

College Services Satisfaction Survey

Introduction

A campus-wide survey, commissioned by the college’s District and Planning Advisory Council College Services subcommittee, was administered in fall of 2012 to assess the student and employee satisfaction levels with key college services, including food vendors, the campus bookstores, and the Bursar’s Office.

An invitation to participate in the web-based survey was sent by email to all enrolled students with an SMC email address, including non-credit and Emeritus students, and excluding students on the “no-mail” list (group of students who have indicated they do not wish to receive messages that are not student must-know). An invitation to participate in the web-based survey was sent to all employees through the campus’ “Bulletins” email notice.

Survey Findings

Survey Respondents Profile

A total of 731 students and 226 employees completed the survey, representing approximately 2.1% and 12.1% of 34,165 students and 1,875 employees in fall 2012, respectively.

Female students are overrepresented in both the student (66%) and employee (72.3%) survey sample when compared with the proportion of female students in the general population of both credit and non-credit students (56%) and the general population of employees (54%), respectively.

Table 1. Students and Employees by Gender

Gender	Student		Employee	
	Sample	College-wide	Sample	College-Wide
Female	66.1%	55.5%	72.3%	54.3%
Male	33.9%	44.5%	27.7%	45.7%
Total	100%	100%	100%	100%

Among student survey respondents, the proportions of students from the largest ethnic groups, were similar to the proportions among the entire student population. There is some variability in the other groups but this may be due in part to a mismatch in response options on the survey instrument. For instance, beginning in the fall 2008 term the “other” category was eliminated and the “multi-race” category was added.

The differences between the employee samples and populations are more numerous. The largest differences are observed between the proportion of multiracial employees (6%), white employees in the

sample (50%), and those who declined to state their ethnicity (3%) in the survey sample compared to the whole employee population (1%, 57%, and 11%, respectively).

Table 2. Students and Employees by Ethnicity

Ethnicity	Student		Employee	
	Sample	College-wide	Sample	College-wide
Asian/Pacific Islander	16.0%	15.0%	8.8%	11.2%
Black/African-American	7.0%	8.9%	10.5%	12.8%
Hispanic	33.4%	32.7%	14.9%	14.2%
Multi-Racial	7.9%	3.2%	5.7%	0.8%
Native American/Alaskan Native	0.7%	0.3%	0%	0.1%
White	29.3%	32.4%	50.4%	57.2%
Other	4.7%		7.0%	3.7%
Unreported	1.1%	7.5%	2.6%	11.2%
Total	100%	100%	100%	100%

Employee respondents were asked about their job classification and the responses are summarized below in table 3. In the survey, employees were given the option of selecting “other.” However, in practice and in the college records, there is no “other” job classification. Part-time faculty were disproportionately underrepresented in the survey sample (16%) compared to the whole employee population at Santa Monica College. Full-time faculty (31%) were overrepresented by 15% in the survey sample compared to the college employee population (16%). Classified staff were overrepresented in the sample (43%) by nearly 20% compared to the employee population (24%). Finally, administrators were just slightly overrepresented in the sample (7%) compared with the college population (5%).

Table 3. Employees by Job Classification

Job Classification	Employee Sample	College-wide
Administrator/Manager	7.2%	4.8%
FT Faculty	30.9%	17.0%
PT Faculty	15.7%	54.3%
Classified Staff	42.6%	23.5%
Confidential	0.9%	0.4%
Other	2.7%	

The next tables, 4 – 9, summarize information about the student respondents. Students residing in California were overrepresented in the survey by about 7%, whereas out-of-state and foreign residents were underrepresented by about 4% and 2%, respectively.

Table 4. Students by Residence Status

Residence Status	Student Sample	College-Wide
California Resident	89.6%	83.1%
Out-of-state Resident	1.7%	6.1%
International	8.7%	10.8%
Total	100%	100%

Among survey respondents, full-time students were overrepresented by nearly 20%, but part-time and non-credit students were underrepresented by 8% and 10% respectively. Notably, only 1% of survey respondents identified themselves as being non-credit students, however this non-credit students make up approximately 11% of the student population at SMC. Assuming students did not err in their selections when completing the survey, the noncredit students are nearly entirely unrepresented in the survey sample.

Table 5. Students by Unit Load

	Student Sample	College-Wide
Full-time	50.1%	31.3%
Part-time	48.9%	57.3%
Non-Credit	1.0%	11.4%
Total	100%	100%

Student survey respondents were also asked to indicate their enrollment status. Based on the responses, continuing students are overrepresented by about 9%, whereas first-time SMC (transfer) students and returning students were underrepresented by about 3% and 5% respectively.

Table 6. Students by Attendance Status

What is your attendance status at SMC?	Student Sample	College-Wide*
First-time student	18.4%	19.3%
First-time SMC student	8.7%	11.8%
Continuing SMC student	66.5%	58.0%
Returning SMC student	5.7%	10.4%
Unsure	0.7%	
Total	100%	100%

*Special Admit (k-12) students (0.6%) omitted.

A little over half of students reported that they are on campus 4 to 5 days in a typical week. Another 36% are on campus between 2 and 3 days in a typical week.

Table 7. Students by days on campus.

