

January 14, 2014

TO: Donna Jones-Dulin, Vice President of College Services

FROM: Mallory Newell, De Anza College Institutional Research  
Tony Te, Student Assistant

SUBJECT: AUO Student Survey Result, Fall 2013

The AUO survey was sent to 5,000 randomly selected students enrolled in Fall 2013. The total of 315 students responded to the survey for a response rate of 6%.

Important highlights include:

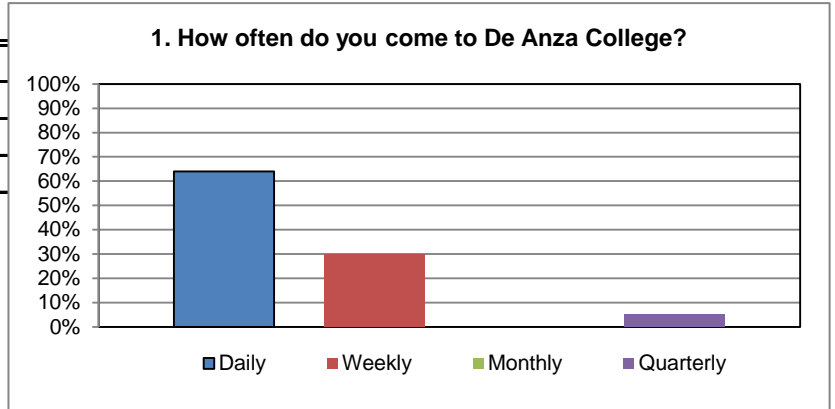
- 87% of respondents “agree” or “strongly agree” that the campus grounds are aesthetically pleasing.
- 85% of respondents “agree” or “strongly agree” that campus classrooms, restrooms, common areas, and offices are clean.
- 76% of respondents “agree” or “strongly agree” that the textbooks and supplies they need are always in stock.
- 73% of respondents purchase textbooks or supplies at the De Anza College Bookstore.
- 64% of respondents come to De Anza College daily, 30% weekly, 0% monthly, and 5% quarterly.
- 60% of respondents “agree” or “strongly agree” that the food selection available meets their dining needs.
- 53% of respondents “agree” or “strongly agree” that food prices at the Campus Center are competitive when compared to off-campus dining.
- 47% of respondents “agree” or “strongly agree” that the Bookstore is one of the largest employers of students on campus.
- 43% of respondents were aware that there is educational pricing on software and hardware at the Bookstore.

# AUO Student Survey Result, Fall 2013

## Campus Grounds and Custodial Services:

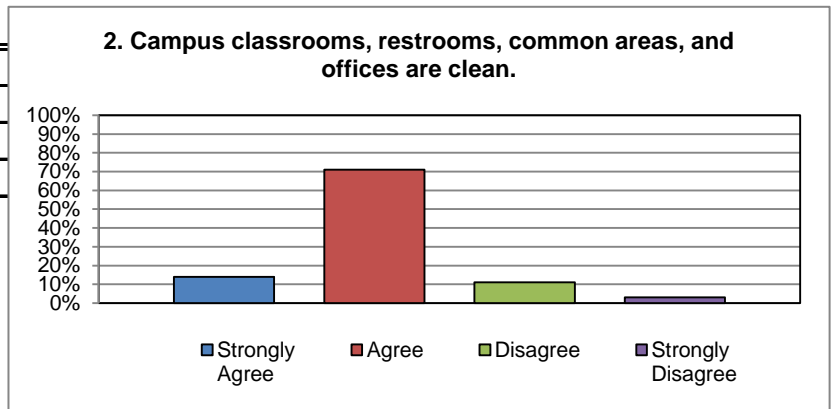
### 1. How often do you come to De Anza College?

| Response     | N          | %           |
|--------------|------------|-------------|
| Daily        | 202        | 64%         |
| Weekly       | 95         | 30%         |
| Monthly      | 0          | 0%          |
| Quarterly    | 17         | 5%          |
| <b>Total</b> | <b>314</b> | <b>100%</b> |



