

# STUDENT SHOPPING

What our students are looking for in our stores

Wednesday, June 13  
9:45 am – 10:30am

Winona State University  
Tri-State Bookstore Association Annual Conference and  
Meeting

# Expert Panel

- When you want to know what they are looking for, you have experts at hand almost anytime of the day.
- Today, however, we have an expert panel of student opinion... The students themselves.

# Introductions

Please let us know your

Name

College you attend

Year in school

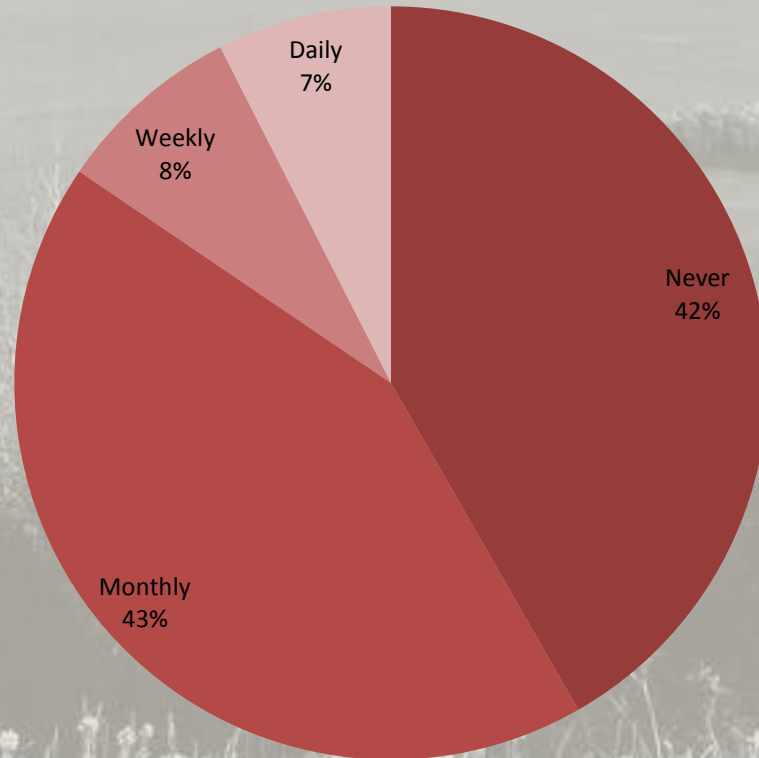
Major

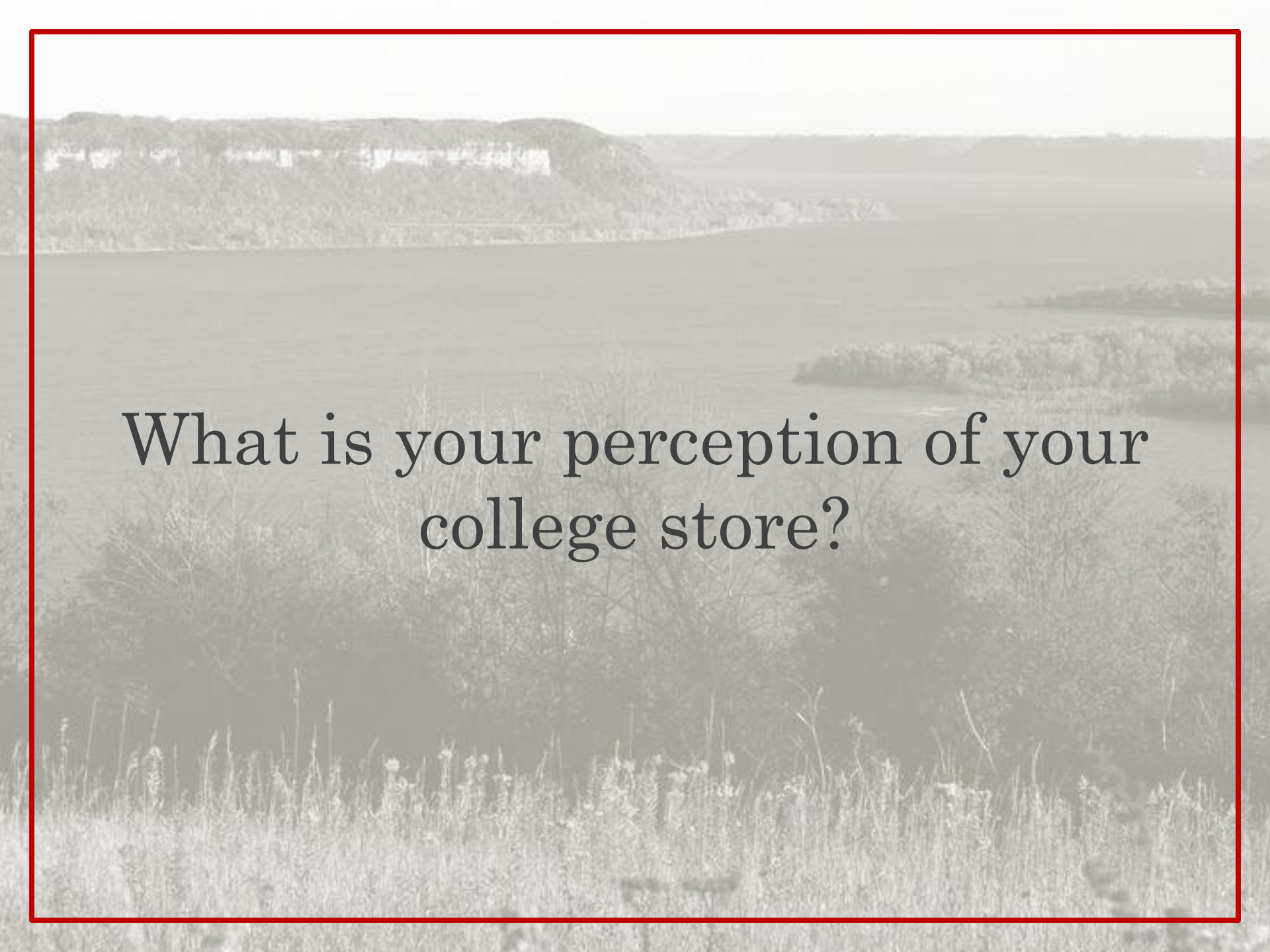




How did you hear about your campus store?

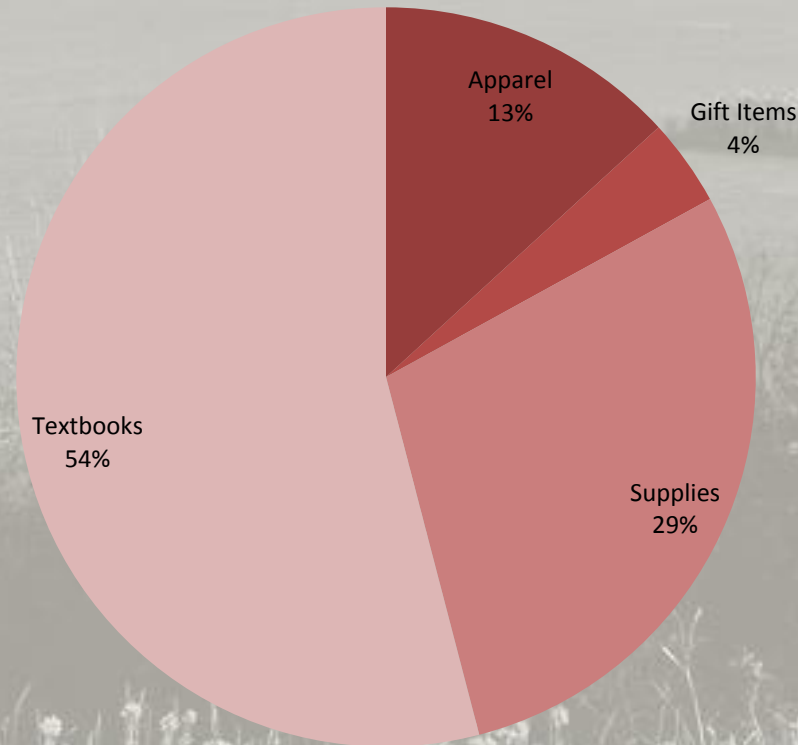
# How often do you shop your campus store?





