Campus Bookstore & Course Materials Survey Mock Results Summary

Illustrative output structure based on the draft NACAS Bookstore Module questionnaire
(Results shown are fabricated for mock-up purposes)

Mock field parameters (for illustration)
• Audience: Students
• Sample size: n=1,000 completes
• Benchmark pool: n=50 institutions (peer median + top quartile)

At-a-glance benchmark

Key KPIs compared to peer median (illustrative)

NACAS

Overall satisfaction

62%   +4 pts vs peer

Top-2 box

Bookstore Net Promoter Score*
(NPS general)

+12   +4 vs peer

Score based on % of 'Promoters' - % of 'Detractors'

% using campus bookstore
for course materials

46%   –4 pts vs peer

Select-all

% skipped required item
because cost too high

37%   +3 pts vs peer

Lower is better

Online experience
satisfaction

55%   –2 pts vs peer

Top-2 box

Awareness of IA / EA
programs

28% / 15%   –7 / –5 pts vs peer

IA=Inclusive, EA=Equitable

Competitive benchmark scorecard
Example of standardized KPI table across institutions

NACAS

Metric	Your school	Peer median	Top quartile	Gap vs peer
Overall satisfaction (Top-2 box)	62%	58%	70%	+4
Bookstore NPS (general)	+12	+8	+20	+4
NPS – Purchasing textbooks	+5	+2	+14	+3
NPS – Branded merchandise	+18	+15	+28	+3
% purchased all required materials	52%	49%	60%	+3
% skipped required item due to cost	37%	34%	25%	+3*
% acquired materials by week 1	78%	81%	88%	−3
% used campus bookstore for materials	46%	50%	62%	−4
% agree bookstore supports academic success	54%	50%	63%	+4
Online experience satisfaction (Top-2 box)	55%	57%	68%	−2