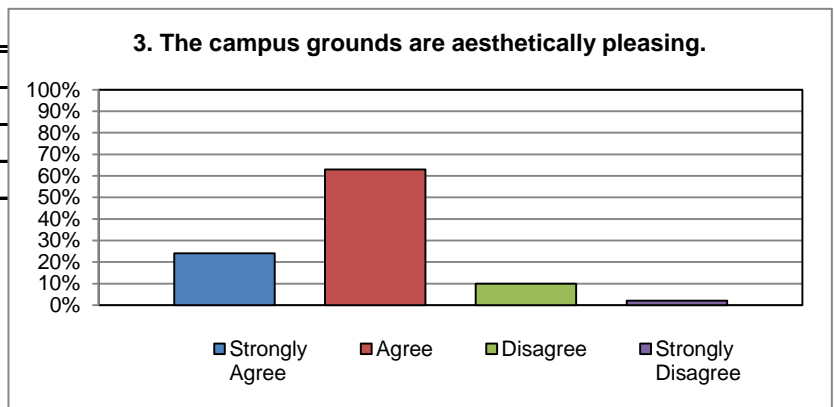
### 2. Campus classrooms, restrooms, common areas, and offices are clean.

| Response          | N          | %           |
|-------------------|------------|-------------|
| Strongly Agree    | 44         | 14%         |
| Agree             | 223        | 71%         |
| Disagree          | 36         | 11%         |
| Strongly Disagree | 9          | 3%          |
| <b>Total</b>      | <b>312</b> | <b>100%</b> |



### 3. The campus grounds are aesthetically pleasing.

| Response          | N          | %           |
|-------------------|------------|-------------|
| Strongly Agree    | 77         | 24%         |
| Agree             | 197        | 63%         |
| Disagree          | 33         | 10%         |
| Strongly Disagree | 5          | 2%          |
| <b>Total</b>      | <b>312</b> | <b>100%</b> |

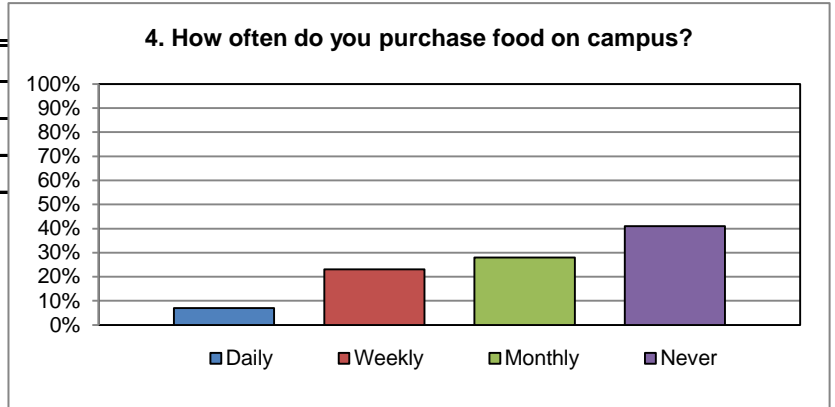


# AUO Student Survey Result, Fall 2013

## Food Services:

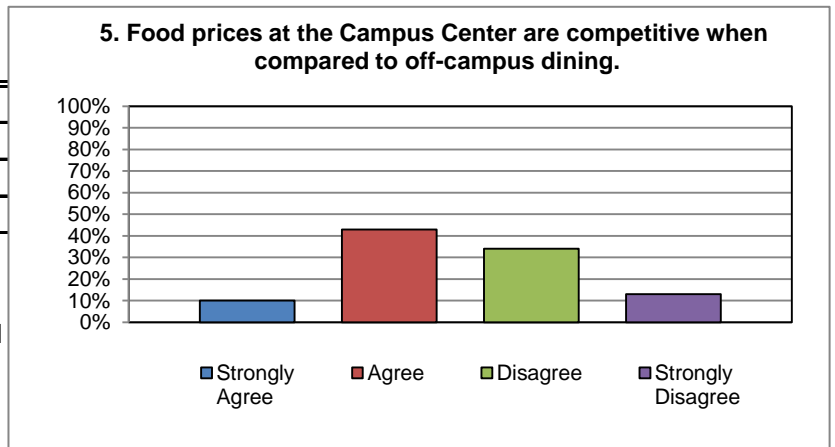
### 4. How often do you purchase food on campus?