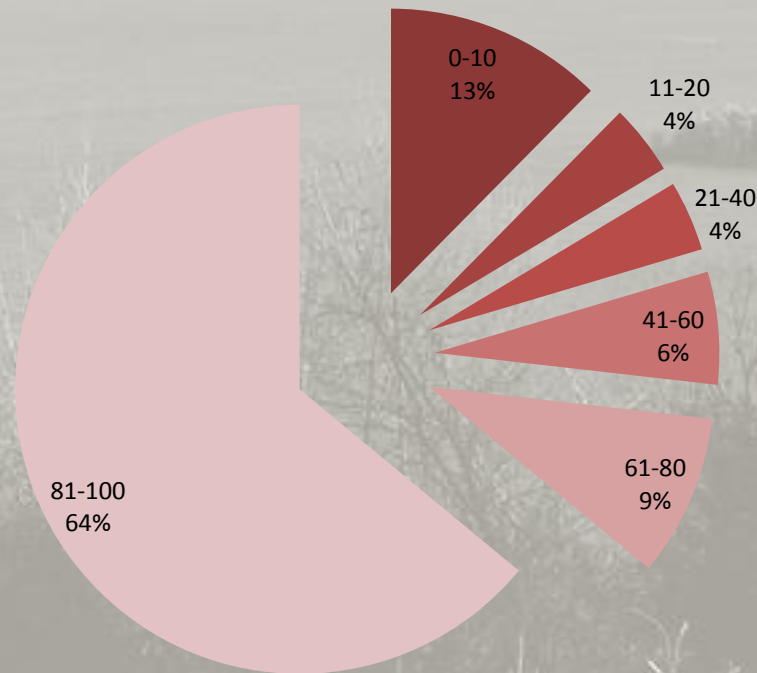
What is your perception of your  
college store?

