UAOnline Customer Feedback Report

Prepared for:

University of Alaska Statewide

Student Services & Enrollment Management

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TABLE OF CONTENTS

I. Overview of UAOnline

"Easy to use," "user friendly" and "eliminates the need to stand in lines" are all common sentiments from students who use UAOnline. UAOnline is accessible 24-hours a day, and is an internet resource that allows students to access their academic information and student services at the click of a button. Since its inception, UAOnline has been gaining student recognition as a must-have service that is indispensable to the education process. According to one student, UAOnline is "a great resource because it allows students to take charge of their educational experience. With the click of a mouse I am able to check my grades, financial aid awards, account balances, course schedule, request a transcript and register for classes." The services available to students through UAOnline are constantly expanding, thanks to student feedback.

On the site, there is a feedback survey that has seen response rates improve substantially in recent years. The survey has 18 questions, most of which are answered by clicking on one of the multiple choice responses. After its introduction, the feedback survey got a negligible number of responses per year, but last year there were over 4800 responses. Some reasons for this increase are the opportunity to win free University of Alaska clothing, the increased use of UAOnline by students and the fact that there are now multiple access points for taking the survey. It is the data from this survey that this report will focus on.

II. Statistical Information from Survey Questions

The overwhelming majority of feedback is positive. Students frequently remarked that UAOnline "saved them time" in their busy schedules. According to one student's response, "I love using UAOnline, especially for registration and fee payment! This site helps to facilitate nearly every non-academic transaction that I have with the University, and has saved me numerous hours waiting in lines for things that can be taken care of in ten minutes online. Thank you!" A single parent respondent also had praise for the site, "this is just what I needed!!! I am a single parent, full time worker and soon to be a full time student."

There were a total of 4813 electronic responses to the survey from July 1, 2003 to June 30, 2004. Out of these responses, 54.7% were from UAA, 28.6% were from UAF, and 5.5% were from UAS.

Where are the Responses From?		
Campus	**Total Responses**	**% of Responses**
Anchorage Campus	2631	54.7%
Fairbanks Campus	1377	28.6%
Juneau Campus	263	5.5%
Mat-Su College	154	3.2%
Remaining UA Campuses	388	8.0%
Total	4813	100%

65.7% of these respondents accessed UAOnline from their homes. This shows the convenience that UAOnline offers to students. One student wrote "I have always enjoyed the features on this web site. Since I work full time it is so much easier for me to use this rather than calling or going to the different offices every time I need something."

Only 8.6% of the survey respondents entered that this was their first visit to UAOnline. **Over 83% of students visit this site at least once a month**, with a majority visiting more than 2-3 times per month or even more frequently. The most common response for how often each student visited this site was once a week, as reported by 38% of the respondents. Only 32.2% of the responses came from students using a UA connection. From this block of data we can intimate that students who are aware of UAOnline's existence come back and use it frequently throughout their college careers. We can also see that on campus students are not the only ones aware of UAOnline, but that a majority of the students using the service are from off campus.

The top-five most frequently visited areas of the site are:

1) Registration

2) Account Information

3) Grade Report

4) Unofficial Transcript

5) Financial Aid

78.0% of the respondents completed their visit in less than 20 minutes. This statistic hints that students are either becoming more familiar with the site, or that they are capable of navigating their way through the site with little difficulty while accessing

their information. As one student wrote "easy to use and follow. Each link worked appropriately and did not give me accessing errors. Very efficient and useful for incoming and prospective students unfamiliar with UA."

Internet and email were the preferred methods of doing business with the University as reported by 59.8% of the students who responded. Person to person communication was preferred by 30.2% as indicated by the responses.

A concrete example of student opinion of this site is that 93.1% of the students who responded to this survey reported that they found their experience with UAOnline to be positive (outstanding, great, or good). Only 3% found their experience fair and a little over 1% had a poor experience with the site. This fits in with the sentiments of the respondent who wrote "the instructions were very clear which enabled me to navigate the site with ease. It was a non-stressful, non-intimidating experience."

Since UAOnline provides a high profile forum to query a large volume of students about their opinions on potential online services, some banking questions were also included in the survey. The questions focused on evaluating the student's level of interest in the ability to receive financial aid refunds via direct deposit or a Visa/MasterCard cash card.   It was reported that 58% of the students found the ability to receive refunds via direct deposit would be somewhat important to very important. For comparison, only 24% reported that they would rate the ability to receive refunds via pay card as somewhat important to very important. 58.3% of the student responses stated they had been with their banks since before 2001.