| Response     | N          | %           |
|--------------|------------|-------------|
| Daily        | 22         | 7%          |
| Weekly       | 74         | 23%         |
| Monthly      | 89         | 28%         |
| Never        | 130        | 41%         |
| <b>Total</b> | <b>315</b> | <b>100%</b> |



### 5. Food prices at the Campus Center are competitive when compared to off-campus dining.

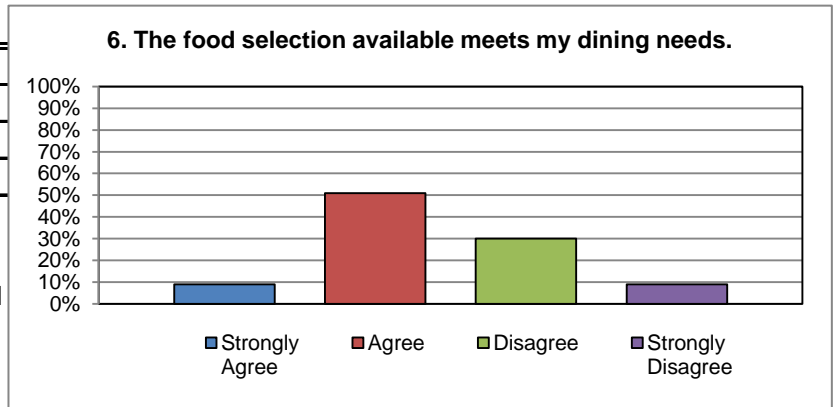
| Response          | N          | %           |
|-------------------|------------|-------------|
| Strongly Agree    | 19         | 10%         |
| Agree             | 82         | 43%         |
| Disagree          | 65         | 34%         |
| Strongly Disagree | 24         | 13%         |
| <b>Total</b>      | <b>190</b> | <b>100%</b> |



Note: Percentages calculated on respondents that utilized the service, omits responses for Does Not Apply. 123 respondents chose Does Not Apply.

### 6. The food selection available meets my dining needs.

| Response          | N          | %           |
|-------------------|------------|-------------|
| Strongly Agree    | 20         | 9%          |
| Agree             | 109        | 51%         |
| Disagree          | 63         | 30%         |
| Strongly Disagree | 20         | 9%          |
| <b>Total</b>      | <b>212</b> | <b>100%</b> |

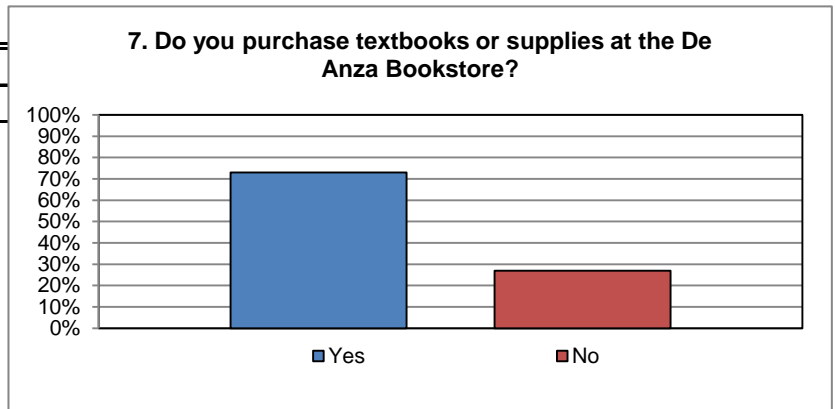


Note: Percentages calculated on respondents that utilized the service, omits responses for Does Not Apply. 102 respondents chose Does Not Apply.

# AUO Student Survey Result, Fall 2013

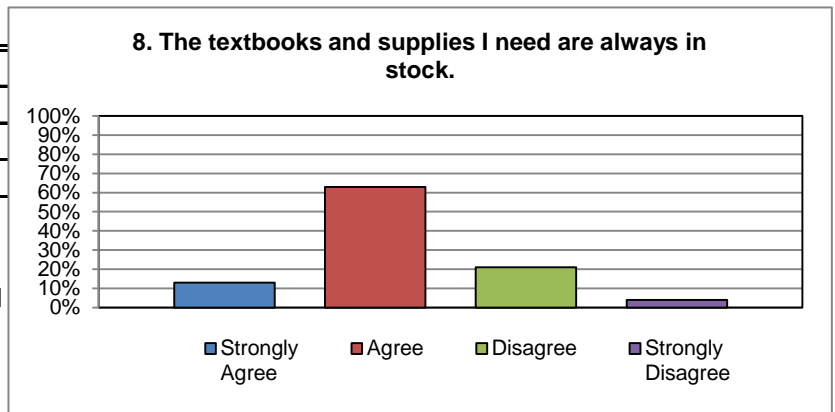
## 7. Do you purchase textbooks or supplies at the De Anza College Bookstore?

