NEW!
MCC Bookstore
FOCUS Group

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

www.monroecc.edu/go/bookstore
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 be held on a weekday evening from 5:00pm-6:00pm. Complimentary food and beverages will be provided.

Meeting Times

Fall Semester, Proposed
2nd week of September or 3rd week of Classes
1st week of October
3rd week of October
2nd week of November
1st week of December or before finals begin

Spring Semester, Proposed
1st week of February or 3rd week of Classes
1st week of March
1st week of April
3rd week of April
1st week of May

Meeting Agenda

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

Proposed Agenda Topics
Textbook prices & availability
Communication from store to students
Clothing: Selection, price, quality
Social Media
Wildcard: What’s on our/your mind?

Proposed Agenda Topics
Website design & content
Bookstore Services
Clothing: Trends, Imprints, etc
Giving Back
Wildcard: What’s on our/your mind?

Meeting Selection Process

Applications sought in coordination with MCC Student Government Association.

Meeting Attendance Policy

MCC Bookstore Focus Group member status is automatic for persons within named positions.

Attendance Policy

Meetings are mandatory. One absence per semester may be granted.

Selection Resignations

Positions vacated by student will be filled in a timely manner by a comparable candidate.

Resignation from MCC Bookstore Focus Group will be automatic upon resignation of position within MCC Bookstore.

Compensation

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

Which school are you in? (Check one)

- Business
- Science
- Technology
- Applied Sciences and Technologies
- Social Sciences and Global Studies

- Corporate
- Community Engagement and Development
- Social Sciences and Global Studies

- Science, Technology, Engineering and Math
- Health Sciences and Physical Wellness
- Business and Entrepreneurial Studies
- Community Engagement and Development
- 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 (Duffle, 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.