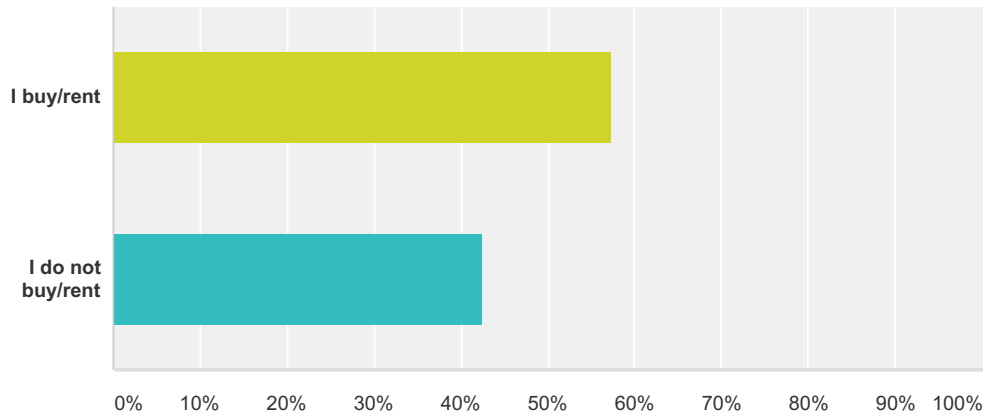
Answered: 127 Skipped: 0



Answer Choices	Responses
<18	0.00% 0
18-20	2.36% 3
21-25	44.09% 56
26-40	44.09% 56
>40	9.45% 12
Total	127

Q5 For the majority of your courses, how do acquire your textbooks?

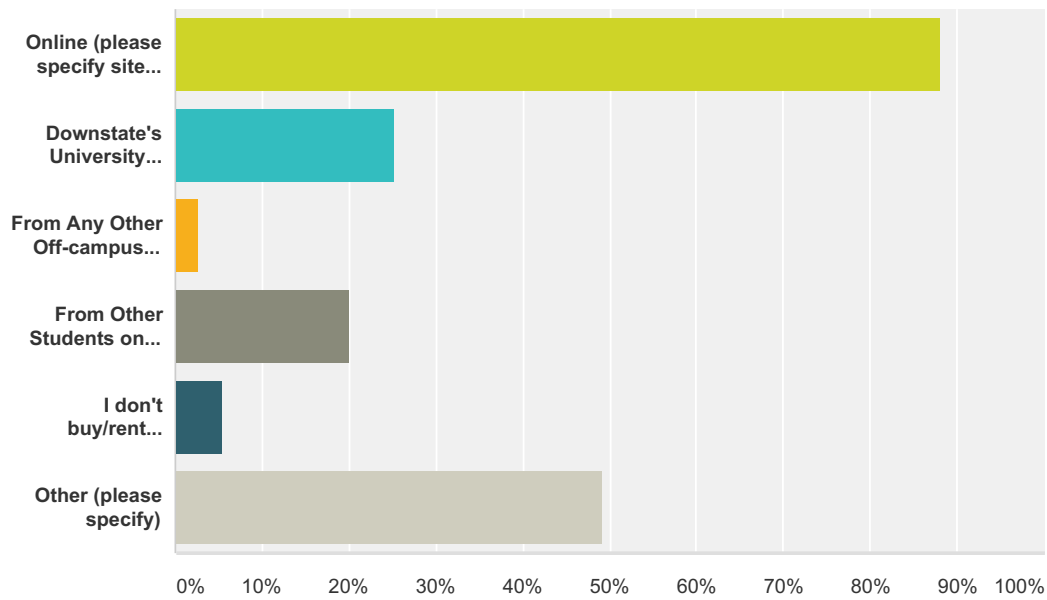
Answered: 122 Skipped: 5



Answer Choices	Responses
I buy/rent	57.38% 70
I do not buy/rent	42.62% 52
Total	122

Q6 Where do you buy/rent textbooks (select all that apply)?

Answered: 75 Skipped: 52



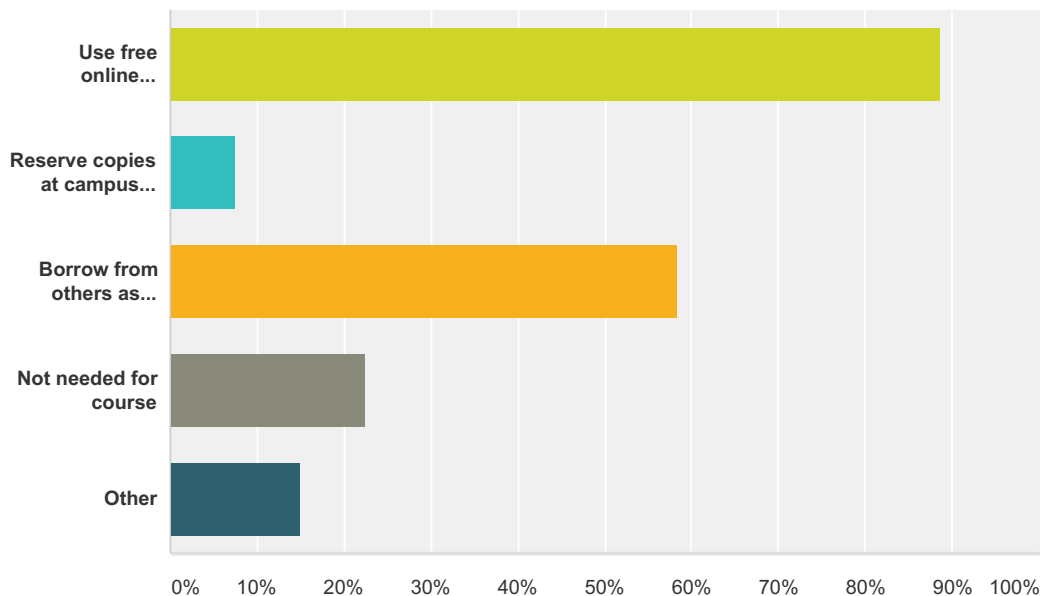
Answer Choices	Responses
Online (please specify site below)	88.00% 66
Downstate's University Bookstore	25.33% 19
From Any Other Off-campus store	2.67% 2
From Other Students on Campus	20.00% 15
I don't buy/rent textbooks	5.33% 4
Other (please specify)	49.33% 37
Total Respondents: 75	