| Response     | N          | %          |
|--------------|------------|------------|
| Yes          | 231        | 73%        |
| No           | 84         | 27%        |
| <b>Total</b> | <b>315</b> | <b>315</b> |



## 8. The textbooks and supplies I need are always in stock.

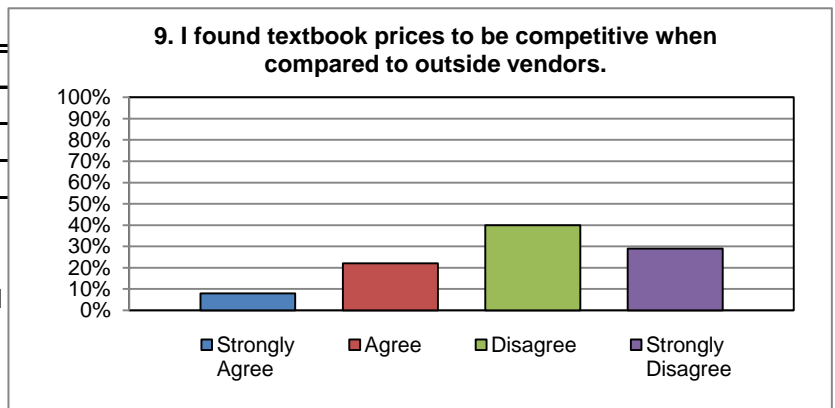
| Response          | N          | %           |
|-------------------|------------|-------------|
| Strongly Agree    | 33         | 13%         |
| Agree             | 164        | 63%         |
| Disagree          | 54         | 21%         |
| Strongly Disagree | 10         | 4%          |
| <b>Total</b>      | <b>261</b> | <b>100%</b> |



Note: Percentages calculated on respondents that utilized the service, omits responses for Does Not Apply. 53 respondents chose Does Not Apply.

## 9. I found textbook prices to be competitive when compared to outside vendors.

| Response          | N          | %           |
|-------------------|------------|-------------|
| Strongly Agree    | 22         | 8%          |
| Agree             | 58         | 22%         |
| Disagree          | 104        | 40%         |
| Strongly Disagree | 75         | 29%         |
| <b>Total</b>      | <b>259</b> | <b>100%</b> |

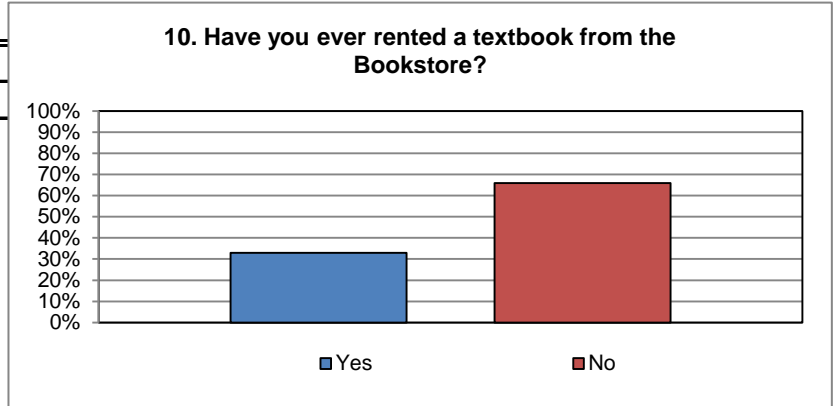


Note: Percentages calculated on respondents that utilized the service, omits responses for Does Not Apply. 56 respondents chose Does Not Apply.