*Higher value is unfavorable (cost barrier); directionality will be indicated in final dashboard.
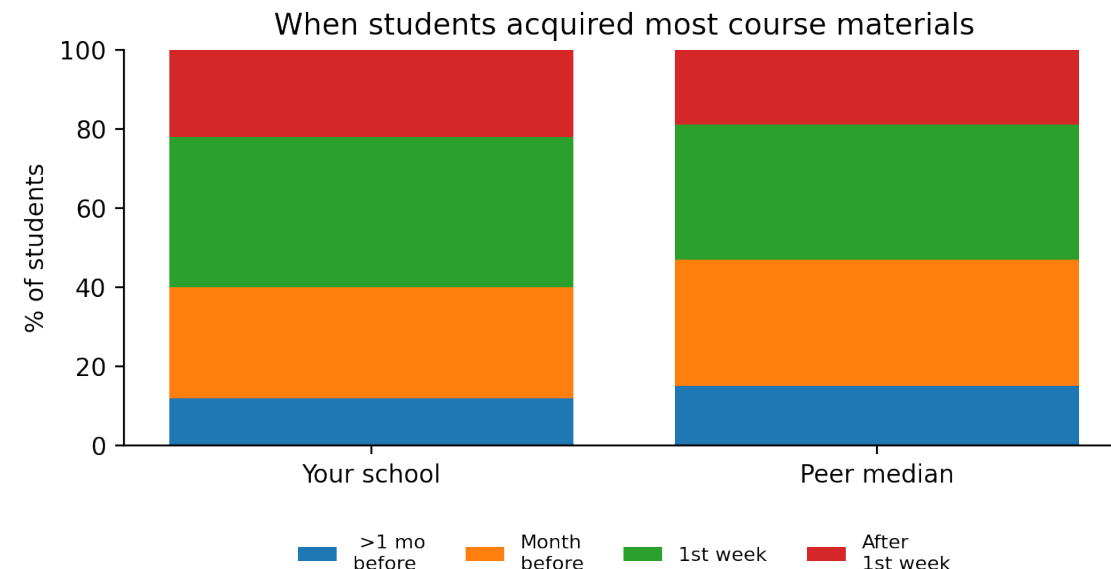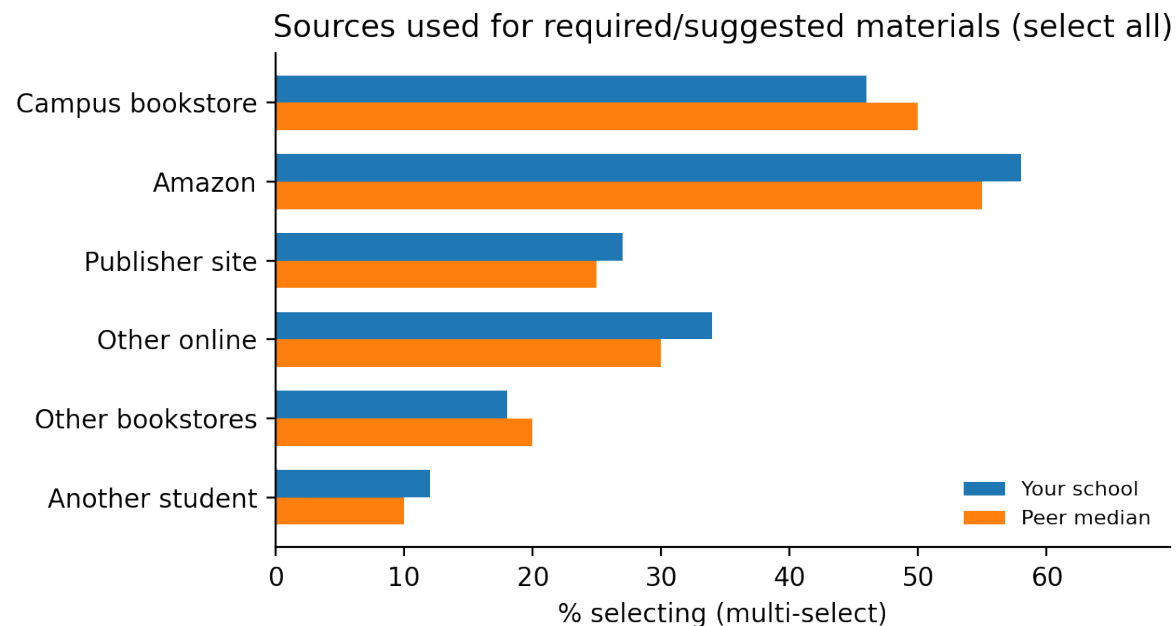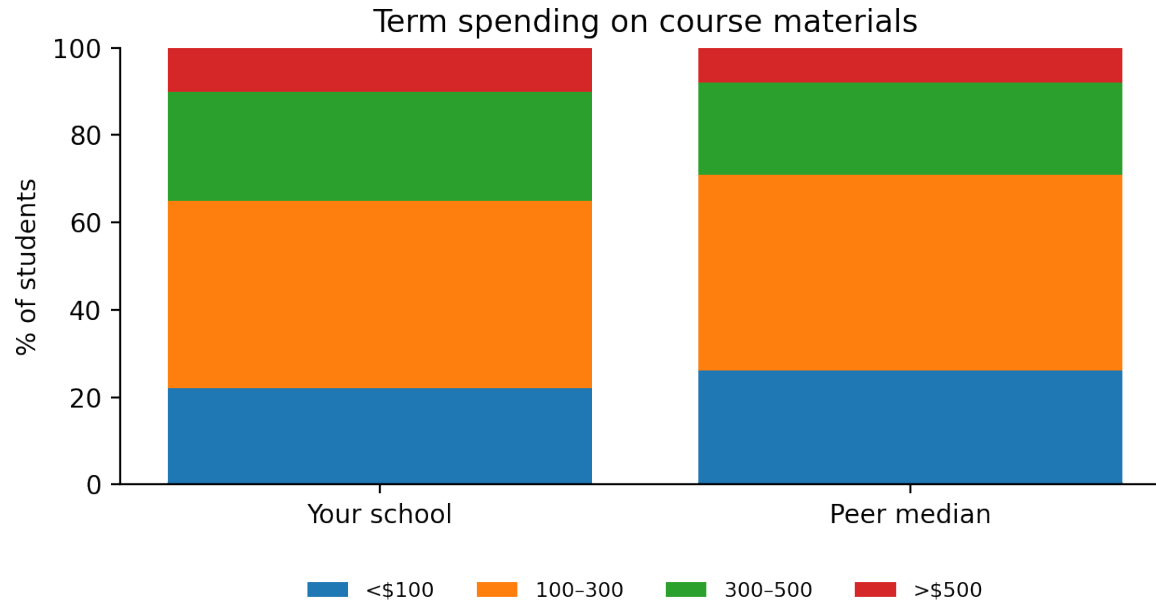
Amazon remains the most common source (58% select), but the campus bookstore is a close #2 (46%).