III. <u>Student Remarks</u>

<u>Classes and Registration</u>

Some of the requested additions or changes to class related issues were:

- Information about cancelled classes
- A worksheet available to plan out classes before registering
- A calendar showing when Seniors, Juniors, Sophomores, Freshman, Non-Degree seeking students can register
- A direct link to each University's bookstore after you've completed your registration
- Information about professors, for example what other classes they are teaching, or what their previous evaluation scores were
- Less restrictive system that will allow you to sign up for classes that are within minutes of each other, or may overlap. Perhaps have a warning message pop-up, but allow students to make the choice about whether or not they are able to make the next class they sign up for
- Include links to campus maps so students can see the locations of the buildings their classes are in

<u>Financial Aid</u>

Issues related to financial aid were:

- More details about financial aid awards, for example, subsidized v unsubsidized
- Detailed information about scholarships
- A chat room or message post dealing with financial aid issues
- Veteran's affairs information
- A list of anything else the student needs to turn in to allow them to complete the financial aid process

Earning a Degree

Degree related issues were:

- A suggested course schedule for specific majors
- A request to put the student's name on their unofficial transcript
- Information about how to change/add major(s) or minor(s)

Fee Payment

Issues relating to fee payment were:

- The ability to pay parking violations online
- More complete directions and help for housing and dining costs
- Explanations of what the fees are and what they are for
- Estimated total costs for the next semester based on 12 or 15 credits, on or off campus, in-state or out-of-state, meal plan options or no meal plan, etc.

University Forms

Issues that relate to forms needing to be filled out:

- A copy of the tuition waiver form should be available
- A form that shows proof of registration that students can give to outside sources who need the information, for example, insurance companies or scholarship organizations
- Make it so that you can fill out the forms online and email them instead of having to print and then mail the forms
- The status of an admission application
- The status of a graduation application
- Have a graduation application online
- Since most if not all forms for the MAU's are or should be available for downloading, there should be links to these forms in their appropriate sections, for example, the transcript section should have a link for a transcript request form, the

registration section should have links for those forms appropriate to Registration/Enrollment

- Printer friendly versions of class schedules, grade transcripts, payment information, etc.

New Services

New services that were recommended are:

- The ability to search for and read professor evaluations online
- A more complete list of phone numbers and websites in the contact area
- A more visible email address to report problems or errors on the site
- Information about appealing a grade
- SAT, ACT, GRE and other similar test scores
- Links at the bottom of each page that show who to contact for more information
- Information about how to remove a specific hold on your account
- A section for International Students like I-20 forms, view current status, etc.
- Set up a chat room or message board for UA students all over the state
- A link to Parking services
- A link to Distance Ed
- Information about how to appeal a grade
- Information about how to locate your email account
- More instant access buttons for frequently visited services, for example a direct link to financial aid instead of having to click through three screens
- A link to campus events
- Housing and room assignment information

IV. <u>Summary</u>

Overall, UAOnline is a very useful and effective resource. Over 90% of the students who have used the site found their experience to be positive. A majority of students prefer to do business with the University by the Internet or Email. Student comments were filled with thanks and compliments about the usability of the site. Student recommendations for improvements focused on including more services. Most importantly, students are happy with the service they receive and have bookmarked UAOnline as an integral tool that will make their college experience less complicated and more enjoyable!

Appendices
A-D

Appendix A   <u>**Example of UAOnline Survey**</u>

<u>**General Questions**</u>

Your Name   (text entry)

E-mail   (text entry)

Campus   (Drop down menu)

Where did you access UAOnline from?   Home, Office, School, Other

Is this your first visit to UAOnline?   Yes, No

If this is your first visit, what is the purpose of this visit?   (text entry)

If this is not your first visit, how often have you visited our site?   Once a week or more, 2-3 times a month, Monthly, Other (Please explain in "comments" section), This is my first visit but I PLAN to come back often!

How did you connect to UAOnline?   UA connection, Private Internet Service Provider

What did you access?   Registration, Grade Report, Unofficial Transcript, Account Information, Fee Payment, Changing your PIN, Viewing Holds, Name change information, Social Security Number change information, Address information, Financial Aid Information

Was there a service that you had hoped to find here that was not offered?   (text entry)

Did you successfully access your grade report and/or unofficial transcript?   Yes, No

Approximately how much total time did you spend accessing the information you wanted?