# AUO Student Survey Result, Fall 2013

## 10. Have you ever rented a textbook from the Bookstore?

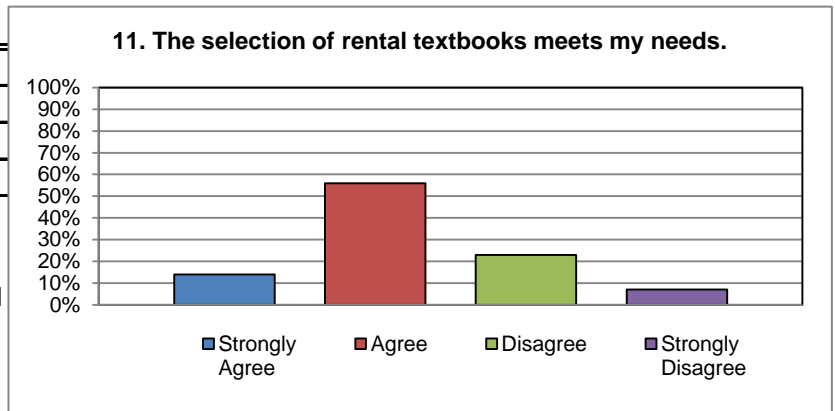
| Response     | N          | %           |
|--------------|------------|-------------|
| Yes          | 105        | 33%         |
| No           | 209        | 66%         |
| <b>Total</b> | <b>314</b> | <b>100%</b> |



## 11. The selection of rental textbooks meets my needs.

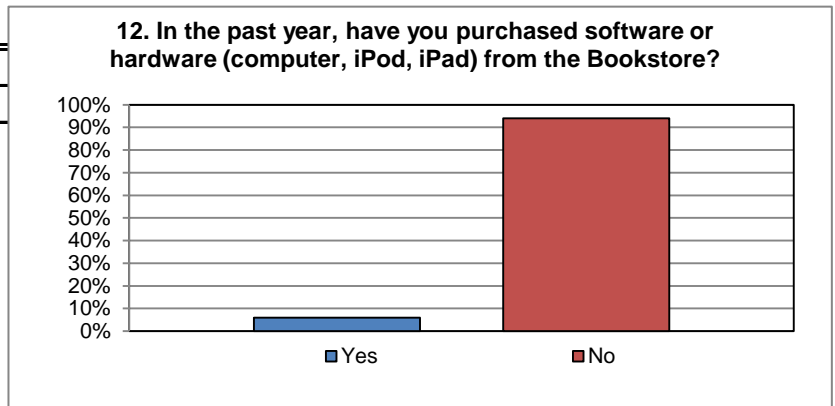
| Response          | N          | %           |
|-------------------|------------|-------------|
| Strongly Agree    | 18         | 14%         |
| Agree             | 74         | 56%         |
| Disagree          | 30         | 23%         |
| Strongly Disagree | 9          | 7%          |
| <b>Total</b>      | <b>131</b> | <b>100%</b> |

Note: Percentages calculated on respondents that utilized the service, omits responses for Does Not Apply. 181 respondents chose Does Not Apply.



## 12. In the past year, have you purchased software or hardware (computer, iPod, iPad) from the Bookstore?

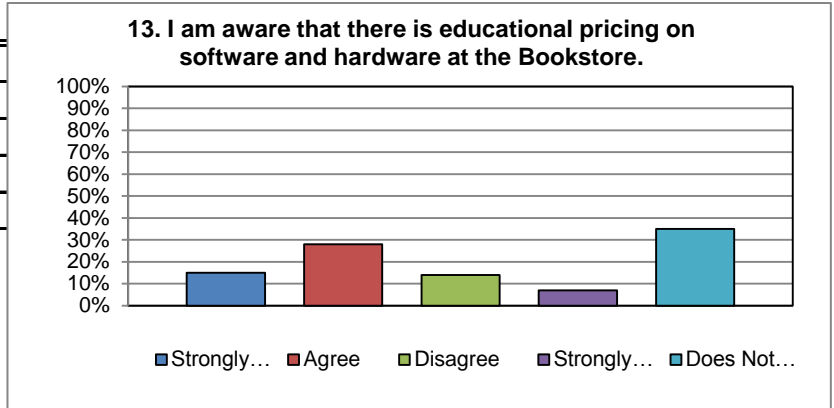
| Response     | N          | %           |
|--------------|------------|-------------|
| Yes          | 18         | 6%          |
| No           | 297        | 94%         |
| <b>Total</b> | <b>315</b> | <b>100%</b> |