22% acquire materials after the first week of class (vs 19% peer), indicating opportunity to improve "day-one readiness."

Instructor-provided information (syllabus / email) typically drives awareness; integrating bookstore links into syllabus/LMS can lift conversion.

Affordability & price sensitivity
Spending, opt-out behavior, and purchase decisions

Term spending on course materials

% of students

100
80
60
40
20
0

Your school — Peer median

Legend: <$100 | 100–300 | 300–500 | >$500

Cost barrier

37% skipped at least one required item because the cost was too high

Peer median: 34% (lower is better)

Price influence

74% say price is influential (extremely + influential)
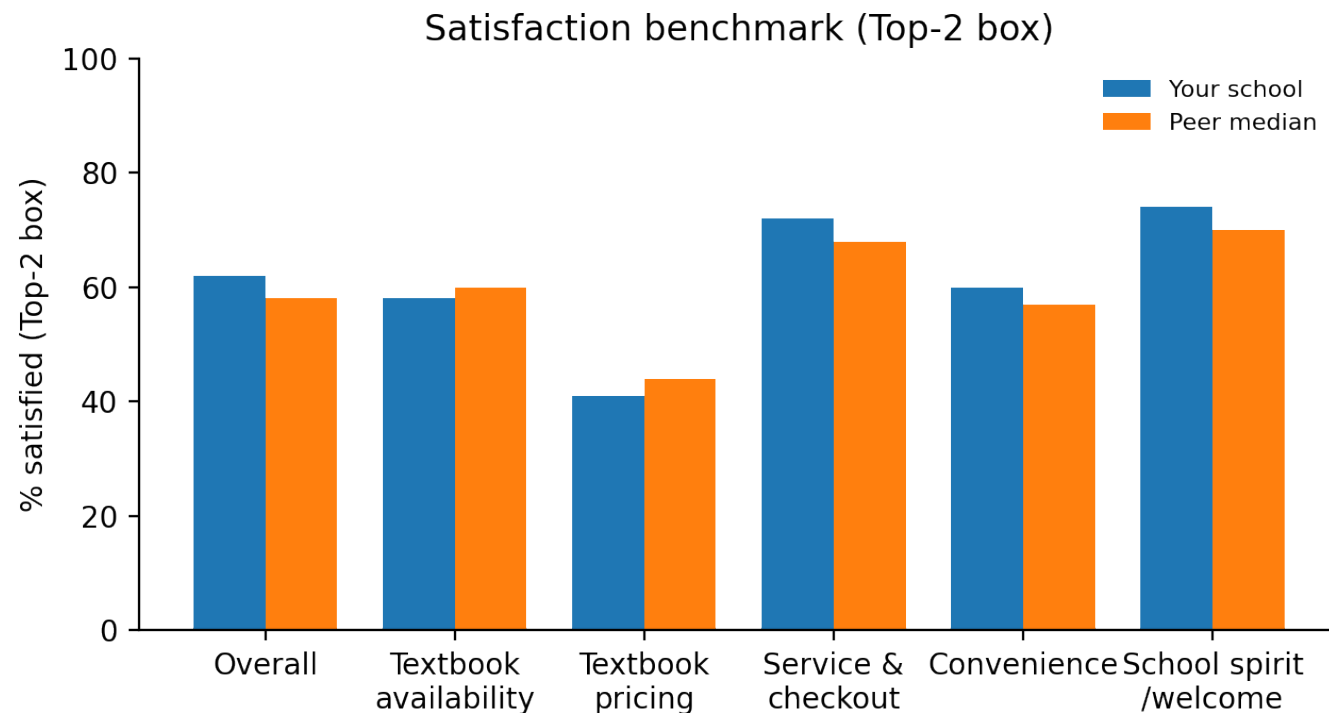
Key implication: demand for low-cost options