On average, how many days are you on campus in a typical week?	Student Sample
None	2.5%
1 day	4.3%
2-3 days	36.1%
4-5 days	54.4%
6 or more days	2.8%
Total	100%

Respondents were asked at what time of day they take classes and these responses are summarized in table 8 below. As expected, a very large majority of students, 86%, take classes during the day (before 5pm). About half of students reported that they take evening classes and 18% take online classes. Table

9 summarizes the number of hours for which students are on campus in a typical school day. Only 7% of students are on campus for 2 or fewer hours a day. The remaining students were more or less equally divided between the other answer categories with roughly 3 in 10 students reporting being on campus for each.

Table 8. Students by time of day.

What time of day do you take classes? Check all that apply.	Student Sample
Day (before 5pm)	86.2%
Evening (after 5pm)	46.8%
Online	17.9%

Table 9. Students by time on campus.

On average, how long are you on campus in a typical school day?	Student Sample
2 or fewer hours	7.1%
2.5 to 4 hours	28.0%
4.5 to 6 hours	30.5%
More than 6 hours	34.4%
Total	100%

Nearly all students (94%) reported that they attend classes on the main campus. The next most commonly attended campuses were the Bundy (16%), AET (14%) campuses, and PAC (10%). Fewer than 1% of respondents reported attending classes at the Emeritus College.

Nearly 9 in 10 employees reported working on the main SMC campus. Additionally, about 7% reported working on the Bundy campus.

Table 10. Students and employees by campuses attended.

Which campus do you attend/work? Check all that apply.	Student Sample	Employee Sample
Main campus	94.3%	88.6%
AET	13.5%	3.1%
Airport Arts Campus	3.7%	2.2%
Bundy Campus	15.9%	7.0%
Emeritus Campus	0.4%	0.4%
PAC	10%	1.8%
2714 Pico		4.0%
Other		0.4%

Main Campus Food Vendors

Survey respondents were asked how often they purchase food or drinks at each of the four Main Campus food vendors and the responses are summarized below in table 11. Generally, fewer than 5% of respondents (except TCBY for employees which was 6.6%) reported visiting any vendor daily. Sizeable minorities ranging between 20 and 37% of students and employees across the various vendors reported never making purchases from the vendors, except in the case of Peerless Coffee/Bread Factory. Among student respondents, nearly 53% reported never making a purchase at Peerless Coffee/Bread Factory. There may be cause to interpret that particular figure with some caution because it may be the result of a lack of recognition of the name of the vendor. The title “Bread Factory” only appears on the door to the employee lunch room and the branding for “Peerless Coffee” are not especially noticeable in the cafeteria.

Table 11. Student and employees by frequency of purchase from Main campus food vendors.

		Daily	2-3 times a week	Once a week	2-3 times a month	Once a month	Less than once a month	Never	Total
Student	Campus Kitchen	3.2%	12.8%	12.2%	10.0%	9.8%	15.4%	36.7%	100%
	Eat Street	4.1%	12.6%	12.6%	11.4%	7.9%	13.0%	35.3%	100%
	Peerless Coffee/Bread Factory	1.8%	4.4%	9.5%	9.2%	6.4%	16.1%	52.5%	100%
	TCBY/Starbucks	4.4%	10.6%	10.0%	10.6%	8.3%	15.1%	37.2%	100%
Employee	Campus Kitchen	1.9%	14.9%	12.6%	15.8%	7.4%	27.0%	20.5%	100%
	Eat Street	1.9%	15.3%	11.6%	13.0%	11.6%	23.6%	23.1%	100%
	Peerless Coffee/Bread Factory	2.5%	5.4%	9.3%	11.8%	10.8%	28.4%	31.9%	100%
	TCBY/Starbucks	6.6%	12.7%	7.5%	12.2%	8.9%	29.1%	23.0%	100%

Survey respondents were further asked what their primary reasons are for not purchasing food or drink at the vendors and were asked to select all answers that apply therefore responses in table 12 below will not sum to 100%. Among students, the most popular reason was the pricing which was selected by 27% of respondents. Other popular reasons were that the student brought their own food (22%), the quality of the food not meeting with expectation (20%), and the food/drink options not meeting expectations (17%). About 12% of students listed an “other” reason. Among employee respondents, the most common reason was bringing one’s own food or drink (22%), but not meeting expectations for quality (17%), pricing (17%), and options (17%) were also commonly selected reasons. Nearly 11% of employees listed an “other” reason. These “other” reasons are summarized in the subsequent table, table 13, in order of frequency of mention. The most commonly mentioned reasons were that respondents were not on the main campus, the cost/prices were unreasonable or prohibitive, and that the quality or taste of foods were unsatisfactory in some way.

Table 12. Student and employee reasons for not purchasing food or drinks.

What are the primary reasons for not purchasing food or drinks at the Main Campus food vendor? Check all that apply.	Student Sample	Employee Sample
Food/drink quality does not meet my expectations	19.7%	17.1%
Food/drink prices do not meet my expectations	27.1%	17.1%
Food/drink options do not meet my expectations	17.2%	16.7%
It is not convenient for me to visit the cafeteria while on campus	6.0%	4.8%
I do not have time to visit the cafeteria on campus	10.1%	6.6%
I bring my own food/beverage	22.0%	21.5%
Other	12.2%	10.5%

Table 13. Student and employee “other” reasons for not purchasing food or drinks from food vendors.