#	Other (please specify)	Date
1	amazon	4/22/2015 6:57 PM
2	half.com, chegg.com	4/14/2015 2:02 PM
3	Amazon	4/14/2015 12:56 PM
4	Half.com, chegg.com	4/14/2015 10:15 AM
5	Amazon	4/13/2015 3:57 PM
6	Bigwords.com	4/13/2015 11:30 AM
7	amazon	4/12/2015 11:02 PM
8	Amazon.com	4/12/2015 8:53 PM
9	Amazon	4/12/2015 7:18 PM

10	Amazon.com, half.com	4/11/2015 7:54 PM
11	amazon, anywhere thats cheapest - used books preferred	4/10/2015 2:51 PM
12	Online also	4/10/2015 6:23 AM
13	Amazon	4/9/2015 9:26 PM
14	Amazon and chegg	4/9/2015 1:14 PM
15	amazon.com	4/8/2015 8:24 PM
16	Amazon	4/8/2015 7:30 PM
17	amazon and previous students	4/8/2015 5:02 PM
18	ebay or amazon	4/8/2015 1:57 PM
19	book renter.com, amazon.com	4/8/2015 11:00 AM
20	Amazon	4/8/2015 9:20 AM
21	When online, usually Amazon	4/8/2015 7:10 AM
22	amazon	4/8/2015 4:02 AM
23	Amazon	4/8/2015 1:04 AM
24	Amazon.com	4/8/2015 12:08 AM
25	Amazon	4/7/2015 11:06 PM
26	amazon	4/7/2015 10:59 PM
27	Amazon	4/7/2015 10:48 PM
28	Amazon	4/7/2015 10:43 PM
29	Amazon	4/7/2015 10:41 PM
30	Amazon	4/7/2015 10:33 PM
31	eBay	4/7/2015 10:31 PM
32	I typically shop for used copies, unless it is urgent to get a book quickly	4/7/2015 10:29 PM
33	Amazon.com	4/7/2015 10:23 PM
34	Amazon	4/7/2015 10:22 PM
35	Amazon	4/7/2015 10:11 PM
36	Amazon	4/7/2015 10:11 PM
37	Amazon	4/7/2015 10:08 PM

Q7 If you do not buy/rent textbooks, do you:

Answered: 53 Skipped: 74

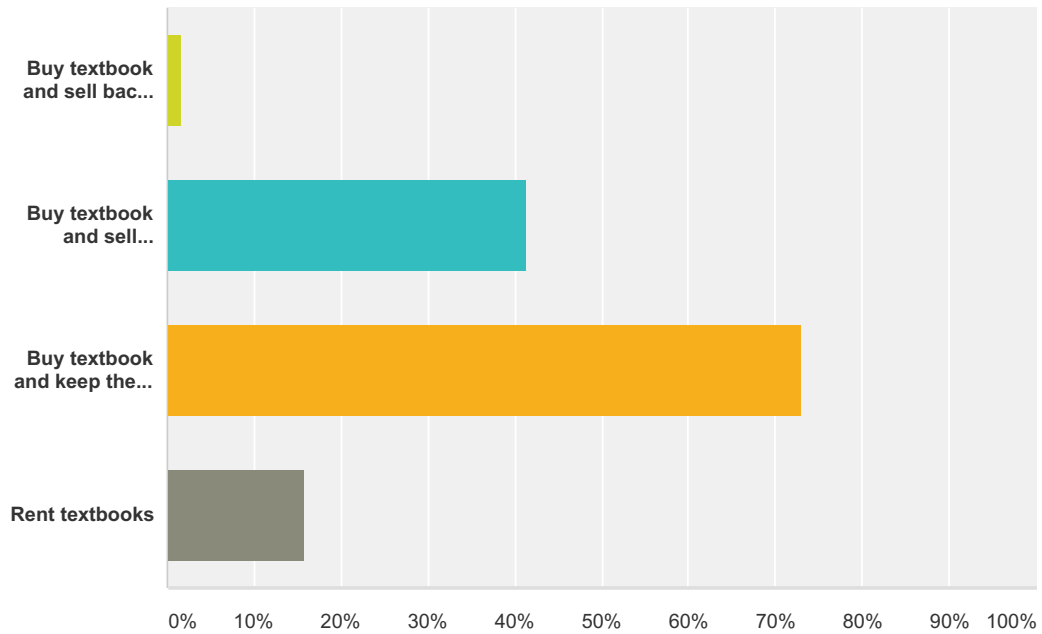


Answer Choices	Responses
Use free online resources	88.68% 47
Reserve copies at campus library	7.55% 4
Borrow from others as needed	58.49% 31
Not needed for course	22.64% 12
Other	15.09% 8
Total Respondents: 53	

#	Other (please specify)	Date
1	use power points provided	4/12/2015 4:16 PM
2	access medicine	4/8/2015 3:43 PM
3	PDFs	4/8/2015 2:56 PM
4	borrow from academic resources (old copies of the textbooks), buy used from uppserclassmen	4/8/2015 2:16 PM
5	E books via library	4/8/2015 8:33 AM
6	Search on the WWW	4/8/2015 3:53 AM
7	pdf	4/8/2015 3:17 AM
8	Find online	4/8/2015 1:17 AM
9	I occasionally buy review books from amazon	4/7/2015 10:07 PM
10	Download online	4/7/2015 10:06 PM

Q8 For the majority of your courses that have required textbooks, do you most often (check all that apply)

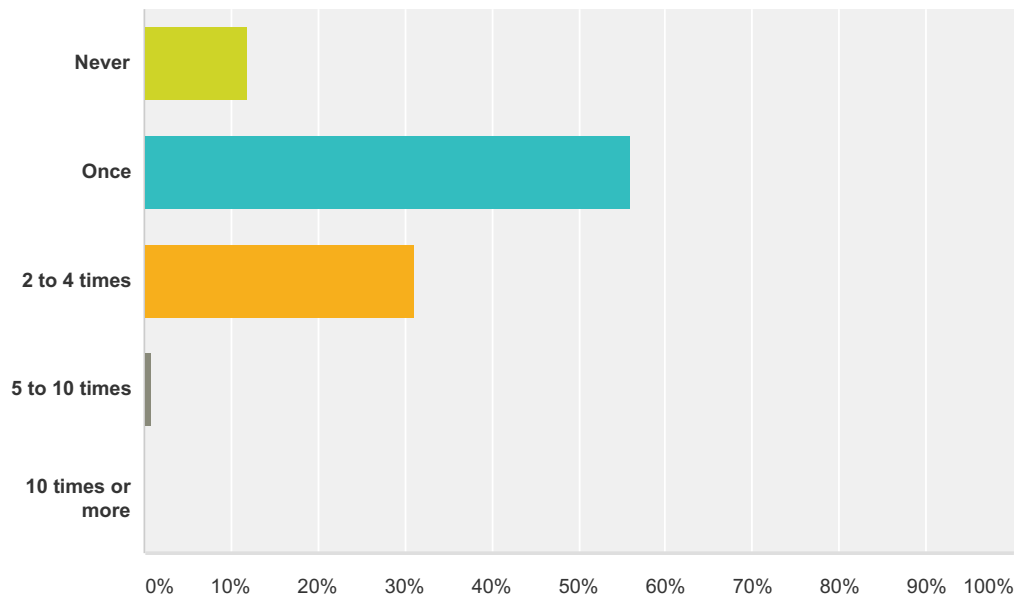
Answered: 63 Skipped: 64



Answer Choices	Responses
Buy textbook and sell back to Downstate Bookstore at end of course	1.59% 1
Buy textbook and sell independently at end of course	41.27% 26
Buy textbook and keep them for reference	73.02% 46
Rent textbooks	15.87% 10
Total Respondents: 63	