# What types of items do you purchase from your campus store?



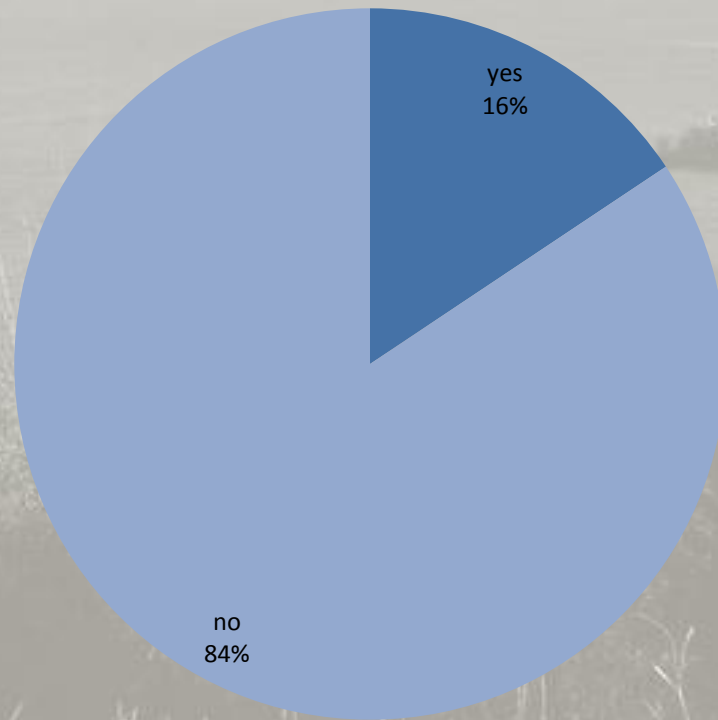


# What % of your textbooks did you buy at your campus store?

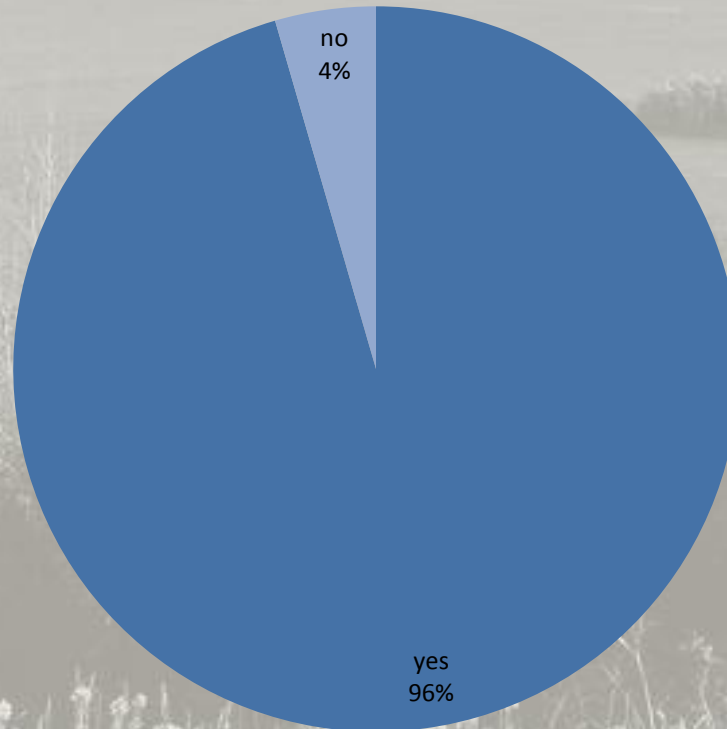




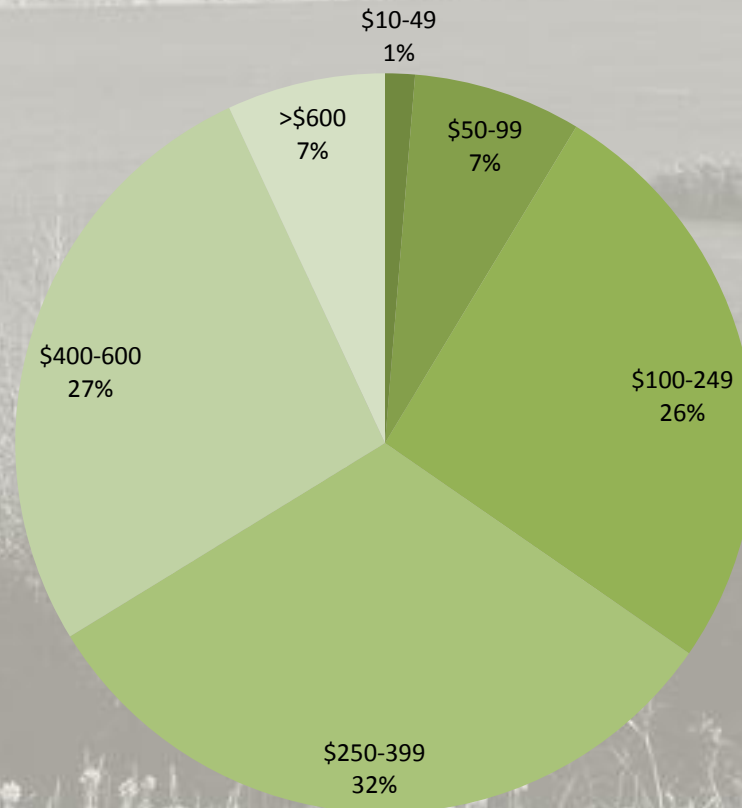
# Have you ever rented textbooks?