Spending intensity

35% spend $300+ per term

Peer median: 29%

Satisfaction benchmark (Top-2 box)

Legend: Your school, Peer median

Y-axis: % satisfied (Top-2 box), 0 to 100

Categories: Overall, Textbook availability, Textbook pricing, Service & checkout, Convenience, School spirit /welcome

Top 5 elements students say matter most (E1)

Pricing of textbooks / course materials

Availability of required materials (day one)

Online ordering + fast pickup / delivery

Helpful staff / customer service

Selection of branded merchandise

Key opportunities implied by the mock data

Pricing is the largest "need-to-fix" gap (only 41% satisfied).

Textbook availability is slightly below peer; improving fulfillment and substitutions can help.
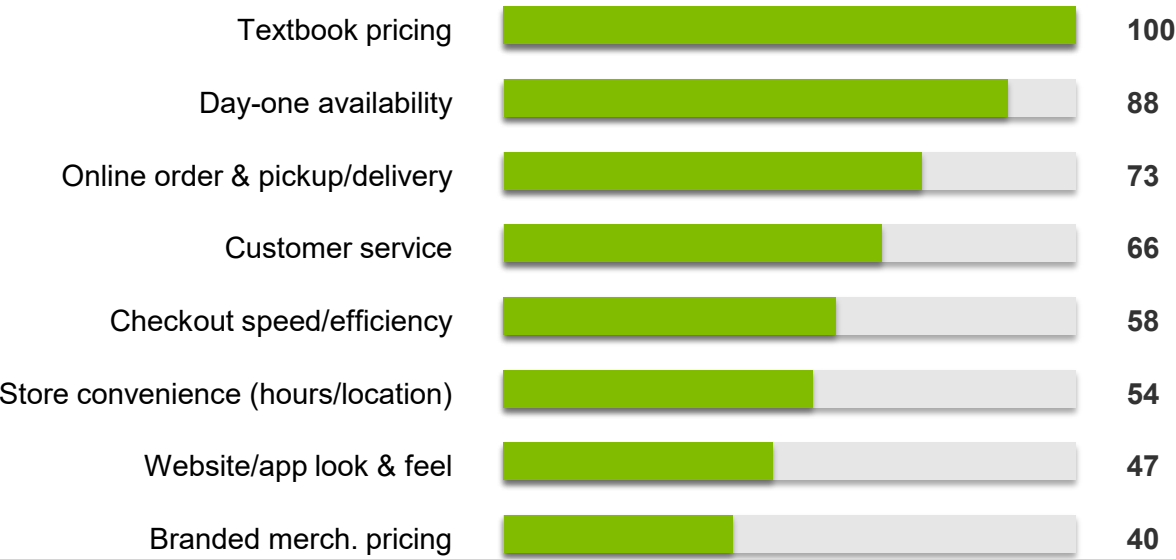
Service & "school spirit" are relative strengths to protect and leverage in communications.