Q9 How often do you visit the Downstate's University Bookstore per semester?

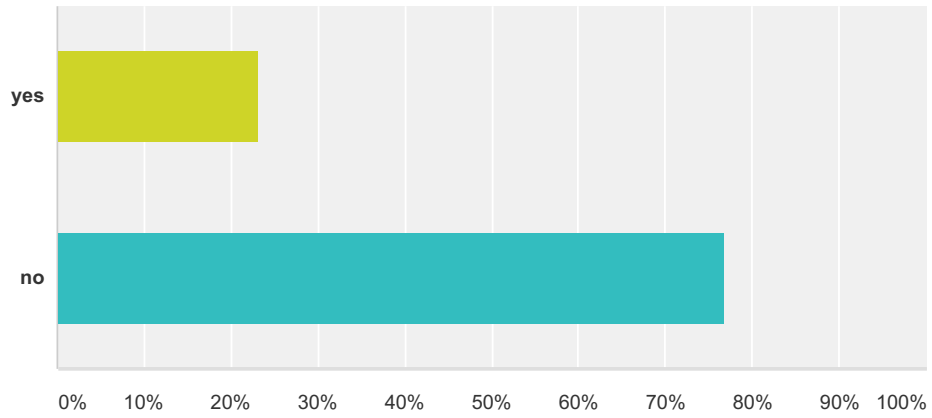
Answered: 109 Skipped: 18



Answer Choices	Responses
Never	11.93% 13
Once	55.96% 61
2 to 4 times	31.19% 34
5 to 10 times	0.92% 1
10 times or more	0.00% 0
Total	109

Q10 Do you feel you have a reasonable understanding of the Downstate's University Bookstore's textbook return date policy?

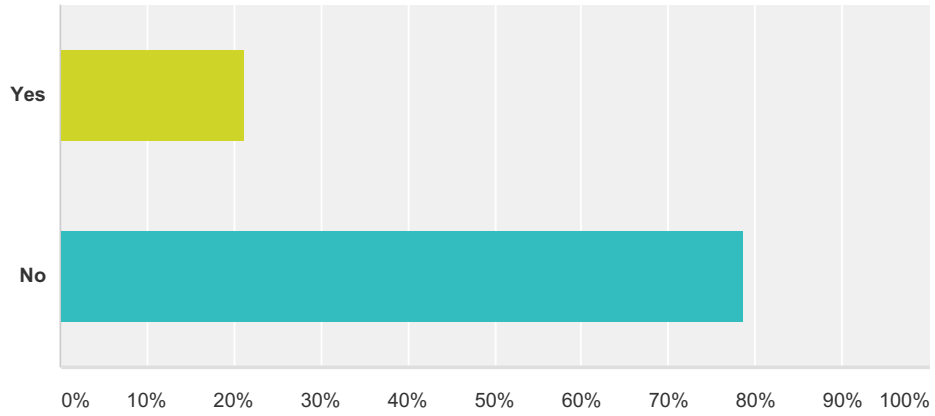
Answered: 108 Skipped: 19



Answer Choices	Responses
yes	23.15% 25
no	76.85% 83
Total	108

Q11 Do you feel you have a reasonable understanding of the Downstate's University Bookstore buyback policy?

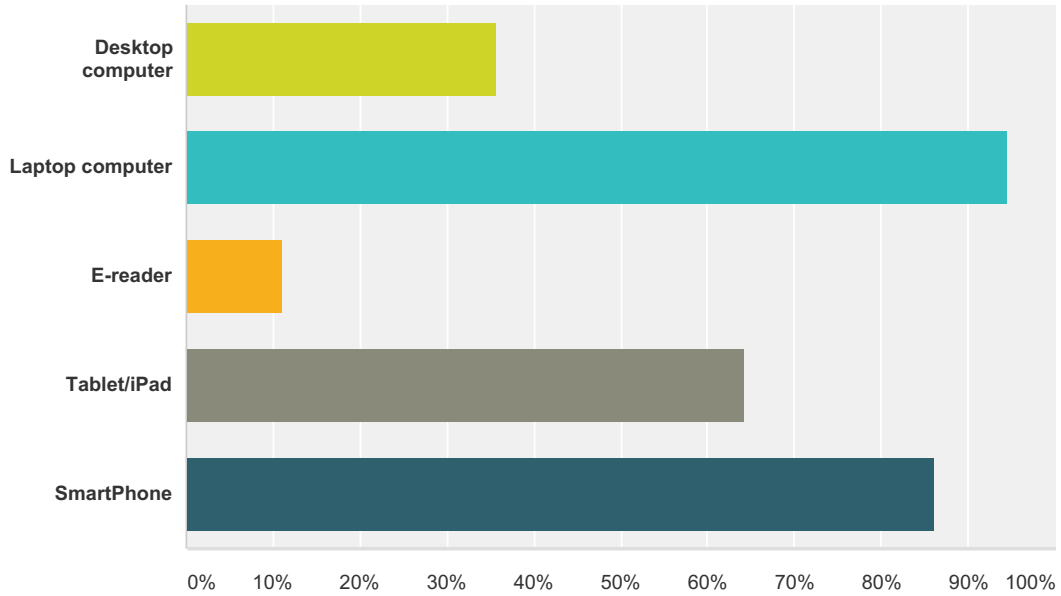
Answered: 108 Skipped: 19



Answer Choices	Responses
Yes	21.30% 23
No	78.70% 85
Total	108

Q12 Technology: Of the following, which do you own or have readily accessible to (check all that apply):