# AUO Student Survey Result, Fall 2013

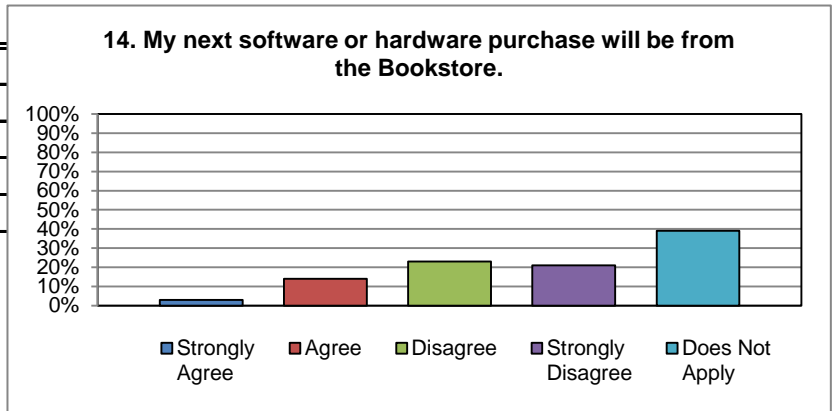
**13. I am aware that there is educational pricing on software and hardware at the Bookstore.**

| Response          | N          | %           |
|-------------------|------------|-------------|
| Strongly Agree    | 47         | 15%         |
| Agree             | 89         | 28%         |
| Disagree          | 45         | 14%         |
| Strongly Disagree | 23         | 7%          |
| Does Not Apply    | 109        | 35%         |
| <b>Total</b>      | <b>313</b> | <b>100%</b> |



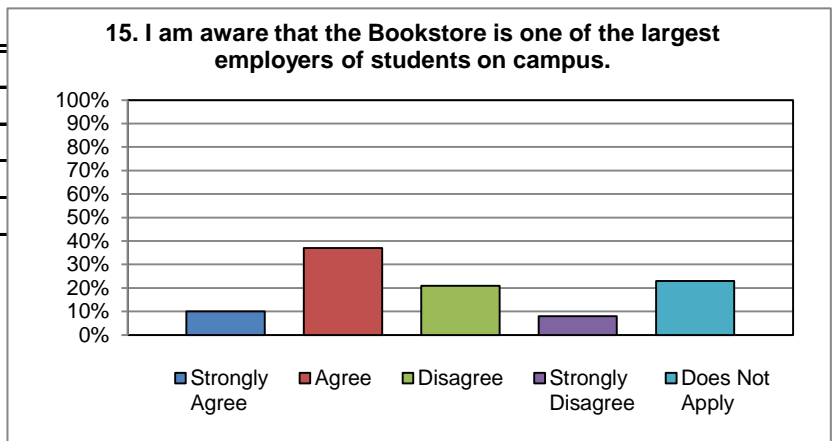
**14. My next software or hardware purchase will be from the Bookstore.**

| Response          | N          | %           |
|-------------------|------------|-------------|
| Strongly Agree    | 10         | 3%          |
| Agree             | 44         | 14%         |
| Disagree          | 73         | 23%         |
| Strongly Disagree | 65         | 21%         |
| Does Not Apply    | 123        | 39%         |
| <b>Total</b>      | <b>315</b> | <b>100%</b> |



**15. I am aware that the Bookstore is one of the largest employers of students on campus.**

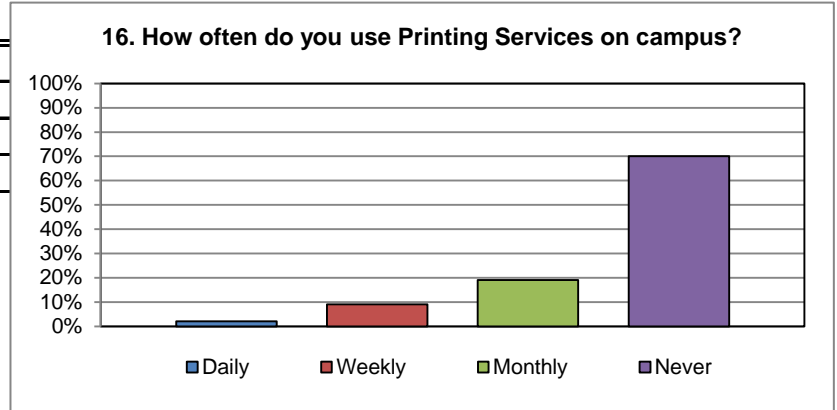
| Response          | N          | %           |
|-------------------|------------|-------------|
| Strongly Agree    | 32         | 10%         |
| Agree             | 115        | 37%         |
| Disagree          | 67         | 21%         |
| Strongly Disagree | 26         | 8%          |
| Does Not Apply    | 73         | 23%         |
| <b>Total</b>      | <b>313</b> | <b>100%</b> |