What are the primary reasons for not purchasing food or drinks at the Main Campus food vendor? Please specify “other.”	Student Sample	Employee Sample
Not on campus/on different campus	20	5
Cost/prices are unreasonable or prohibitive	15	3
Unsatisfactory quality or taste of foods/ selling expired food/delivered food unrefrigerated overnight	11	4
Go home to eat or bring food from home	6	3
Poor or discourteous service	7	1
Do not have item/vendor desired, prefer Burger King/Subway/Carl’s Jr	5	1
Crowded/long waits	3	2
Did not know about or had not visited cafeteria	4	
Lack of non-salad or vegetable vegan options	3	
Closed evening/weekend	2	
Not hungry/do not need to eat when on campus	2	
Do not like cafeteria environment	1	1
Special dietary needs	1	1
Use of plastics	1	1
Use vending machine	1	

Students and employees were asked to rate their satisfaction with various aspects of their experience with the main campus food vendors and the responses are summarized in table 14 below. The questions referred to all main campus food vendors and no individual ratings of vendors were made. As there is little difference between “very satisfied” and “satisfied” ratings, the responses in these two categories, can be summed to represent satisfied respondents. Likewise, the sum of “dissatisfied” and “very dissatisfied” categories can represent the dissatisfied respondents. At least half of respondents, among both students and employees, reported being satisfied with the temperature of food and drinks, the displays, location of vendors, the friendliness and courtesy of the staff, and the efficiency of the staff. About 4 in 10 students and employees were satisfied with the taste of the food and drinks. Approximately 3 in 10 were satisfied with the variety of food and drinks. The lowest levels of

satisfaction were reported with the price of food and drinks; only 18% of students and 28% of employees reported being satisfied with the price of food and drinks. Finally, about 35% of students and 27% of employees were satisfied with the overall experience of purchasing food and drinks.

Table 14. Student and employee satisfaction ratings for Main campus food vendors.

		Very Satisfied	Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Dissatisfied	Very Dissatisfied	Total
Student	Taste	11.4%	28.4%	33.6%	11.1%	9.2%	6.3%	100%
	Temperature	16.3%	43.2%	24.9%	9.1%	4.5%	2.0%	100%
	Display	16.4%	35.3%	27.7%	12.4%	5.1%	3.0%	100%
	Location	23.5%	48.1%	21.0%	4.6%	1.2%	1.6%	100%
	Service	24.8%	35.0%	23.9%	9.2%	3.4%	3.7%	100%
	Efficiency	20.2%	37.4%	25.1%	10.3%	3.5%	3.5%	100%
	Price	4.1%	13.9%	18.8%	20.6%	16.7%	25.9%	100%
	Variety	11.0%	22.6%	25.3%	19.4%	11.0%	10.7%	100%
	Overall Experience	9.1%	26.1%	33.0%	15.9%	8.4%	7.5%	100%
Employee	Taste	7.6%	33.0%	33.5%	17.3%	4.1%	4.6%	100%
	Temperature	12.4%	51.8%	23.3%	7.8%	2.6%	2.1%	100%
	Display	5.9%	48.1%	32.6%	8.6%	1.6%	3.2%	100%
	Location	16.5%	61.9%	15.5%	4.1%	1.0%	1.0%	100%
	Service	25.4%	40.1%	21.8%	8.1%	2.0%	2.5%	100%
	Efficiency	12.4%	52.1%	22.2%	11.3%	0.5%	1.6%	100%
	Price	5.0%	22.5%	22.5%	22.0%	16.5%	11.5%	100%
	Variety	4.6%	23.4%	26.9%	21.8%	11.2%	12.2%	100%
	Overall Experience	5.1%	32.3%	34.9%	18.5%	6.2%	3.1%	100%

Table 15 below, summarizes the proportions of respondents who reported various dietary restrictions or preferences. “Vegan/Vegetarian” was selected by the largest proportion of respondents; nearly a quarter of students and 18% of employees identified following a vegan/vegetarian diet. The next most popular dietary restrictions/preferences were for low sodium foods for 23% of employees and 21% of students and low cholesterol foods for 19% of students and 17% of employees. In addition to selecting any of the listed options, respondents were given the opportunity to list any “other” dietary restrictions/preferences and about 1 in 10 respondents listed one. These other responses are summarized below in table 15 according the number of times each response was mentioned by respondents. The most commonly reported dietary restrictions and preferences were dairy/lactose free, no/low sugar, organic, and for halal/no pork foods and drinks.

Table 15. Student and employee dietary restrictions and preferences.

Identify any dietary restriction/preference you have. Check all that apply.	Student Sample	Employee Sample
Gluten free	14.4%	8.3%
Vegan/Vegetarian	24.4%	18.4%
Diabetic	5.3%	9.2%
Low sodium	23.4%	20.6%
Low cholesterol	19.0%	16.7%
Kosher	7.9%	6.6%
Other	11.4%	12.3%

Table 16. Students' and employees' "other" dietary restrictions and preferences.