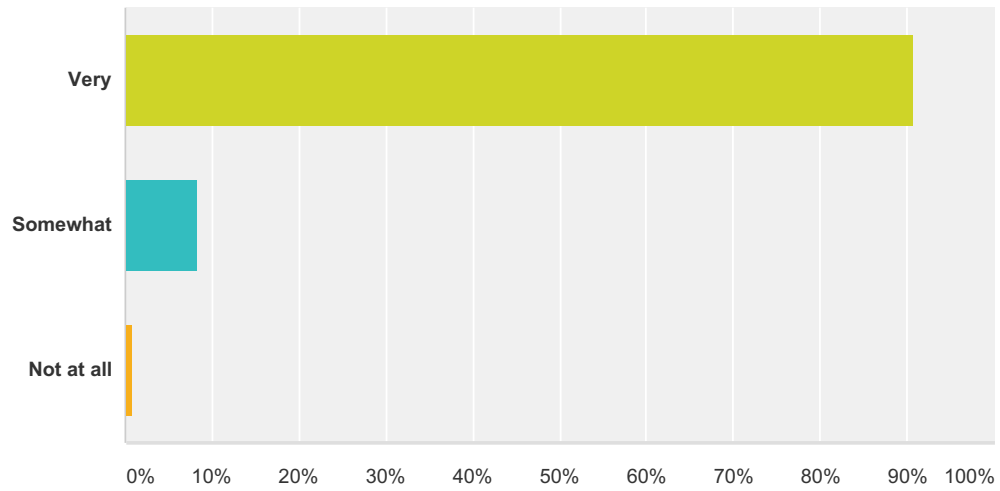
Answered: 109 Skipped: 18



Answer Choices	Responses
Desktop computer	35.78% 39
Laptop computer	94.50% 103
E-reader	11.01% 12
Tablet/iPad	64.22% 70
SmartPhone	86.24% 94
Total Respondents: 109	

Q13 How comfortable are you with using the above tools for online Internet purchases?

