

UAOnline Customer Feedback Report

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I. Overview of UAOnline

Originally introduced in 2000, UAOnline is now in its eighth year of service as an important resource to University of Alaska students, applicants, and employees.

Prospective students can apply to any of the UA campuses, current students can check grades, registration, financial aid status, grades, and account info, and University employees can access a wealth of job information about their employment. As one student said, “UAOnline is a great tool that the University of Alaska uses! It makes things easier to do when they need to get done.” (Prince William Sound campus student)

In an effort to improve the quality of service on UAOnline, a student feedback survey is available for users to rate various aspects of the site, make comments about the service, and leave suggestions for ways the service can be improved. This feedback is in turn forwarded to appropriate campus departments if appropriate action is needed to assist the users.

Within the past year, the UAOnline student feedback survey received over 2400 responses. This report is a compilation of the statistical data from those surveys, as well as comments and concerns from the students.

II. Statistical Information from Survey Questions

Last year 2,403 users completed the student survey. Responses to the survey have been largely positive, with students leaving a large variety of comments ranging from praise for the site design to suggestions for improvement to requests for assistance with certain site features.

This section of the report shall focus on the statistical aspect of the survey, detailing student location, UAOnline access, services used, time and frequency of site usage, and overall site rating.

Where are the Responses From?				
	2007-2008	2007-2008	2006-2007	2006-2007
<u>Campus</u>	Total Responses	% of Responses	Total Responses	% of Responses
Anchorage Campus	1288	53.6%	1439	51.3%
Fairbanks Campus	576	24.0%	687	24.5%
Juneau Campus	148	6.2%	166	5.9%
Mat-Su College	96	4.0%	115	4.1%
Interior-Aleutians Campus	8	0.3%	97	3.5%
Kenai Peninsula Campus	66	2.8%	88	3.1%
Remaining UA Campuses	221	9.1%	214	7.1%
Total	2403	100%	2806	100%

The table above shows the distribution of respondents across different UA campuses, with 53.6% from Anchorage, 24.0% from Fairbanks, 6.2% from Juneau, 4.0% from Mat-Su, 0.3% from the Interior-Aleutians campus, 2.8% from Kenai Peninsula, and the remaining 9.1% from other campuses. The overall number of responses this year is down 14.4% from last year, although the number of responses from rural campuses is up

2%. It is important to note, however, that of 13 rural campuses, only 3 had an actual increase in the number of responses (Kodiak, up from 24 to 37; Distance Education, up from 36 to 37; and Tanana Valley Campus, up from 42 to 67.)

Most students (71.7%) preferred to access the service from home, with roughly 20% of respondents using UAOnline from school. With the University of Alaska dedicated to providing education and service to students all over the state, it is important to have functionality that can be accessed at need, unrestricted by student schedules and location. UAOnline goes a long way in achieving that goal, allowing users the freedom to access important information and services from home as needed. As one student states, “It is a good resource for people like me who live hundreds of miles away from campus not allowing me to consult directly.” (Anchorage campus student) Another user said the following: “I LOVE UAOnline! I am a distance student, so UAOnline has EVERYTHING I need, it’s as though I’m right there on campus.” (Center for Distance Education student)

When asked if this was their first visit to UAOnline, an overwhelming 91.6% of users indicated that they were repeat visitors to the service. Fewer than 10% of the respondents said that they had previously used UAOnline. This is possibly because people who have used the service before are familiar with it, and as such don’t take the survey to ask for help or to leave comments.