Derived importance index (pooled overall)

Element	Index
Textbook pricing	100
Day-one availability	88
Online order & pickup/delivery	73
Customer service	66
Checkout speed/efficiency	58
Store convenience (hours/location)	54
Website/app look & feel	47
Branded merch. pricing	40

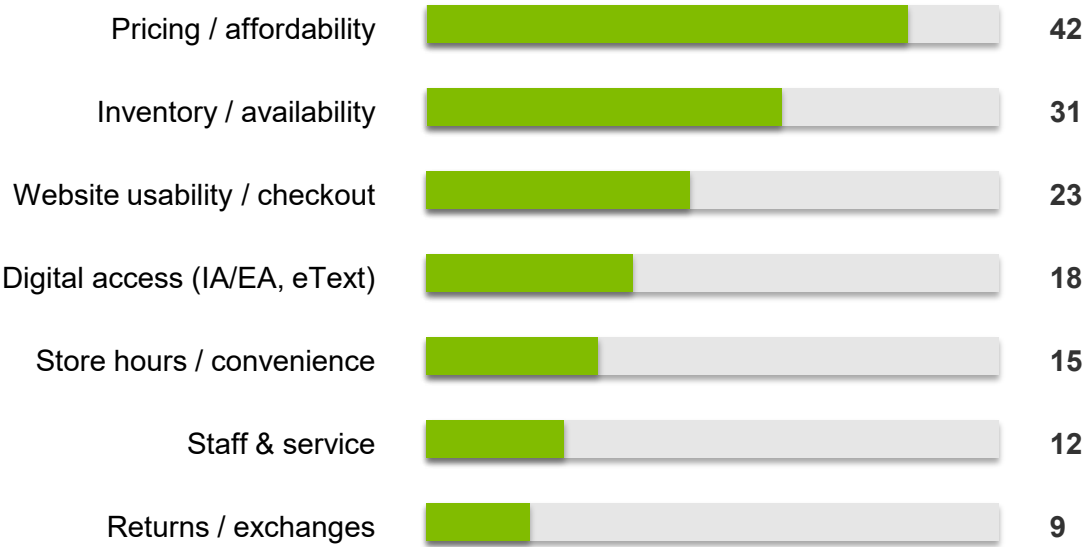Index shown on a 0–100 scale (higher = more important). Mock data – illustrative only.

How to interpret (illustrative)

Pooled model across all schools (not benchmarked).
Higher index = stronger relationship to overall satisfaction.
Use alongside benchmark gaps to prioritize fixes.