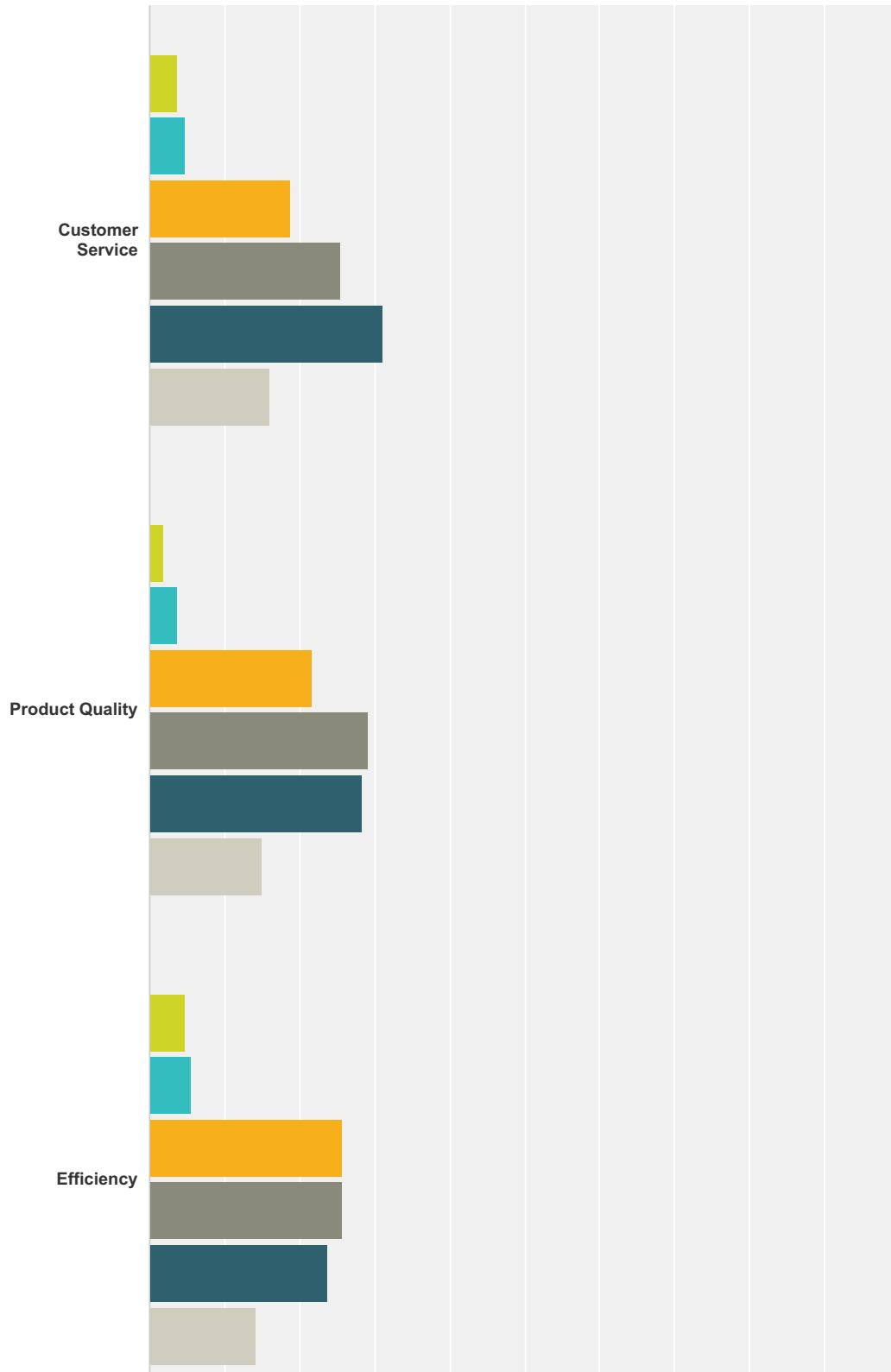
Answered: 109 Skipped: 18

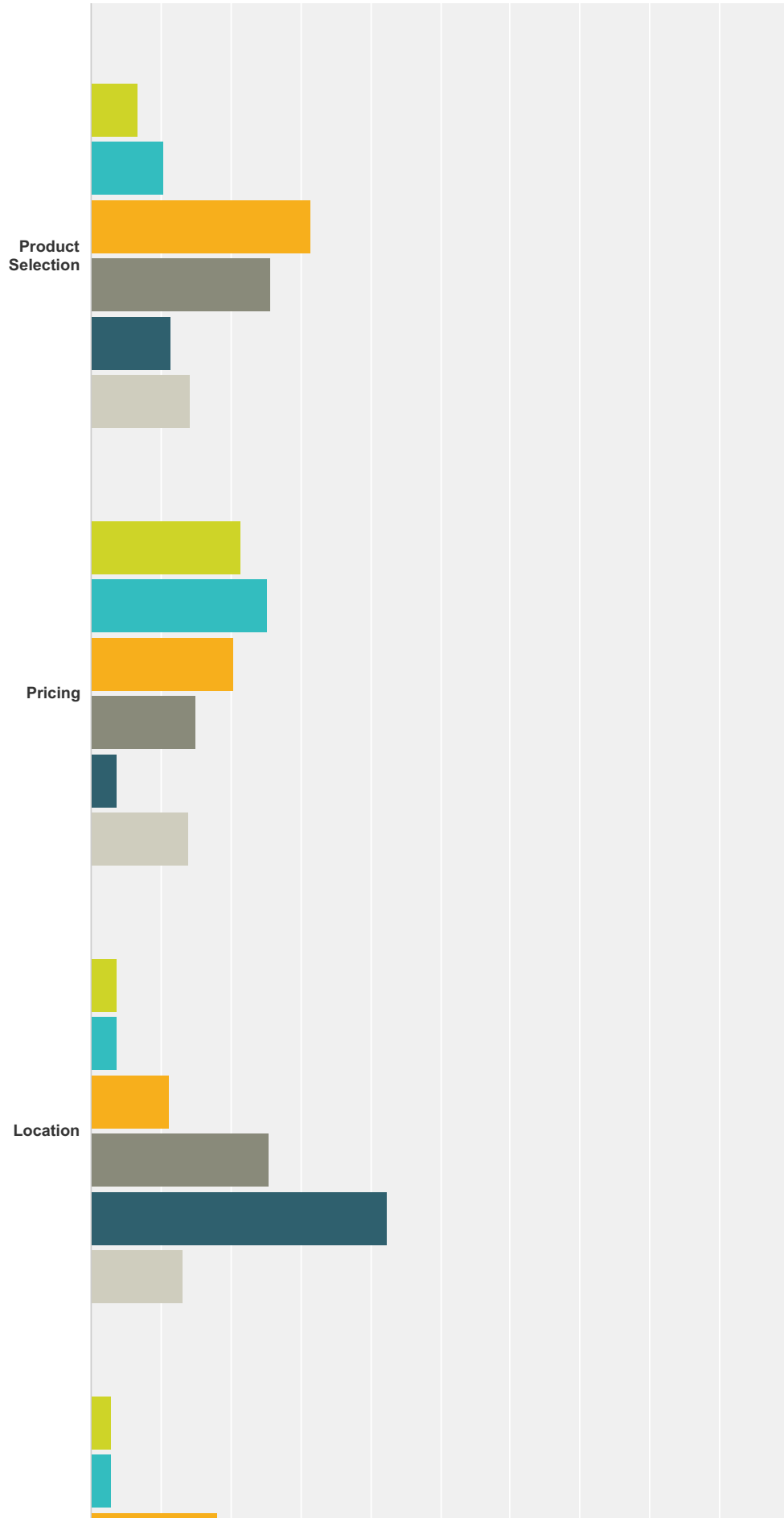


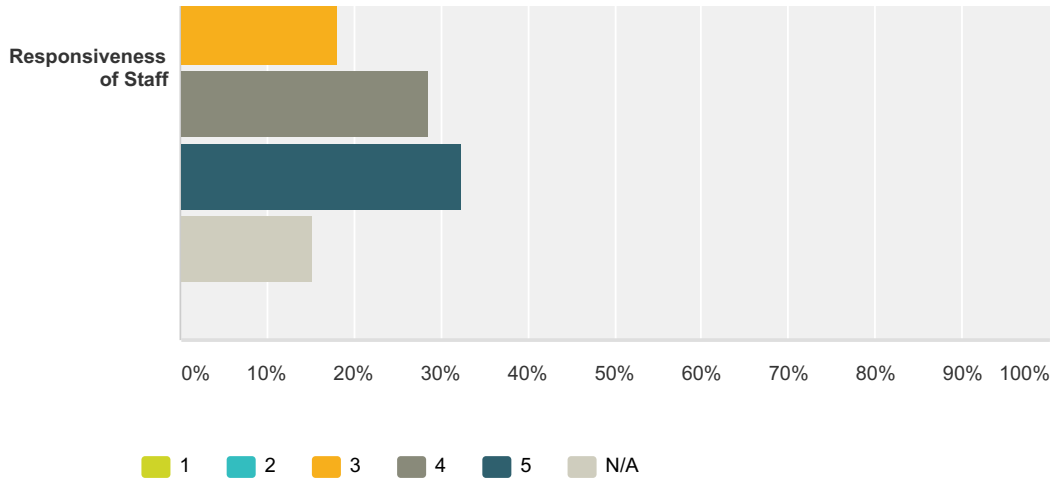
Answer Choices	Responses
Very	90.83% 99
Somewhat	8.26% 9
Not at all	0.92% 1
Total	109

Q14 On a scale of 1 to 5, 1 being very negative and progressing to 5 being very positive, rate the Downstate's University Bookstore in the following areas:

Answered: 107 Skipped: 20



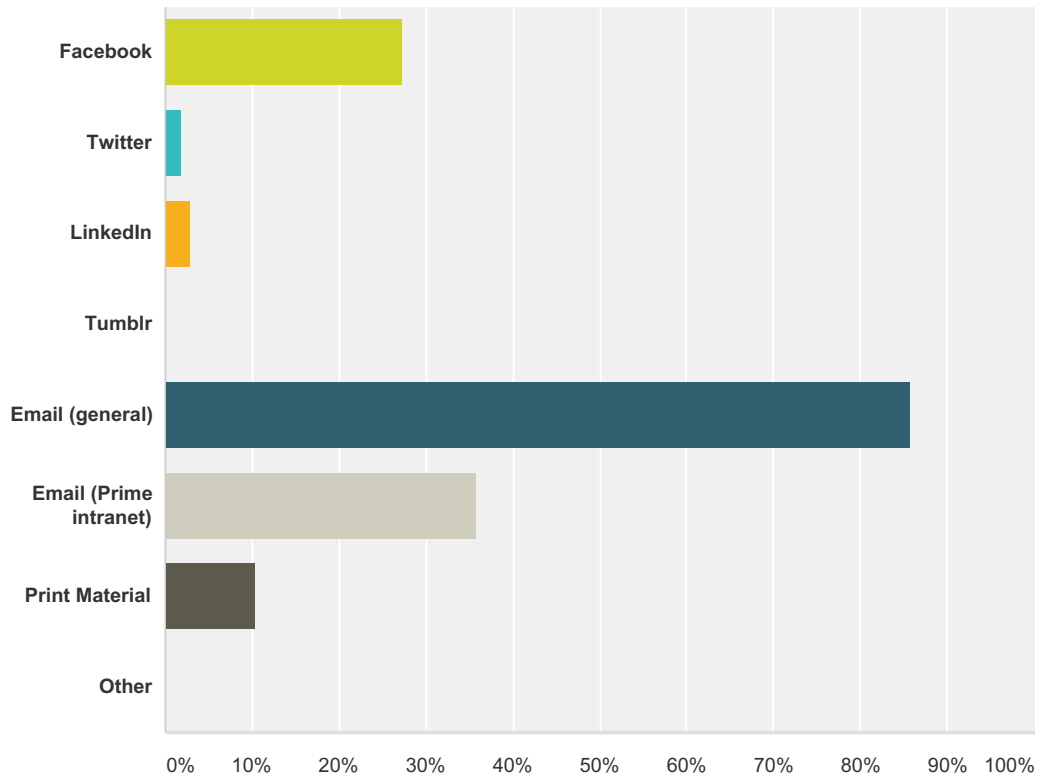




	1	2	3	4	5	N/A	Total
Customer Service	3.77% 4	4.72% 5	18.87% 20	25.47% 27	31.13% 33	16.04% 17	106
Product Quality	1.89% 2	3.77% 4	21.70% 23	29.25% 31	28.30% 30	15.09% 16	106
Efficiency	4.76% 5	5.71% 6	25.71% 27	25.71% 27	23.81% 25	14.29% 15	105
Product Selection	6.67% 7	10.48% 11	31.43% 33	25.71% 27	11.43% 12	14.29% 15	105
Pricing	21.50% 23	25.23% 27	20.56% 22	14.95% 16	3.74% 4	14.02% 15	107
Location	3.77% 4	3.77% 4	11.32% 12	25.47% 27	42.45% 45	13.21% 14	106
Responsiveness of Staff	2.86% 3	2.86% 3	18.10% 19	28.57% 30	32.38% 34	15.24% 16	105

Q15 What is (are) your preferences for receiving information? (Mark all that apply):

Answered: 106 Skipped: 21

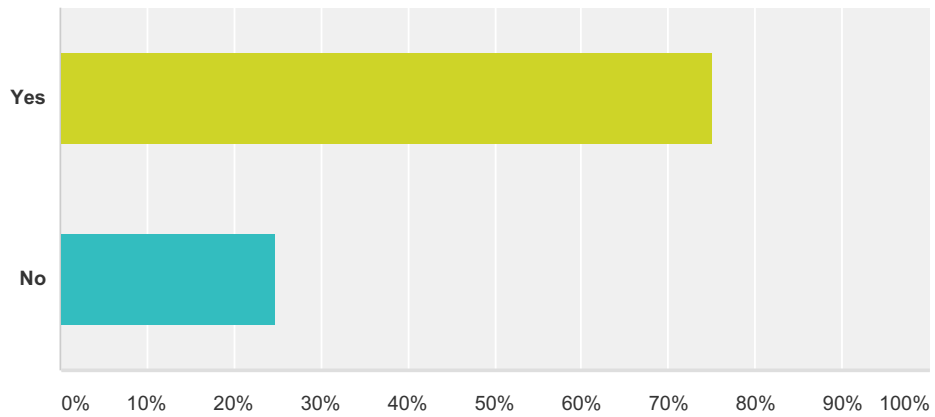


Answer Choices	Responses
Facebook	27.36% 29
Twitter	1.89% 2
LinkedIn	2.83% 3
Tumblr	0.00% 0
Email (general)	85.85% 91
Email (Prime intranet)	35.85% 38
Print Material	10.38% 11
Other	0.00% 0
Total Respondents: 106	

#	(please specify)	Date
	There are no responses.	

Q16 Do you ever shop at the Downstate University Bookstore for items other than textbooks?

Answered: 109 Skipped: 18



Answer Choices	Responses
Yes	75.23% 82
No	24.77% 27
Total	109

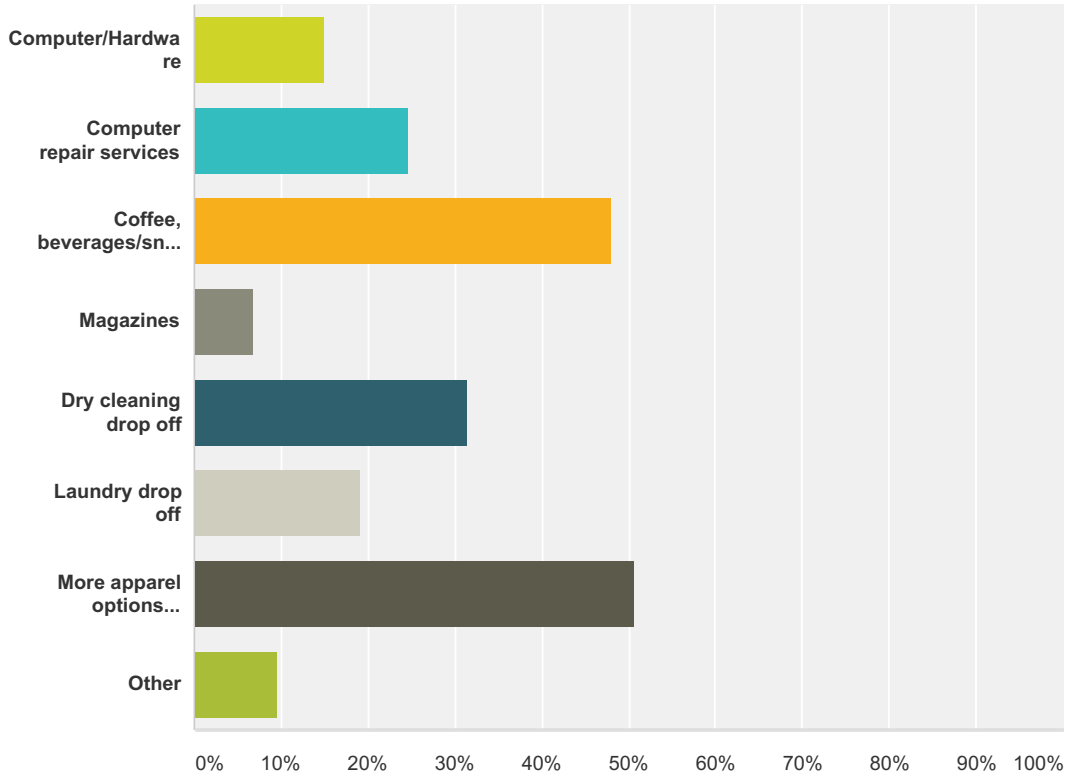
#	(If yes, please specify what you shopped for.)	Date
1	clothing	4/22/2015 6:59 PM
2	notebooks etc.	4/22/2015 2:41 PM
3	gloves	4/15/2015 6:03 PM
4	gloves	4/15/2015 3:25 PM
5	notepads	4/15/2015 3:35 AM
6	sweatpants, scalpels	4/14/2015 8:58 PM
7	White coat, pen, card holder	4/14/2015 7:14 PM
8	Clothing, scalpel blades, mugs	4/14/2015 2:05 PM
9	clothing	4/13/2015 3:59 PM
10	Apparel, lanyard	4/13/2015 11:31 AM
11	apparel	4/13/2015 11:20 AM
12	sweatshirt	4/12/2015 7:19 PM
13	shirts	4/12/2015 4:18 PM
14	id holder, highlighter	4/12/2015 4:04 PM
15	Clothing	4/12/2015 1:01 PM
16	Combination lock, examination gloves, eye chart	4/11/2015 2:06 PM
17	Sweater, water bottle	4/10/2015 3:37 PM