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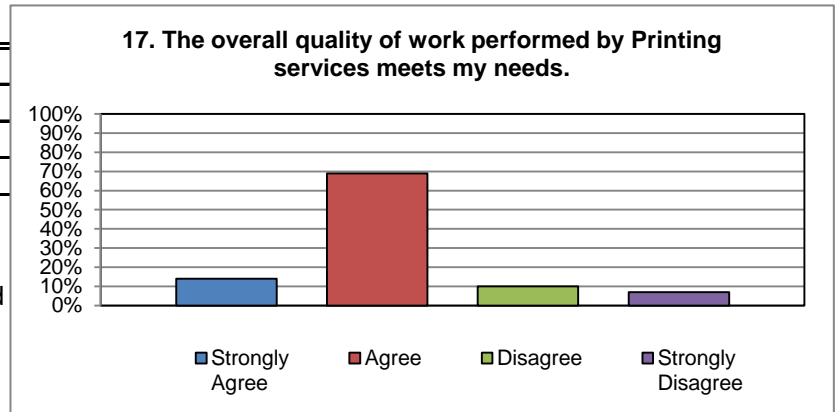
## 16. How often do you use Printing Services on campus?

| Response     | N          | %           |
|--------------|------------|-------------|
| Daily        | 6          | 2%          |
| Weekly       | 28         | 9%          |
| Monthly      | 59         | 19%         |
| Never        | 222        | 70%         |
| <b>Total</b> | <b>315</b> | <b>100%</b> |



## 17. The overall quality of the work performed by Printing Services meets my needs.

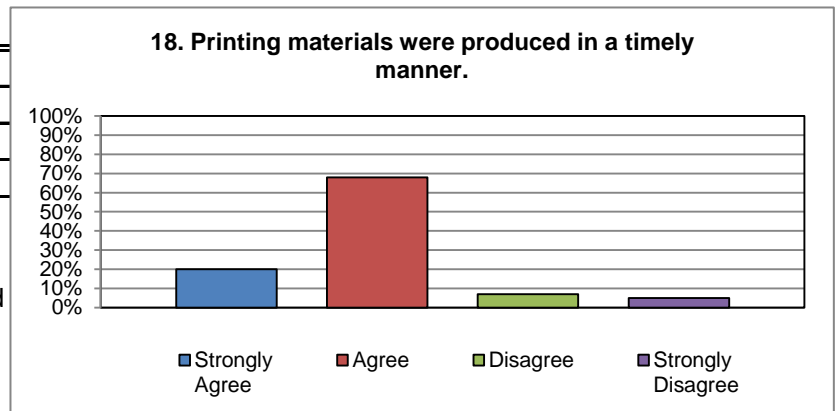
| Response          | N          | %           |
|-------------------|------------|-------------|
| Strongly Agree    | 15         | 14%         |
| Agree             | 72         | 69%         |
| Disagree          | 10         | 10%         |
| Strongly Disagree | 7          | 7%          |
| <b>Total</b>      | <b>104</b> | <b>100%</b> |



Note: Percentages calculated on respondents that utilized the service, omits responses for Does Not Apply. 207 respondents chose Does Not Apply.

## 18. Printing materials were produced in a timely manner.

| Response          | N          | %           |
|-------------------|------------|-------------|
| Strongly Agree    | 21         | 20%         |
| Agree             | 72         | 68%         |
| Disagree          | 7          | 7%          |
| Strongly Disagree | 5          | 5%          |
| <b>Total</b>      | <b>105</b> | <b>100%</b> |



Note: Percentages calculated on respondents that utilized the service, omits responses for Does Not Apply. 207 respondents chose Does Not Apply.