# Do you purchase used textbooks if available?

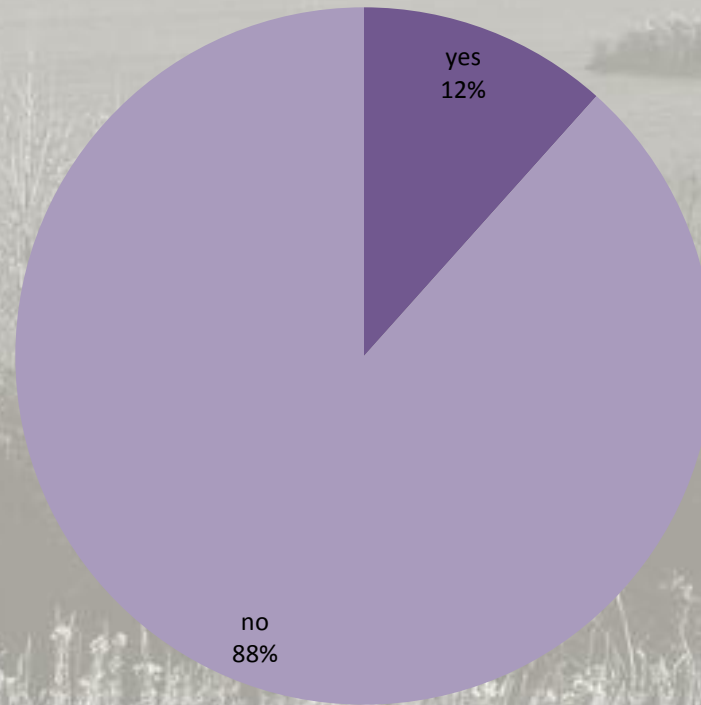


# What did you spend on textbooks this semester?

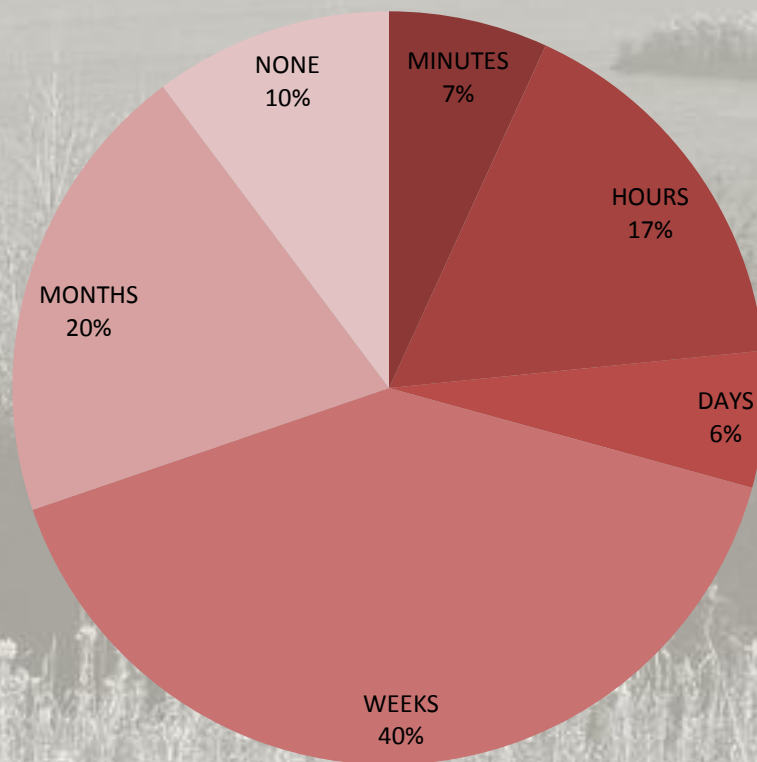




# Have you ever purchased an e-book?



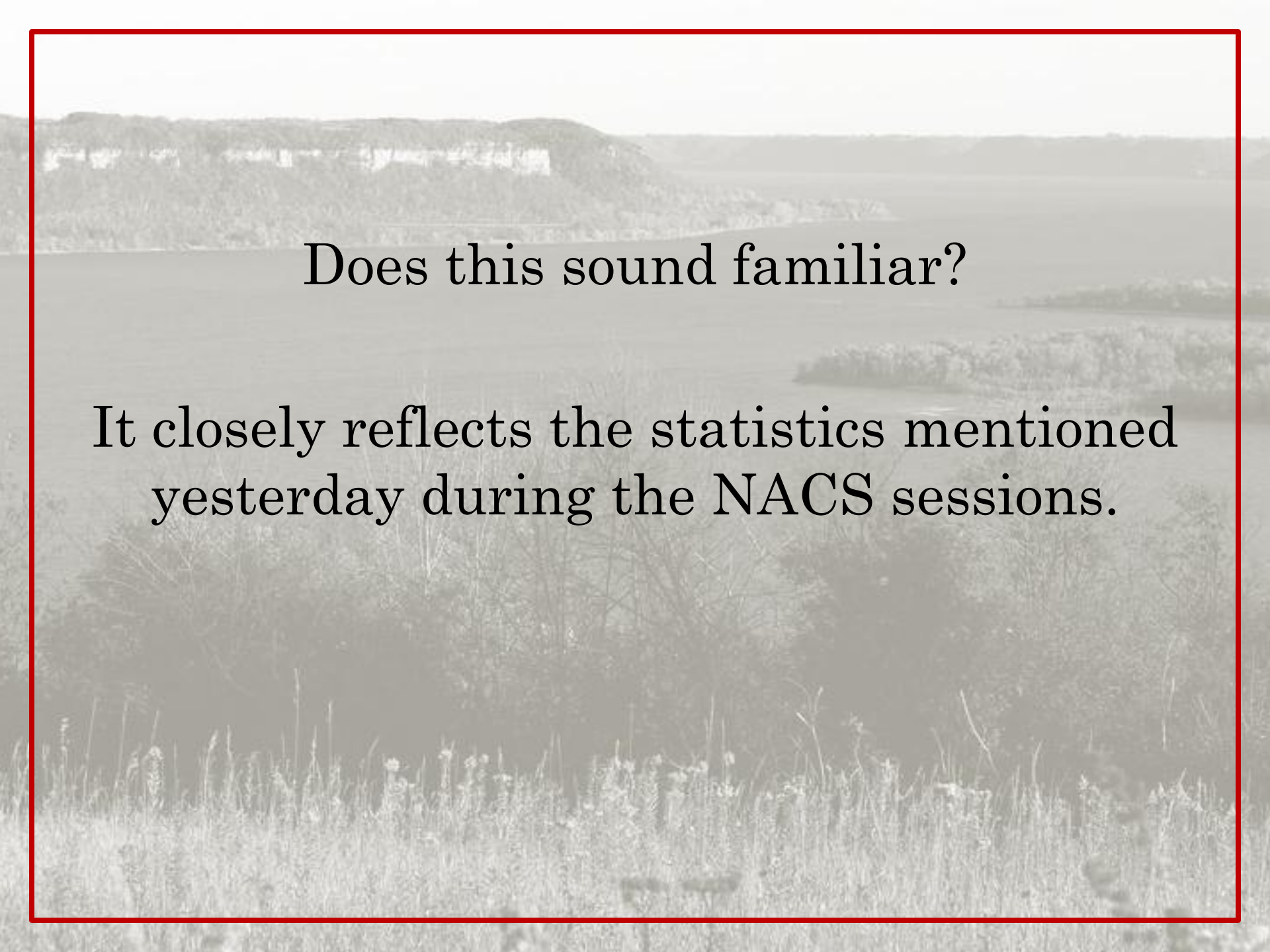
# How much time do you spend researching textbook options?





What do you really want from your college store?





Does this sound familiar?

It closely reflects the statistics mentioned yesterday during the NACS sessions.