18	scalpel blades	4/10/2015 9:42 AM
19	Lab coat, sweater, icon patch	4/10/2015 6:27 AM
20	Apparel	4/9/2015 2:17 PM
21	Clothes and uniforms, stethoscope	4/9/2015 1:17 PM
22	apparel	4/9/2015 9:54 AM
23	tuning fork, lanyard	4/8/2015 8:27 PM
24	key chain	4/8/2015 5:04 PM
25	apparel, stationary items	4/8/2015 2:59 PM
26	parking vouchers (5 for \$20, on Wednesday mornings)	4/8/2015 2:23 PM
27	bought a sweatshirt when classroom was cold	4/8/2015 12:33 PM
28	light medical supplies	4/8/2015 12:14 PM
29	apparel	4/8/2015 11:16 AM
30	clothing	4/8/2015 10:46 AM
31	Apparel	4/8/2015 10:14 AM
32	clothing	4/8/2015 9:21 AM
33	Apparel	4/8/2015 7:46 AM
34	Clinical equipment, Downstate appar	4/8/2015 7:14 AM
35	medical supplies - scrubs, stethoscope, penlights	4/8/2015 6:22 AM
36	sweaters	4/8/2015 4:04 AM
37	reflex hammer	4/8/2015 3:19 AM
38	School logo clothing, stationary odds and ends	4/8/2015 1:19 AM
39	Office supplies	4/8/2015 1:04 AM
40	Lanyards, case files, pretest, penlights, t shirts	4/8/2015 12:38 AM
41	Clothing, gloves, blades	4/8/2015 12:21 AM
42	Sweatshirts, mugs, notebooks, ID holders, scrubs	4/8/2015 12:10 AM
43	Tuning fork, pen, highlighter, ID holder	4/7/2015 11:02 PM
44	sweaters	4/7/2015 11:01 PM
45	Clothing	4/7/2015 10:56 PM
46	clothing	4/7/2015 10:51 PM
47	Pens, scrubs, medical supplies	4/7/2015 10:50 PM
48	Last minute supplies	4/7/2015 10:49 PM
49	Notebooks, flashcards, downstate apparel	4/7/2015 10:43 PM
50	sweatshirts, mugs, white coat, lanyard/ID holder--not books	4/7/2015 10:40 PM
51	Gloves, reflex hammer, tuning fork, other small medical accessories	4/7/2015 10:36 PM
52	notebooks, pens	4/7/2015 10:36 PM
53	Apparel, paraphernalia	4/7/2015 10:35 PM
54	scrubs, id card holder	4/7/2015 10:34 PM
55	Downstate clothing is high quality and well priced, and I enjoy the Xmas season sale	4/7/2015 10:32 PM

56	Sweatshirt, scalpel, Id tags	4/7/2015 10:21 PM
57	Haven't yet, but planning to buy a tshirt and maybe a sweatshirt.	4/7/2015 10:20 PM
58	Sweatpants, coffee mug	4/7/2015 10:16 PM
59	patches, lab coat, sweatshirt	4/7/2015 10:16 PM
60	Apparel	4/7/2015 10:14 PM
61	Sweatshirt, bumper sticker	4/7/2015 10:13 PM
62	I ran in for sweatpants and a hoodie and t shirt, although the sweatpants were overpriced they're my favorite sweatpants	4/7/2015 10:12 PM
63	Scrubs, downstate clothing	4/7/2015 10:11 PM
64	Clothing	4/7/2015 10:10 PM
65	Clothing	4/7/2015 10:06 PM

Q17 What additional products or services would you like offered at Downstate's University Bookstore?

Answered: 73 Skipped: 54



Answer Choices	Responses
Computer/Hardware	15.07% 11
Computer repair services	24.66% 18
Coffee, beverages/snacks	47.95% 35
Magazines	6.85% 5
Dry cleaning drop off	31.51% 23
Laundry drop off	19.18% 14
More apparel options (specify below)	50.68% 37
Other	9.59% 7
Total Respondents: 73	

#	Other (please specify)	Date
1	more gift options	4/16/2015 1:35 PM
2	CHRP items	4/15/2015 6:03 PM

3	Wider selection of clothing	4/14/2015 2:05 PM
4	more program specific clothing, more options in general	4/13/2015 3:59 PM
5	Apparel for Midwifery program	4/13/2015 11:31 AM
6	Apparel specifying different CHRP programs	4/9/2015 2:17 PM
7	I'd like clearance clothing items like other schools have	4/9/2015 1:17 PM
8	College of medicine apparel	4/8/2015 3:15 PM
9	apparel for CHRP, so I can represent my college	4/8/2015 2:59 PM
10	I don't think there's any midwifery apparel!	4/8/2015 12:14 PM
11	Starbucks	4/8/2015 8:41 AM
12	Sweatpants	4/8/2015 7:46 AM
13	Shorts	4/8/2015 3:56 AM
14	Cool pens and stationary to make studying colorful!	4/8/2015 1:04 AM
15	The downstate car stickers that stick on the outside of the car	4/8/2015 12:38 AM
16	I wish your apparel had better designs	4/7/2015 11:02 PM
17	Nicer hoodies	4/7/2015 10:56 PM
18	College of medicine hoodie where downstates name is actually legible	4/7/2015 10:49 PM
19	Greater selection of sweatshirts and greater availability of selection	4/7/2015 10:40 PM
20	More apparel options in a wider range of available sizes/	4/7/2015 10:38 PM
21	Different shirt designs	4/7/2015 10:35 PM
22	better fitting clothing	4/7/2015 10:16 PM
23	competitive prices. maybe used textbooks from prev students	4/7/2015 10:16 PM
24	household goods: papertowels, laundry detergent, soap etc.	4/7/2015 10:14 PM
25	Bumper Stickers, Long Sleeve T	4/7/2015 10:14 PM
26	More Variety	4/7/2015 10:14 PM
27	I would use the checked items/services above	4/7/2015 10:13 PM
28	Gym apparel, swim gear or something, make it a real store. Bmcc's is huge! Bigger selection period, it's a sad dismal pantry. Dik lighting doesn't engance any purchase. I get what I come for and don't linger. There needs to be more zip up hoodie options. Reds my favorite color and im in CHRP so I had to get a pull over although I would've preferred zip.	4/7/2015 10:12 PM
29	Female sweatshirts	4/7/2015 10:10 PM
30	Higher quality and better designed apparel	4/7/2015 10:06 PM

Q18 What additional comments do you have concerning the Downstate's University Bookstore?