Example "priority" read-out

High importance + below-peer satisfaction → fix first.
High importance + above-peer satisfaction → protect.
Lower importance + low satisfaction → monitor.
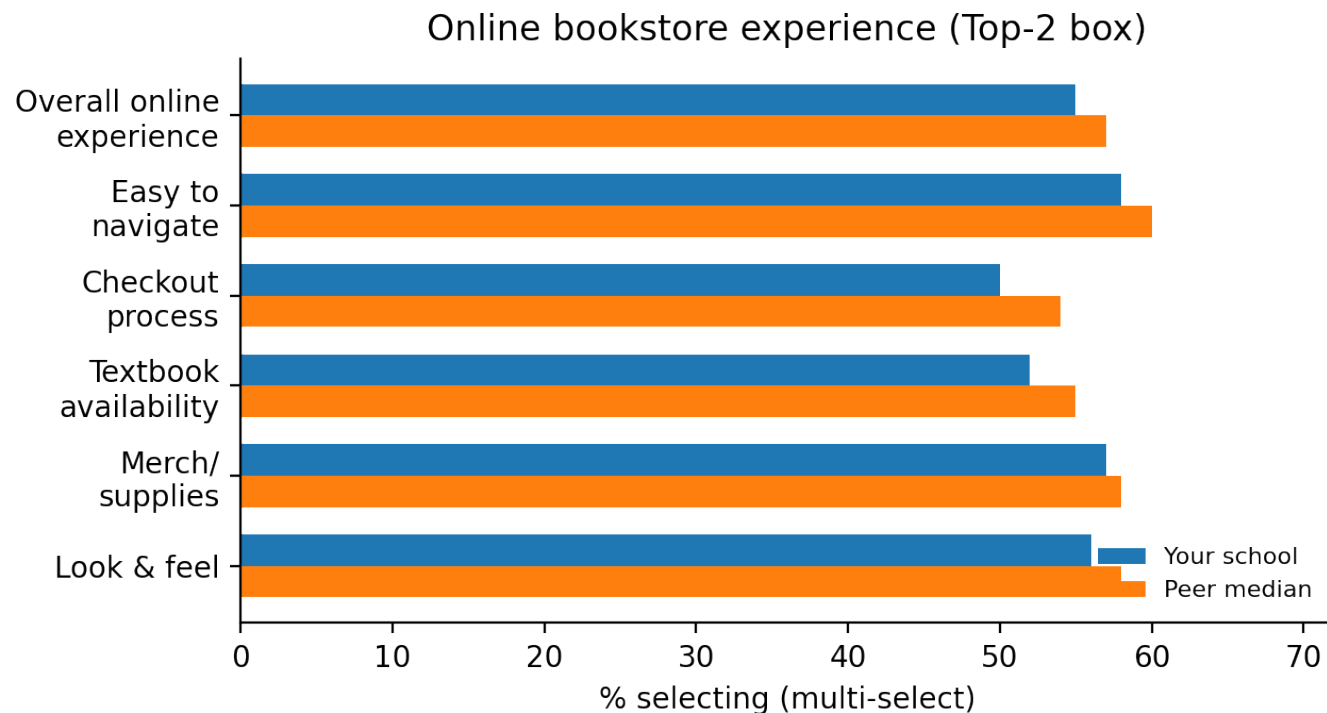
Top themes in open-ended comments (% of mentions)

Theme	%
Pricing / affordability	42
Inventory / availability	31
Website usability / checkout	23
Digital access (IA/EA, eText)	18
Store hours / convenience	15
Staff & service	12
Returns / exchanges	9

Theme % reflects share of coded mentions (multi-coded; totals may exceed 100%). Mock data – illustrative only.

Illustrative verbatims (examples)

"I compare prices online first—if the bookstore matched, I'd buy there."
"I needed the book day one but it showed 'backordered' until week two."
"Checkout was confusing because fees/shipping weren't clear until the end."

Standard output (example)

Theme frequency table + top sub-themes.
Illustrative verbatims by theme.
Optional AI-assisted summary for quick context.

Online bookstore experience (Top-2 box)

Horizontal bar chart comparing "Your school" (blue) and "Peer median" (orange):

Category	Your school	Peer median
Overall online experience	~55	~57
Easy to navigate	~58	~60
Checkout process	~50	~54
Textbook availability	~52	~55
Merch/ supplies	~57	~58
Look & feel	~56	~60

X-axis: % selecting (multi-select)

Where the online experience lags (example)

Checkout process is lowest-rated (50% satisfied).

Textbook availability online trails peer (52% vs 55%).

Overall online satisfaction is slightly below peer (55% vs 57%).