Please specify "other" dietary restriction/preference you have.	Student Sample	Employee Sample
Dairy-free/Lactose Free	11	4
No/Low Sugar	11	1
Organic	9	3
Halal/no pork	7	4
Healthy food	4	4
Low Fat	4	4
Non-GMO	5	
Low Carb	3	
No MSG	3	
Nut allergy	2	1
Lower priced	2	
No beef	1	2
Locally Sourced	1	1
Raw	2	
Soy-Free	1	1
High fiber	1	
Low Sodium	1	

Additionally, respondents were asked to specify any foods or drinks which they would like offered that are not currently available for purchase. These responses are summarized by frequency of mention in Table 1 of the appendix. The most common requests among respondents were for healthier and higher quality food that is fresh generally and for a wider variety of vegan and vegetarian options (e.g. hot options).

Knowledge of the following food terms were reported: USDA certified, organically certified, humanely raised, and locally sourced food. Among students, between 63% and 72%, reported having at least “some” (sum of “a lot” and “some” responses) knowledge of the terms, depending on the term. Among employees, knowledge was rated slightly higher with between 70% and 81% reporting at least “some” knowledge of the terms. The following question on the survey asked respondents to rate their willingness to pay extra for food and drinks bearing these food term labels. Between about 3 to 4 out of 10 student respondents said and between 4 to 5 of 10 employee respondents said they were willing (“very willing” and “willing” responses) to pay extra for foods matching these terms.

Table 18. Student and employee knowledge of food terms.

Please rate your knowledge of the following terms:		A lot	Some	Limited	None	Unsure	Total
Student	USDA Certified	31.1%	32.1%	13.8%	11.3%	11.7%	100%
	Organic Certified	37.7%	34.0%	15.2%	5.9%	7.2%	100%
	Humanely Raised	33.0%	30.2%	17.0%	9.6%	10.2%	100%
	Locally Sourced Food	36.5%	31.7%	14.0%	8.5%	9.3%	100%
Employee	USDA Certified	32.3%	43.2%	16.4%	1.4%	6.8%	100%
	Organic Certified	39.4%	41.2%	13.6%	3.2%	2.7%	100%
	Humanely Raised	38.7%	31.3%	17.5%	6.5%	6.0%	100%
	Locally Sourced Food	40.8%	39.9%	10.6%	4.1%	4.6%	100%

Table 19. Student and employee willingness to pay extra for food and drinks.

Please rate your willingness to pay extra for food and drinks which are:		Very willing	Willing	Somewhat willing	Somewhat unwilling	Unwilling	Very unwilling	Total
Student	USDA Certified	11.5%	20.5%	33.6%	12.2%	10.5%	11.5%	100%
	Organic Certified	17.6%	25.0%	27.8%	10.5%	8.8%	10.4%	100%
	Humanely Raised	18.1%	21.5%	28.0%	11.4%	9.4%	11.6%	100%
	Locally Sourced Food	16.8%	22.6%	28.1%	11.3%	10.4%	10.7%	100%
Employee	USDA Certified	12.9%	32.4%	26.2%	11.0%	11.4%	6.2%	100%
	Organic Certified	19.7%	25.2%	28.0%	8.7%	11.9%	6.4%	100%
	Humanely Raised	23.2%	26.1%	24.6%	9.5%	10.4%	6.2%	100%
	Locally Sourced Food	22.5%	27.7%	25.8%	11.7%	8.0%	4.2%	100%

In the 2010-2011 academic year, the food vendors launched a “\$1 Menu” featuring items priced at \$1.00. Survey respondents were asked to rate their awareness of the \$1 menu (see table 20). Large majorities in both the student and employee sample, 85% and 70% respectively, reported being unaware (very unaware and unaware) of the \$1 menu or the items on the menu. Students were asked about the frequency with which they make purchases from the \$1 menu (see table 21) and consistent with the lack of awareness reported, large majorities also reported never making purchases from the \$1 menu: 85% of students and 82% of employees never make purchases from the \$1 menu.

Table 20. Student and employee awareness of \$1 menu.

In 2010-2011, the Main Campus food vendors implemented a \$1 menu. How aware are you of the \$1 menu and the items on the menu?	Student Sample	Employee Sample
Very aware	4.3%	6.2%
Aware	3.5%	8.9%
Somewhat aware	4.6%	8.9%
Somewhat unaware	2.8%	5.8%
Unaware	21.3%	28.3%
Very unaware	63.6%	42.0%
Total	100%	100%

Table 21. Student and employee frequency of \$1 menu item purchases.

How often do you make purchases from the \$1 menu?	Student Sample	Employee Sample
Often	5.1%	2.3%
Sometimes	4.1%	6.9%
Rarely	5.8%	9.1%
Never	85.1%	81.7%
Total	100%	100%

Respondents were then asked to rate their level of satisfaction with the variety and value of the \$1 menu items and the answers are summarized in table 22. About 40% of students and 34% of employees reported being satisfied (very satisfied and satisfied) with the variety of the items. About 47% of students and 43% of employees said they were satisfied with the value of \$1 menu items.

Table 22. Student and employee satisfaction with \$1 menu variety.

Please rate your level of satisfaction with the variety of items on the \$1 menu.	Student Sample	Employee Sample
Very satisfied	13.5%	2.6%
Satisfied	26.0%	31.6%
Somewhat satisfied	30.8%	39.5%
Somewhat dissatisfied	14.4%	18.4%
Dissatisfied	10.6%	5.3%
Very dissatisfied	4.8%	18.4%
Total	100%	100%

Table 23. Student and employee satisfaction with \$1 menu value.

