SUMMARY OF SURVEY RESULTS

☑ A DESK
☑ A CHAIR
☐ A BOOK

UNIVERSITY OF MONTANA
Table of Contents
SUMMARY OF SURVEY RESULTS

- Part 1 | Survey Results
- Part 2 | Program FAQs
- Part 3 | Operations FAQs
Survey Results
Advantages
What advantages for students do you think the proposed UM Book Plan offers?

- Cost savings + financial aid: 55%
- All students with all books: 33%
- Faster, more convenient: 10%
- Supports academic freedom: 2%
- Other (e.g. predictable expense): 8%

Source: University of Montana Faculty Survey, September 2014, N = 38 respondents
Concerns & Challenges
What challenges or concerns do you have about the proposed UM Book Plan?

Cost savings (e.g. will prices rise later?) - 25%
Pricing (e.g. undergrads vs. graduates) - 18%
Limits choice (e.g. shopping Amazon) - 12%
Adoption behavior (e.g. book buffet) - 11%
Check references / case studies - 9%
Need more details / discussion - 9%
Other (e.g. bookstore role, rollout plan) - 16%

Source: University of Montana Faculty Survey, September 2014, N = 38 respondents
Program-related FAQs

What other information would you like to see about the proposed UM Book Plan?

- Program definition - what’s included: 33%
- Student charges - equitable billing: 29%
- Market analysis - cost comparison: 19%
- Academic freedom w/ guardrails: 13%
- Role of the bookstore & logistics: 6%

Source: University of Montana Faculty Survey, September 2014, N = 38 respondents
Operations-related FAQs
What other information would you like to see about the proposed UM Book Plan?

- Book condition (i.e. new or used): 26%
- Option to purchase books & price: 22%
- Book format (i.e. print or ebook): 19%
- Custom editions & Fac packs: 15%
- Writing & highlighting: 7%
- Pickup, drop-off, & shipping: 7%
- Charges for late / non-returns: 4%

Source: University of Montana Faculty Survey, September 2014, N = 38 respondents