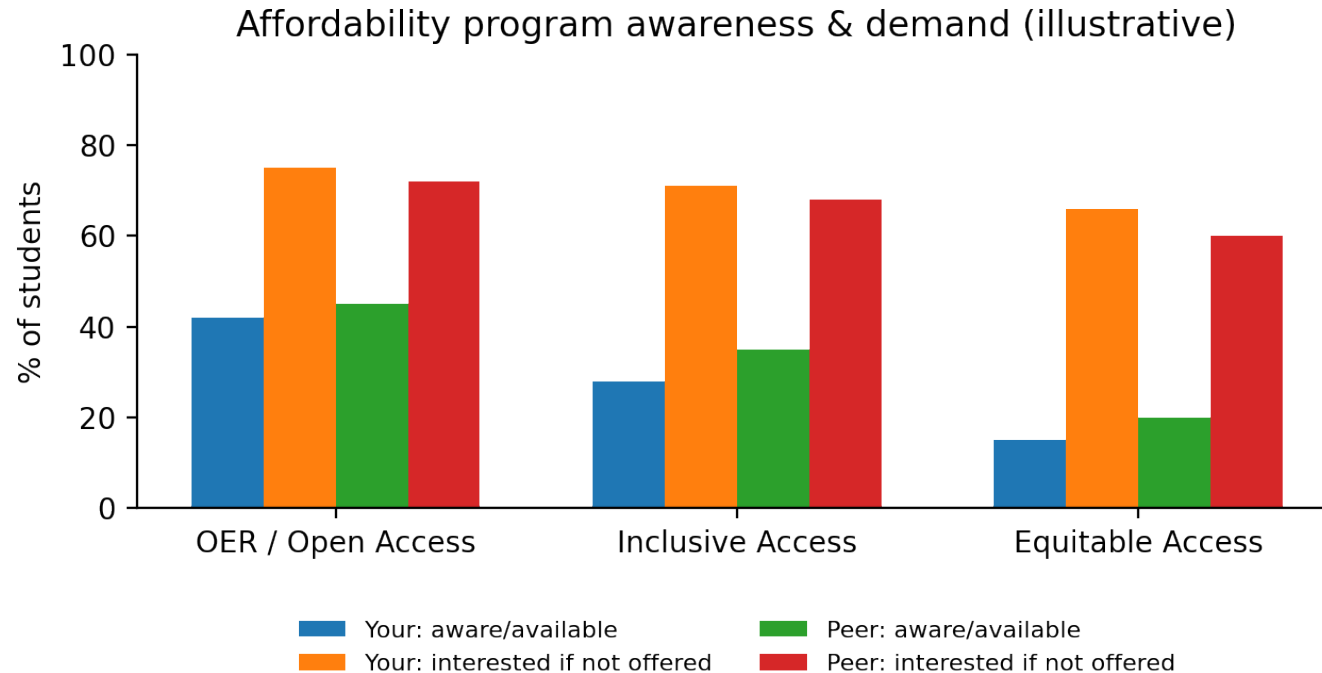**Mock "actions" the dashboard could prompt**

Streamline cart → checkout (reduce steps, clarify fees/shipping).

Improve real-time inventory and "available by" dates.

Promote convenient options: reserve/pickup windows, curbside, lockers.

Affordability programs: awareness & demand
OER, Inclusive Access, and Equitable Access (illustrative)

NACAS

Affordability program awareness & demand (illustrative)

% of students (y-axis: 0, 20, 40, 60, 80, 100)

Categories: OER / Open Access, Inclusive Access, Equitable Access

Legend:
- Your: aware/available
- Your: interested if not offered
- Peer: aware/available
- Peer: interested if not offered

What this could look like in reporting

Awareness of Inclusive Access is modest (28% say offered) and below peer (35%).

Among those who say "No/Not sure," interest is high (71% interested).

Equitable Access shows the biggest "white space": 15% aware, 66% interested if not offered.

Preferred format (E7 – illustrative)

Print textbook: 35%
Digital / eTextbook: 28%
PDF materials: 12%
Depends on the course: 22%
No preference: 3%

Overall sat.

62%

NPS

+12

Cost barrier

37%

Bookstore share

46%

Benchmark view: Your school vs peer median vs top quartile

- Filters: year of study, major, commuter/resident (if available)
- Drill-down: satisfaction elements, open-end themes
- Exports: PDF summary + data tables

Standard outputs (example)

Dashboard with standardized KPIs + peer benchmarking

Module-specific deep dives (Textbooks, Merchandise, Online)

Cuts by key subgroups (where n-size allows)

AI-assisted open-end theme summary (if enabled)

Exportable summary report for leadership

Typical timeline (illustrative)

- Finalize module + programming: Weeks 1–3
- Fieldwork (email invites/reminders): Weeks 4–8
- Dashboards published: rolling, starting Week 6
- Benchmark refreshes: as peer pool grows