Please rate your level of satisfaction with the value of items on the \$1 menu.	Student Sample	Employee Sample
Very satisfied	11.8%	18.9%
Satisfied	35.3%	24.3%
Somewhat satisfied	34.3%	43.2%
Somewhat dissatisfied	9.8%	10.8%
Dissatisfied	6.9%	0%
Very dissatisfied	2.0%	2.7%
Total	100%	100%

Survey respondents were asked about how often they eat off campus or bring food or drinks from home when they travel to campus. Roughly 6 in 10 respondents reported eating off campus at least sometimes (often and sometimes responses); 66% of students and 58% of employees. Even larger proportions, 72% of students and about 88% of employees bring food or drinks from home at least sometimes when they travel to campus.

Table 24. Frequency with which students and employees eat off campus.

How often do you eat off campus on a typical day when you travel to campus?	Student Sample	Employee Sample
Often	33.9%	26.8%
Sometimes	31.6%	30.9%
Rarely	21.2%	27.7%
Never	13.3%	14.6%
Total	100%	100%

Table 25. Frequency with which students and employees bring food and drinks from home.

How often do you bring food/drinks from home when you travel to campus?	Student Sample	Employee Sample
Often	42.4%	59.2%
Sometimes	29.6%	28.3%
Rarely	17.7%	9.0%
Never	10.3%	3.6%
Total	100%	100%

Water filling Stations and Services

To assess awareness and usage of water filling stations and services on campus, respondents were asked how aware they are of these stations, how often they utilize them, and their satisfaction with the cleanliness and location of the stations. As summarized in table 26, approximately half of respondents, 49% and 56% of students and employees respectively, reported being aware (very aware and aware responses) of the water filling stations and services on campus. However, nearly 6 in 10 students and about 7 in 10 employees “rarely” or “never” make use of them (see table 27). Although, in the employee sample, this may partly be due to the fact that there are water coolers in many offices.

Table 26. Student and employee awareness of water filling stations and services.

How aware are you of water filling stations and services on campus?	Student Sample	Employee Sample
Very aware	28.8%	25.3%
Aware	19.7%	30.7%
Somewhat aware	15.1%	15.1%
Somewhat unaware	6.1%	4.9%
Unaware	11.9%	9.8%
Very unaware	18.4%	14.2%
Total	100%	100%

Table 27. Student and employee utilization of water filling stations and services.

How often do you use the water filling stations and services on campus?	Student Sample	Employee Sample
Often	24.8%	18.7%
Sometimes	17.3%	9.3%
Rarely	12.2%	9.8%
Never	45.6%	62.2%
Total	100%	100%

About half of respondents indicated that they are very satisfied or satisfied with the cleanliness of the water filling stations (55% and 52% of students and employees respectively). Similarly, about half of students (52%) and 64% of employees were very satisfied or satisfied with the cleanliness of the water filling stations. In both of these cases, approximately 30% of the sample reported being “somewhat satisfied.” It is noteworthy that this sizeable minority were somewhat ambivalent, but not decidedly dissatisfied.

Table 28. Student and employee satisfaction with water filling station cleanliness.

Please rate your level of satisfaction with the cleanliness of the water filling stations on campus.	Student Sample	Employee Sample
Very satisfied	18.8%	8.3%
Satisfied	36.3%	44.1%
Somewhat satisfied	30.7%	31.0%
Somewhat dissatisfied	9.5%	13.1%
Dissatisfied	2.3%	2.4%
Very dissatisfied	2.3%	1.2%
Total	100%	100%

Table 29. Student and employee satisfaction with the location of water filing stations.

Please rate your level of location of the water filling stations on campus.	Student Sample	Employee Sample
Very satisfied	16.2%	17.9%
Satisfied	36.0%	46.4%
Somewhat satisfied	30.9%	28.6%
Somewhat dissatisfied	11.1%	7.1%
Dissatisfied	4.1%	0%
Very dissatisfied	1.8%	0%
Total	100%	100%

Bookstore

Students and employees were asked about how often they make purchases from the SMC bookstore, which bookstore locations they made purchases from, and their satisfaction with various aspects of the experience of making a purchase from the bookstore. Additionally, students only were asked about their primary reason for not using the bookstore and their willingness to purchase electronic textbooks or chapters.

As summarized in table 30, few respondents indicated that they make purchases once a week or more frequently; 6% of students and 4% of employees. About 35% of students and 11% of employees reported making a purchase once a month or two or three times a month. The largest proportions of students (50%) and (53%) reported making purchases less than once a month. No student respondents indicated that they had never made a purchase at the bookstore whereas approximately 3 in 10 employees report that they never make purchases.

Table 30. Frequency of student and employee purchases.

On average, how often do you make purchases at the SMC bookstore?	Student Sample	Employee Sample
Daily	1.2%	0.5%
Two to three times a week	1.7%	0.9%
Once a week	3.2%	2.7%
Two to three times a month	17.5%	5.8%
Once a month	17.0%	5.4%
Less than once a month	49.9%	53.1%
Never	0%	31.7%
Total	100%	100%

Respondents were then asked to select all bookstore locations from which they had previously made purchases. Respondents selected all bookstores from which they had made purchases; therefore the percentages presented in table 31 represent the proportion of all respondents who selected each response and do not add up to 100%. Not surprisingly, a large majority of students (88%) indicated that they had made a purchase at the Main campus bookstore. Nearly 1 in 10 students reported having made a purchase at the Bundy campus bookstore. Among faculty, a majority reported having made a purchase at the Main campus bookstore (67%).

