
NEW! MCC Bookstore **FOCUS** Group

Let your voice be heard - topics of discussion will include textbooks, clothing, bookstore services and more. Apply today!

www.monroec.edu/go/bookstore



Monroe Community College
STATE UNIVERSITY OF NEW YORK



MCC Bookstore Focus Group

Mission Statement To routinely gather information regarding student perceptions of bookstore goods, services, customer service, website, and social media. To assess, understand, and utilize the information gained to enhance the bookstore operation.

Focus Group Members
Students Student members should be well versed in campus life, engaged with a range of student interests and be able to easily represent the diverse interests of the Monroe Community College students.
Bookstore Manager, Textbook Assistant, Merchandising and Marketing Supervisor

Length of Service
Students From time of selection until graduation, or upon resignation, whichever comes first.
Bookstore From time of selection until resignation or re-assignment, whichever comes first.

Meeting Structure One meeting every three to four weeks.
 Minimum of 3 meetings, maximum of 5 meetings per semester.
 Meetings will held on a weekday evening from 5:00pm-6:00pm.
 Complimentary food and beverages will be provided.

Meeting Times Determined based upon student availability, breaks, and finals schedule.

<u>Fall Semester, Proposed</u>	<u>Spring Semester, Proposed</u>
2 nd week of September or 3 rd week of Classes	1 st week of February or 3 rd week of Classes
1 st week of October	1 st week of March
3 rd week of October	1 st week of April
2 nd week of November	3 rd week of April
1 st week of December or before finals begin	1 st week of May

<u>Proposed Agenda Topics</u>	<u>Proposed Agenda Topics</u>
Textbook prices & availability	Website design & content
Communication from store to students	Bookstore Services
Clothing: Selection, price, quality	Clothing: Trends, Imprints, etc
Social Media	Giving Back
Wildcard: What's on our/your mind?	Wildcard: What's on our/your mind?

Meeting Agenda Determined by Bookstore Management and MCC Bookstore Focus Group feedback and will be communicated via MCC email prior to a scheduled meeting.

Selection Process
Students Applications sought in coordination with MCC Student Government Association.
Bookstore MCC Bookstore Focus Group member status is automatic for persons within named positions.

Attendance Policy
Students Meetings are mandatory. One absence per semester may be granted. Students unable to attend are required to provide feedback on topic of discussion. Two or more absences within semester will require resignation from the MCC Bookstore Focus Group.
Bookstore Meetings are mandatory. Hourly staff unable to attend must find colleague to attend on their behalf.

Resignations
Students Positions vacated by student will be filled in a timely manner by a comparable candidate.
Bookstore Resignation from MCC Bookstore Focus Group will be automatic upon resignation of position within MCC Bookstore.

Compensation
Students Student MCC Bookstore Focus Group members, in good standing, will receive one \$25 Gift Card from MCC Bookstore per semester, at semester's end. Student must comply with Attendance Policy to maintain status of good standing.

MCC Bookstore Focus Group: Student Application

Submission Deadline: January 26, 2018
Questions and completed applications may be directed to: Alyssa Farruggia at afarruggia1@monroecc.edu or 585-292-2505 or Kaleigh Shannon at kshannon6@monroecc.edu or 585-292-2503

Name _____ M Number _____ Date _____
 Email _____ Phone _____ Graduation Year _____

Where do you attend classes? (Check all that apply)

- Brighton Campus
- Downtown Campus
- Applied Technologies Center
- Public Safety Training Facility
- Online

Which school are you in? (Check one)

- Arts and Humanities
- Applied Sciences and Technologies
- Business and Entrepreneurial Studies
- Community Engagement and Development
- Health Sciences and Physical Wellness
- Science, Technology, Engineering and Math
- Social Sciences and Global Studies

I am involved in the following (Please check all that apply.)

_____ Athletics, list sports below _____

_____ Clubs or Organizations, list below _____

_____ Employed on campus—Where? _____

_____ Employed off campus—Where? _____

Please indicate the estimated number of pieces you have purchased from the MCC Bookstores in each of the categories below. Indicate 0 if you don't own any items within a category. Please complete all fields.

Clothing _____ Bags (Duffel, Computer, Backpacks, Totes, Fashion, etc) _____ Glassware (Mugs, Glasses, etc) _____

School Spirit (Pennants, Decals, Banners, etc) _____ Gifts (Desk Accessories, Ornaments, Frames, Tie tacks, etc) _____

Technology (Laptops, Tablets, Headphones, etc) _____ Do you buy your text books at the MCC Bookstore? _____

When you shop the MCC Bookstores, do you shop in the store or on our website? _____

Please, on the reverse, write a short paragraph regarding your interest in serving on the Bookstore Focus Group and why you should be selected as a Focus Group member.