

**FROM SURVEY TO ACTION**  
**EXAMPLES OF AUXILIARY SERVICES INITIATIVES GENERATED FROM**  
**SURVEY AND CONSULTING ACTIVITY**  
**December 2005**

Davidson College Bookstore

The College Bookstore conducted three distinct feedback activities during the 2004-2005 school year. A survey of all faculty, a survey of all students, and a bookstore management consultant report generated by College Bookstore Consulting based on multiple site visits, thorough study of all of our bookstore processes, and multiple interviews with various store constituencies. Each of these studies focused primarily on customer service issues and store operations that held promise for improved service and product delivery to our customers. As a result of these activities, the following initiatives were undertaken during the last year:

- Cashier station relocated to provide better merchandizing opportunities
- Instituted a value-priced program offering regular low-priced apparel options
- Re-departmentalized store to unify product categories
- Initiated a Remainder Book program
- Subscribed to a bestsellers program through American Booksellers' Association
- Added DVD and Magazine product categories
- Developed on-line textbook adoption form for faculty
- Revamped textbook adoption calendar for greater faculty convenience
- Commitment to support all author signings (rather than selected)
- Extended store hours during textbook rush and other special college calendar events
- Instituted daily buy-back schedule to increase used textbook options for students
- Developed a student employee training program to improve customer service performance
- Participated in faculty department head orientation to share favorable textbook pricing policy and highlight benefits students enjoy when faculty meet adoption deadlines
- Repositioning customer service staff to more accessible location in store

## Dining Services

Over the past two years Dining Services has conducted focus groups of campus constituents specifically targeting the program in the main dining hall and its imminent renovation. Further, the Dining Services program participated in the NACUFS “National Association of College and University Food Services” and executed its own survey of all faculty and staff. As a result of these activities, the following initiatives were undertaken during the last year:

- Major renovation of the Vail Commons Servery and Dining Areas, including
  - Converting from traditional straight-line service to market place scheme
  - Maintenance of ‘family dining room’ feel
  - Expanded beverage service
  - Expanded salad bar with greater vegetarian and vegan options
  - Stir Fry station
  - Removal of large chandeliers for improved sight lines
  - Installation of media services package – large screen, backdrop for speakers, cassette, videotape, DVD system and improved PA
  - Panini station
- Café Improvements which included:
  - Improved Café ordering system for greater clarity
  - New napkins
  - New coffee solution
  - Value-priced lunch packages
  - Replaced refrigerated display case with salad bar/display cooking option
- Catering improvements which included:
  - Catering menu put on-line
  - Addition of casual, lower-priced catering options for departments
  - Upgraded catering staff uniforms for more professional look

Submitted by Richard Terry, December 19, 2005