# How else can you gather student data?

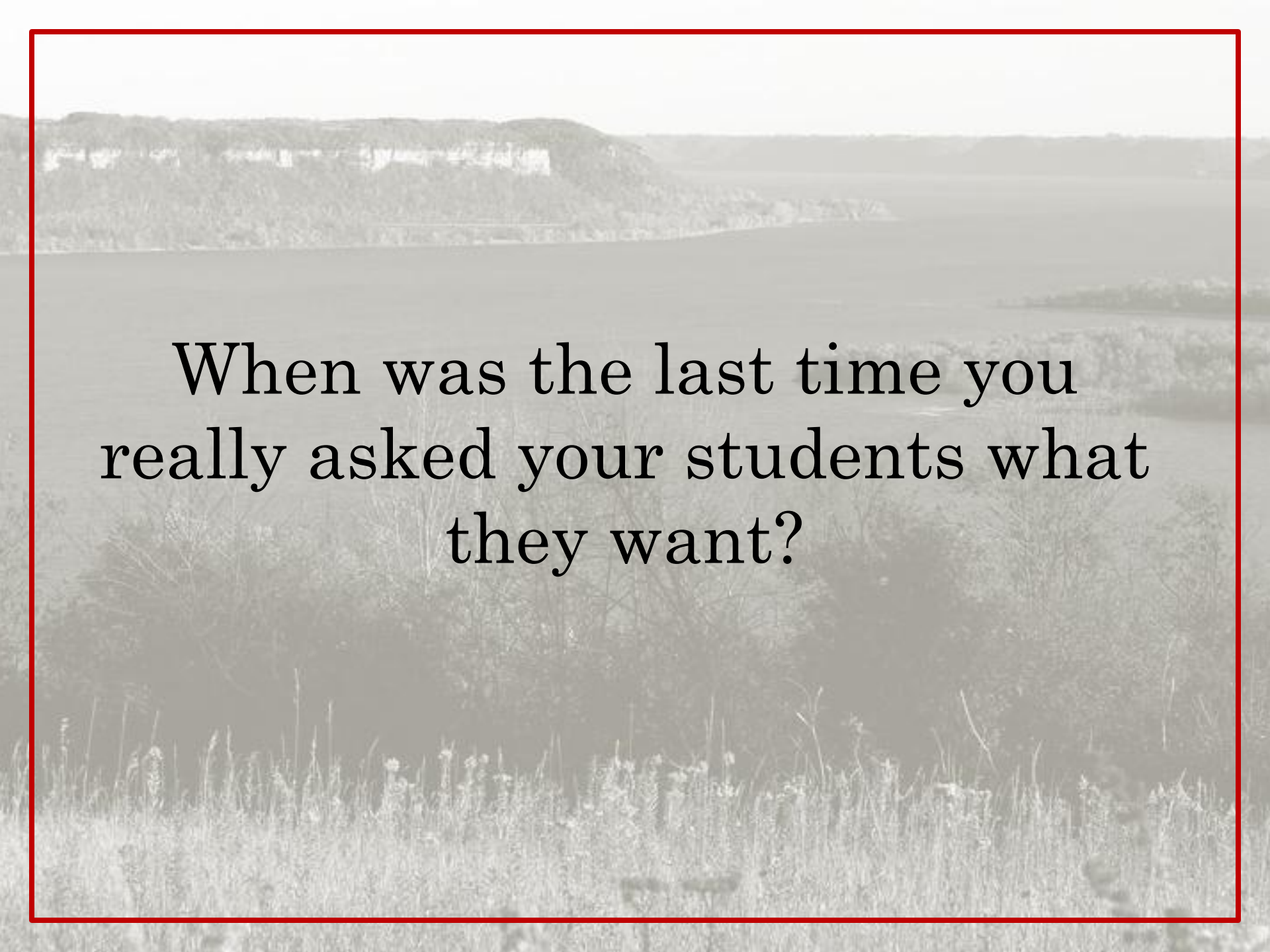
- Sign at buyback counter

Take a look at what Gustavus did during this Spring Buyback

- Short survey at the counter


There is a sample in your hand-out

- Team up with your Student Senate
  - Facebook request
- Ask your student workers opinions when the reps are in your store
  - Customer request board

The background of the slide is a faded, grayscale image of a landscape. It features a wide body of water in the middle ground, with a line of trees and hills in the distance. The foreground is filled with tall grasses and some small plants. The entire image is overlaid with a semi-transparent gray filter.

When was the last time you  
really asked your students what  
they want?





When was the last time you really  
listened?



**Thank You!**