Answered: 29 Skipped: 98

#	Responses	Date
1	Stock for textbooks should be maintained throughour the year such that there are at least a couple of copies of key texts available at all times	4/16/2015 1:35 PM
2	It's 10x more expensive than any other place. There's no reason to go there. It's just a giant closet housing bitter, unhelpful employees.	4/15/2015 11:54 PM
3	better promotions and deals with publishers	4/15/2015 3:25 PM
4	Books are very expensive	4/15/2015 10:03 AM
5	make it happen	4/15/2015 3:35 AM
6	staff always seems unhappy to be there. have gotten staredowns each time ive been there.	4/14/2015 8:58 PM
7	I would prefer that new students to be more informed.	4/12/2015 11:05 PM
8	none	4/12/2015 4:18 PM
9	None	4/12/2015 1:01 PM
10	All textbooks are brand new making them extremely costly. This is very challenging as most college students are not financially well equipped often finishing college with multiple loans. It is unbelievable that the college bookstore only offers brand new textbooks. Most college students as a result do not buy them from the bookstore. The buyback policy is not worth it.	4/11/2015 11:08 AM
11	at the beginning of the semester, i wanted to go and purchase books but that would mean leaving work early. so alternatively, i tried ordering from the bookstore's online website but the shipping is extremely unreasonable. wouldnt it make sense if we can order for pickup AT OUR DEPARTMENT. another words, if i am a student of medical informatics, i can stop by before class and pickup a book i purchased at the bookstore's website. that way, even if the bookstore is closed, i can still go get my book and not pay shipping.	4/10/2015 2:55 PM
12	The manager could definitely smile once in a while and actually seem like he enjoys working at the bookstore or make an effort to say "hi" to students. I am extremely disappointed with the bookstore. First, they do not sell any "used books" even though the email flyer sent at the end of the semester provides "used textbook" prices from the bookstore. Second, I purchased a medical instrument from the bookstore after being ensured by one of the staff members that it was the correct one, only to find out that it was the wrong product and that my purchase was non-refundable. The bookstore is a complete rip-off and I will never buy anything for my classes there again!	4/9/2015 2:39 PM
13	Everything is too expensive. Gentleman working their is nice.	4/9/2015 1:17 PM
14	The set up of the bookstore needs to updated. The layout is outdated and un-welcoming. It needs bright colors and welcome signs, music, cleaner shelves with more legible signs. The staff should wear apparel and maybe a coffee house should be hosted at the store..or something inviting students interaction...	4/8/2015 7:36 PM
15	The embroidered downstate sweatshirts were awesome. Large metal downstate water bottles would be awesome. A hat that says downstate across the front in the style of the brooklyn nets hat would be awesome.	4/8/2015 3:47 PM
16	none.	4/8/2015 2:59 PM
17	can you sell more of the parking vouchers, or sell them on days other than wednesday? I only need them for some of the days when I need to be at school (otherwise I am off-site for rotations), and sometimes I am not able to go in on Wednesdays to buy the vouchers...	4/8/2015 2:23 PM
18	Price of apparel needs to come down.	4/8/2015 11:16 AM
19	More clothing! Fleece vest	4/8/2015 6:22 AM

20	It should be just called a general store and sell school logo items. No one really buys textbooks anymore. Join us in 2015.	4/8/2015 3:56 AM
21	The prices you have do not compete with Amazon, or other online sellers.	4/8/2015 1:19 AM
22	Coffee shop!!! And updated apparel please!	4/8/2015 1:04 AM
23	Honestly things need to be cheaper. I'd gladly buy all of my textbooks from the bookstore if they didn't cost that much. If say a new textbook can be bought from Amazon for \$100, you need to figure out how to sell it at \$90. Downstate should subsidize some of our learning material. I'm already bleeding enough tuition as is.	4/7/2015 10:49 PM
24	To the extent I can avoid it, I don't like paying list price for textbooks, so I tend to avoid the Downstate bookstore	4/7/2015 10:32 PM
25	Regarding #12 - I haven't bought anything, so I can't say!	4/7/2015 10:20 PM
26	Here's the truth. I got old versions of the downstate textbooks for free from the student advisement office. I stopped reading after Unit 1 anyway, as most of the textbooks are too dense and the readings are a waste of time. Review books, however, such as Constanzo's physiology, First Aid, or clinical microbiology made easy are extremely helpful. I went to the bookstore once, saw that Amazon was always cheaper, and never went back to buy books again. I won a gift certificate to the bookstore, so I went during one of the 20% off periods to buy Downstate apparel. Everything seemed overpriced. I ended up buying sweatpants, which were comfy, but poor fitting. The ends did not taper at all, and the mediums fit the waste but the legs ballooned out like parachute pants. I wouldn't really buy any more downstate clothing from them. I bought a coffee mug for only \$3, which was nice. Basically, the bookstore has lost its relevance to me. It sells books I can get cheaper elsewhere, clothing I can get cheaper and better fitting elsewhere (though sadly not Downstate branded, so I guess that's one thing that may make me come back), and other various odds and ends. These odds and ends, like otoscope covers and vision test cards, are crucial when you need to purchase something last-minute. Do we really need a whole store for that?	4/7/2015 10:16 PM
27	More practical products for students living in the dorm. More diverse school specific paraphernalia that look good.	4/7/2015 10:14 PM
28	I want more cool things to wear!	4/7/2015 10:14 PM
29	Have the hours posted by the main door to get into the student center, I can't tell you how many times I've wasted my time walking over there just not to get in because I walked all the way inside to locked doors. If im in class from 8-5 having a book store be open until 5:30/6 shouldn't be unreasonable.	4/7/2015 10:12 PM