Table 31. Bookstore locations patronized by student and employees.

From which bookstore location(s) have you made purchases? Check all that apply.	Student Sample	Employee Sample
Main campus	88.1%	66.7%
AET (Academy of Entertainment & Technology)	5.6%	2.6%
Airport Arts campus	1.5%	1.8%
Bundy campus	8.9%	5.3%
Emeritus Campus	0%	0.4%
PAC (Performing Arts Campus)	4.1%	2.2%

Only student respondents were asked about their primary reason for not making a purchase at the bookstore. The most popular reason reported (35%) was that the prices did not match the students' expectations. About 28% purchased their books elsewhere and 22% selected "other" and were asked to specify their reason and these reasons are summarized in table 33 by popularity.

Table 32. Students' reasons for not making purchasing at the bookstore.

What is the primary reason for not making purchases at the bookstore?	Student Sample
The quality of bookstore merchandise does not meet my expectations	1.5%
The price of bookstore merchandise does not meet my expectations	34.8%
The variety of bookstore merchandise does not meet my expectations	4.4%
It is not convenient for me to visit the bookstore while on campus	5.8%
I do not have time to visit the bookstore on campus	4.4%
I purchase my books elsewhere	27.5%
Other	21.7%
Total	100%

Table 33. Students' "other" reasons for not making purchases at the bookstore.

What is the primary reason for not making purchases at the bookstore? Please specify "other."	Student Sample
Prices, books are much more expensive than online retailers (e.g. Amazon.com, Half.com)	4
No need (e.g. course didn't require a book)	4
Online student	3
Poor or discourteous service/management	3
Long waits/lines	2
Complicated and inconvenient return policy	1
Item out of stock	1

Students were asked to identify the types of items they had purchased at the bookstore during the semester. About 7 in 10 students had purchased textbooks and supplies, while 1 in 10 reported having purchased school paraphernalia.

Table 34. Items purchased by students at the bookstore.

Which of the following items have you purchased at the bookstore during the current semester? Check all that apply.	Student Sample
Textbooks or other books	70.7%
Supplies (pencils, notebooks, art supplies, etc.)	71.3%
School paraphernalia (SMC sweater, etc.)	10.4%

Students were questioned about their willingness to purchase electronic textbooks or book chapters (see table 35). Nearly 4 in 10 students reported being willing (very willing and willing) to purchase electronic books or individual chapters. About a quarter of students reported being unwilling (unwilling and very unwilling). The remaining approximately 4 in 10 respondents reported some ambivalence by selecting “someone willing” and “somewhat unwilling” answers.

Table 35. Student willingness to purchase electronic textbooks or textbook chapters.

Please the extent to which you are willing to purchase...	Very willing	Willing	Somewhat willing	Somewhat unwilling	Unwilling	Very unwilling	Total
Electronic books for your courses.	20.4%	14.2%	24.4%	15.3%	13.2%	12.5%	100%
Electronic books for your courses if you were able to purchase chapters or units individually.	22.4%	16.1%	23.2%	12.2%	12.9%	13.1%	100%

Students were also asked to report if they had a book account (table 36) that was supported through a special campus program and nearly 8% of respondents reporting having such an account.

Table 36. Students with book accounts.

Do you have a book account that is supported through a special program on campus (i.e. EOPS)?	Student Sample
Yes	7.5%
No	73.3%
Unsure	19.3%
Total	100%

The remaining questions regarding the bookstores pertained to satisfaction with various aspects of the experience of making purchases from the bookstores and these are summarized in table 37 below.

As with previous survey questions, the response categories “very satisfied” and “satisfied” can be combined as there’s little meaningful difference between these answer choices. The majority of students (71%) and about half of employees (53%) reported being satisfied with the quality of the merchandise. Approximately 6 in 10 students were satisfied with the display of merchandise and the cleanliness of the bookstores while 3 in 10 employees reported being satisfied with the display of merchandise and 4 in 10 reported being satisfied with the cleanliness of the bookstore areas. About 6 in 10 students and employees rated the friendliness and courtesy of the staff and the efficiency of the staff as being satisfactory. Roughly half of all respondents were satisfied with the lines and wait times at the bookstores. Both students and employees were least satisfied with bookstore prices; only 2 in 10 students and 3 in 10 employees reported being satisfied.

Only student respondents were asked about their satisfaction with textbook availability. Half of students were satisfied with the availability of textbooks required for their courses and 32% were satisfied with the availability of used textbooks for purchase at the bookstores.

Table 37. Student and employee satisfaction with the bookstore and bookstore service.