Under 10 minutes, 10-20 minutes, 20-30 minutes, 30-60 minutes, 1-2 hours, Over 2 hours

How do you prefer to do business with the University?   In person, Telephone, Internet/Email

How would you rate our site?   Outstanding, Great, Good, Fair, Poor

Generally, how did you like the process? Was it easy to use? Were instructions clear? (text entry)

<u>**Banking Questions**</u>

The ability to receive your refunds via direct deposit would be: Not Important, Somewhat Unimportant, Neutral, Somewhat Important, Very Important, Not Applicable (I don't receive student loans, scholarships or other financial aid)

The ability to receive your refunds via a pay card would be: Not Important, Somewhat, Unimportant, Neutral, Somewhat Important, Very Important, Not Applicable (I don't receive student loans, scholarships or other financial aid)

How long have you been at your current bank? Since: 2004, 2003, 2002, 2001, Prior to 2001

Appendix B   UAOnline Feedback Data Report

Total Responses
4813

Where are the Responses From?		
Campus	**Total Responses**	**% of Responses**
Anchorage Campus	2631	54.67%
Kenai Peninsula College	95	1.97%
Kodiak College	21	0.44%
Mat-Su College	154	3.20%
PWS College	24	0.50%
Fairbanks Campus	1377	28.61%
Center for Distance Education	47	0.98%
Bristol Bay Campus	7	0.14%
Chukchi Campus	8	0.16%
Interior-Aleutians Campus	11	0.23%
Kuskokwim Campus	14	0.29%
Northwest Campus	9	0.19%
Tanana Valley Campus	72	1.50%
Juneau Campus	263	5.46%
Ketchikan Campus	53	1.10%
Sitka Campus	27	0.56%

* Will not add to 100% because respondents were able to click on multiple choices.

*Where did you access UAOnline From?			
Home	**Office**	**School**	**Other**
3164	1163	1074	276
65.74%	24.16%	22.31%	5.73%

Is this your first visit to UAOnline?		
	Responses	**% of Responses**
Yes	413	8.58%
No	4308	89.51%
No Response	92	1.91%

How often have you visited our site?		
	Responses	**% of Responses**
Once a week	1827	37.96%
2-3 times a month	1307	27.16%
Monthly	889	18.47%
Other	288	5.98%
Not applicable	50	1.03%
I plan to come back often	166	3.44%
No Response	287	5.96%

How did you connect to UAOnline?		
	Responses	**% of Responses**
UA Connection	1548	32.16%
Private ISP	3135	65.14%
No Response	130	2.70%

*What did you Access?

* Will not add to 100% because respondents were able to click on multiple choices.

Registration	Grade Report	Unofficial Transcript	Account Info	PIN Change
3330	2210	2073	2868	692
69.19%	45.92%	43.07%	59.59%	14.38%

Holds	Name Change	Address Information	Financial Aid
987	199	627	1970
20.51%	4.13%	13.03%	40.93%

Were you able to successfully Print?		
	Responses	**% of Responses**
Yes	3663	76.10%
No	662	13.75%
No response	489	10.15%

How much time did you spend?		
	Responses	**% of Responses**
Under 10 minutes	2115	43.94%
10-20 minutes	1639	34.05%
20-30 minutes	576	11.97%
30-60 minutes	217	4.51%
1-2 hours	78	1.62%
Over 2 hours	52	1.08%
No Response	136	2.83%

How do you prefer to do business with the University?		
	Responses	**% of Responses**
Internet/Email	2877	59.78%
Telephone	359	7.46%
In person	1454	30.21%
No Response	123	2.55%

How would you rate our site?		
	Responses	**% of Responses**
Outstanding	1055	21.92%
Great	2365	49.14%
Good	1063	22.09%
Fair	147	3.05%
Poor	57	1.18%
No Response	126	2.62%

Appendix C   Responses to Bank Questions

Total Responses on Bank Questions
1487

The ability to receive your refunds via direct deposit would be:		
	Responses	**% of Responses**
Not Important	94	6.32%
Somewhat Unimportant	29	1.95%
Neutral	233	15.67%
Somewhat Important	273	18.36%
Very Important	589	39.61%
Not Applicable	177	11.90%
No Response	92	6.19%

The ability to receive your refunds via pay card would be:		
	Responses	**% of Responses**
Not Important	328	22.06%
Somewhat Unimportant	69	4.64%
Neutral	447	30.06%
Somewhat Important	195	13.11%
Very Important	162	10.89%
Not Applicable	197	13.25%
No Response	89	5.99%

How long have you been at your current bank?		
	Responses	**% of Responses**
2004	66	4.44%
2003	177	11.90%
2002	152	10.22%
2001	117	7.87%
Prior to 2001	867	58.31%
No Response	108	7.26%

Appendix D   Total Number of Unique Responses

The purpose of this section is to get an accurate count of how many different students replied to the survey.

** Non-duplicate means that all matching or duplicate names or email addresses have been removed.

Email Address			
**Non-Duplicate Addresses	No Response	Duplicate Addresses	Total Overall Replies
4124	85	604	4813
85.68%	1.77%	12.55%	100.00%

Name			
**Non-Duplicate Names	No Response	Duplicate Names	Total Overall Replies
3252	765	796	4813
67.57%	15.89%	16.54%	100.00%