Please rate the extent to which you are satisfied with the following:		Very Satisfied	Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Dissatisfied	Very Dissatisfied	Total
Student	Quality	23.3%	48.1%	22.2%	2.8%	1.9%	1.7%	100%
	Display	18.5%	40.1%	23.2%	10.5%	5.0%	2.7%	100%
	Cleanliness	20.3%	41.3%	23.4%	8.3%	3.3%	3.4%	100%
	Location	29.5%	52.9%	14.9%	1.3%	0.6%	0.8%	100%
	Courteous staff	23.6%	35.4%	25.7%	7.5%	2.8%	5.0%	100%
	Efficient staff	22.0%	38.8%	24.2%	6.9%	3.9%	4.1%	100%
	Price	6.0%	13.0%	19.9%	18.5%	16.0%	26.6%	100%
	Textbook Availability	15.5%	38.8%	25.4%	10.5%	5.8%	5.0%	100%
	Used Text Availability	8.7%	23.4%	22.8%	19.2%	12.6%	13.3%	100%
	Cashier lines/wait	12.6%	35.7%	23.7%	13.2%	7.4%	7.4%	100%
	Overall Experience	12.2%	34.4%	33.0%	10.6%	4.2%	5.5%	100%
Employee	Quality	15.5%	37.3%	29.6%	8.5%	4.2%	4.9%	100%
	Display	8.6%	25.0%	34.3%	17.9%	7.1%	7.1%	100%
	Cleanliness	8.5%	31.9%	28.4%	17.0%	9.9%	4.3%	100%
	Location	24.5%	52.5%	18.7%	1.4%	1.4%	1.4%	100%
	Courteous staff	22.1%	41.4%	20.0%	8.3%	3.5%	4.8%	100%
	Efficient staff	19.7%	38.0%	23.2%	9.2%	4.9%	4.9%	100%
	Price	8.6%	23.6%	25.7%	22.1%	10.7%	9.3%	100%
	Textbook Availability							
	Used Text Availability							
	Cashier lines/wait	14.5%	39.1%	28.3%	9.4%	5.1%	3.6%	100%
	Overall Experience	12.3%	34.9%	36.3%	9.6%	3.4%	3.4%	100%

Bursar's Office

The final set of questions were only asked of students and pertained to the Bursar's Office. Students were asked about the frequency with which they visit the Bursar's Office (see table 38). A little over half of students (55%) reported visiting the Bursar's Office less than once a month and 39% reported never visiting.

Table 38. Students by frequency of visit to Bursar's Office.

On average, how often do you visit the Bursar's Office?	Student Sample
Daily	0.4%
Two to three times a week	0.1%
Once a week	0.3%
Two to three times a month	1.5%
Once a month	3.7%
Less than once a month	54.6%
Never	39.3%
Total	100%

Students were asked to select the reason(s) they visited the Bursar's Office. Students were asked to select all reasons for which they made a visit and therefore percentages represent the proportion of respondents who selected each reason and do not sum to 100%. About 4 in 10 students visited to obtain an SMC ID card or to take the photo for the ID. Nearly 3 in 10 visited to pay for fees for classes. About a quarter of students visited to pay for their SMC ID card and 22% visited to pay for their Associated Students (A.S.) membership.

Table 39. Students' reasons for visiting the Bursar's Office.

Identify the reason(s) for your visit to the Bursar's Office. Check all that apply.	Student Sample
To pay for parking	10.0%
To pay for fees (classes)	28.7%
To obtain SMC ID card/take photo for ID	43.2%
To pay for SMC ID card	25.9%
To pay for holds	3.8%
To pay for associated student membership	22.2%

Students have the option to pay for transactions online and were asked about how often they utilize this service (see table 40). About 3 in 10 students use the online system for all of their transactions and nearly 2 in 10 for none of their transaction. The remaining students (50%) fell somewhere between, indicating that they use the online system for most or some of their transactions.

Students were also asked about their reasons for not using the online system and selected all reasons that applied for them.

Table 40. Frequency of online service utilization.

How often do you use online services for Bursar's related transactions?	Student Sample
For all my transactions	32.0%
For most transactions	21.5%
For some transactions	28.0%
I do not complete transactions online	18.5%
Total	100%

Of those students who reported not completing transactions online, the largest proportion of students (58%) identified a lack of familiarity with the online pay system as a reason for not completing transactions online. Nearly 2 in 10 students reported that the system is not convenient. Approximately 3 in 10 students selected "other" and were asked to specify the reason. The "other" responses specified are summarized in table 42 below.

Table 41. Students' reasons for not using Bursar's Office online system.

What are the primary reasons for not using the online system to complete Bursar's Office related transaction? Check all that apply.	Student Sample
It is not convenient	18.8%
The online system is not easy to use	4.5%
I am unfamiliar with the online pay system	57.8%
Other	28.6%

Table 42. Students' "other" reasons for not using Bursar's Office online system.

What are the primary reasons for not using the online system to complete Bursar's Office related transaction? Please specify "other."	Student Sample
Prefer in-person/don't like to transact online	8
Cannot opt out of optional fees (e.g. A.S.)	5
Limitation due to form of payment (e.g. cash, govt. check)	5
No need	5
Didn't know there was an online system	3
Not familiar with/ haven't heard of Bursar's Office	3
Needed sticker	1
No home internet service	1

Students were asked to rate their agreement with various statement about the Bursar's Office (table 43). About 77% of students agreed (strongly agree and agree responses) that the staff members understand his/her needs and that the information they receive is complete and accurate. About 8 in 10 students agreed that the Bursar's Office met their needs and addressed the purpose of his/her visit.

Lastly, students were asked to rate their satisfaction with aspects of the Bursar's Office and services (see table 44). About 7 in 10 students were satisfied (very satisfied and satisfied responses) with the location of the Bursar's Office, with the courtesy and friendliness of the staff, the efficiency of the staff, and the overall experience of visiting the Bursar's Office. Only 5 in 10 students were satisfied with the lines and wait times.

Table 43. Student ratings of Bursar's Office.

Please rate the extent to which you agree with the following statements:	Strongly agree	Agree	Somewhat agree	Somewhat disagree	Disagree	Strongly disagree	Total
The Bursar's Office staff members understand my needs.	28.9%	48.0%	16.8%	2.5%	2.0%	1.8%	100%
The information I received from the Bursar's Office was complete and accurate.	31.2%	45.7%	15.0%	4.6%	1.0%	2.5%	100%
The Bursar's Office met my needs or the purpose of my visit.	35.2%	44.7%	15.4%	1.5%	1.2%	2.0%	100%

Table 44. Student satisfaction with Bursar’s Office services.

Please rate the extent to which you are satisfied with the following:	Very Satisfied	Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Dissatisfied	Very Dissatisfied	Total
Location of Bursar’s Office	25.7%	45.5%	18.9%	6.5%	1.2%	2.2%	100%
Lines or wait times	16.6%	35.9%	25.9%	10.8%	5.6%	5.1%	100%
Staff friendliness/courtesy	27.2%	45.7%	15.6%	5.9%	2.5%	3.2%	100%
Staff efficiency	28.5%	45.5%	14.9%	5.9%	1.7%	3.5%	100%
Overall experience	25.9%	44.7%	20.0%	4.4%	2.2%	2.7%	100%

Appendix

Table 1. What food or drink items would you like the vendors to offer that are not currently available?

	Student Sample	Employee Sample	Overall
Healthier (e.g. healthier hot food)/freshly prepared/higher quality/nutritious/low-fat/lower sodium)	47	16	63
More vegan/vegetarian options (e.g. hot items, “non-salad vegan options”)	19	13	32
More salads/expanded salad bar (e.g. hot items, artisan salads, more fresh vegetables, barbeque chicken salad)	14	9	23
Fresh fruits and vegetables	9	9	18
More sandwiches/larger variety of sandwiches/healthier sandwiches (e.g. hot options, hot pesto chicken sandwich, pastrami, Philly cheese steak)	14	2	16
Fresh fruit smoothies/Jamba Juice	9	5	14
Organic	8	6	14
Soup/stew	7	7	14
Fresh fruit and vegetable juice (e.g. carrot)	8	5	13
More affordable prices/less expensive lunch options (e.g. <\$5)	11	2	13
Variety/rotating menu	5	4	9
Gluten-Free	6	1	7
Mexican food (e.g. authentic, “real”, tacos, tacos al pastor, quesadillas)	6	1	7
Burgers/Cheeseburgers (“decent”, “better”, “good”)	5	1	6
Carl’s Jr.		6	6
Mediterranean food (e.g. Greek, gyros, kabob, hummus, feta, olives)	5	1	6
Prepared salads/affordable ready-to-eat salads/good ready-to-go like Campus Kitchen used to have	1	5	6
Blended coffee drinks	5		5
Chinese food (e.g. fried rice, Panda, “something other than orange chicken”)	5		5
Pasta (e.g. eggplant lasagna, fettucini)	4	1	5
“real” Starbucks (e.g. full menu, honor Starbucks Rewards Program, Frapps)	4		4
Another coffee house/Coffee Bean	4		4
Fried chicken	3	1	4
Frozen yogurt	4		4
Gatorade/PowerAde/Hydration drink	4		4
Grilled meats (e.g. chicken, BBQ)	3	1	4
Snapple peach tea/apple Snapple/Snapple raspberry iced tea	4		4
Unsweetened cold drink options (e.g. iced tea)	2	2	4
Better boba/better tapioca/Boba “slush”	3		3
Better fries/hot fries		3	3

Better pizza/more pizza toppings	3		3
Bread (e.g. gluten-free, fresh, "better")	3		3
Chicken nuggets/tenders	2	1	3
Eat-on-go/Take-and-go foods	3		3
Gum	3		3
Less expensive salad bar	3		3
Oatmeal/porridge	3		3
Subway/Sub sandwiches	2	1	3
Thai food	3		3
Vegan/Vegetarian Asian options	3		3
Vietnamese/Pho	3		3
Whole-grain	3		3
Bacon	2		2
Baked Potatoes with toppings		2	2
Candy	2		2
Chicken wings/hot wings	2		2
Chocolate Milk	2		2
Diet Mountain Dew/Mountain Dew	2		2
Fast food/"cheap choices like Taco Bell"		2	2
Hot dogs		2	2
Korean food	2		2
Mocha/"better" mocha	2		2
Paninis	2		2
Peanut butter sandwich/Peanut butter & jelly sandwich	2		2
Protein shakes	2		2
Pupusas	2		2
Arizona ice teas in larger variety	1		1
B12 energy shot	1		1
Cottage cheese		1	1
Falafel	1		1
Flavored sparkling water	1		1
Fresh lemonade		1	1
Indian		1	1
Lays BBQ Chips	1		1
Nesquik	1		1
Orangina	1		1
Pomegranate Green Tea	1		1
Soy milk	1		1
Steak	1		1
Steamed rice	1		1
Tea lattes	1		1
Turkey burgers		1	1
Salad dressings, wider variety at Eat St. (e.g. honey mustard, Japanese)			0