Throughout the survey period, the reported top-five most frequently visited areas of the site were:

- 1) Account Information
- 2) Registration
- 3) Financial Aid
- 4) Grade Report
- 5) Unofficial Transcript

Keeping with previous years, these results are unchanged in popularity. Account Information is still the most accessed part of the website, with almost 70% of respondents checking their accounts, followed by approximately 54% using the service to register for class. As one student replied, “It is very nice... I use UAOnline about 4 to 6 times a year to look at grades and pay for registration.” (Bristol Bay campus student)

Several other important statistics attest to the success of UAOnline. For example, almost 60% prefer to do business with UA via internet or email. Also, over 70% of the students completed their business in less than 20 minutes, with almost one-third of the users spending under 10 minutes on the site, and 88% needing less than 30 minutes. Furthermore, over 86% reported successfully being able to access and print the information they were looking for. This information hints that the information students are looking to access while on the site is readily available to them, easy to find without users feeling like using the service is a hassle. One survey had the following comment: “Clear, concise, expedient!!! Bravo – and catch this – I’m an older student. If I can use your system anybody can.” (Sitka campus student)

UAOnline is designed as a service allowing students to access all the services they need in one convenient location. Almost 60% of survey responses indicated that users were able to find the information they needed on UAOnline. 25.6% of the students noted that they were leaving suggestions about the site, and 13% of survey takers said they would like someone from the University to contact them.

When asked to rate UAOnline overall, 21.7% indicate the site was 'outstanding', 48.3% indicate 'great', and 24.4% graded the site 'good'. Similar to previous years, an overwhelming 94.4% of survey participants gave UAOnline positive ratings. As one student perhaps best sums up the overall trend in user approval of the service, "UAOnline is generally self-explanatory and very simple to use. About 99% of the time I am able to find everything I need very quickly." (Juneau campus student)

III. Student Remarks

The survey contains open-ended questions, inviting comments about UAOnline. One question asked if there are any services that students would like to see added to the site. A highlight of the most frequent feedback received is listed below, grouped by category. Responses marked with an asterisk (*) are requests that are the same as requests from last year's survey.

Classes and Registration

- *More accurate descriptions of error messages
- More accurate descriptions of registration codes
- *Connect UAOnline with Blackboard
- *List of required books for classes
- *Teacher and class evaluations
- *Checklist for registration process
- *Links to class/teacher/syllabi information
- Better organization for Week at a Glance scheduling
- Class search results set up like paper catalog

Financial Aid

- *Feedback about when financial aid checks will be sent
- *Descriptions of fees and account charges
- * Bear bucks/wolf bucks/munch money account information

Earning a Degree

- *Ability to change majors and/or non-degree seeking/degree seeking status online
- Status of graduation applications
- Ability to add/change degree minor
- Unofficial transcripts for cross-campus programs
- Ability to generate degree evaluations with different catalog years

Fee Payment

- *The option to make a partial payment rather than payment in full
- *The ability to pay parking violations and other holds online
- *Ability to set up payment plans
- *List of who to contact to clear individual account holds
- *Clearer information about purchasing parking permits (UAA Only)
- More/different types of credit cards accepted for payment

University Forms

- *Ability to submit forms via website rather than having to go turn them in (i.e. graduation applications, petitions, etc.)

Other Services

- *The ability to change email addresses
- *Housing and meal plan information
- Mailbox payment/service
- *Live help chat
- Ability to have a single global password for all UA services (UAOnline, myUA, Blackboard, email, lab computers, etc.)
- Campus departmental phone numbers with error messages/holds
- Easier method to update personal information/emergency contacts
- Condensed unofficial transcript
- Larger font on webpages
- Improved course/site searching
- Better page layout for printing
- Status of various appeals
- Access to university ombudsman services
- Ability/instructions on how to access UA email
- Improved instructions for UAOnline PIN
- Better overall site layout/navigation

Services requested that are already present on UAOnline or on campus websites

- *Class schedules
- *Teacher contact information
- *Course descriptions
- *Degree requirements / Ability to audit progress
- *Links to university email pages (webmail)
- *Ability to order official transcripts
- School addresses
- School calendars
- Student jobs

The fact that students request such services even though they are already available indicates several possibilities, including students being unaware that such information is available on campus websites or that users would like this information on UAOnline as well as on the campus websites. Either way, it is through such feedback that the University can improve and streamline the site in accordance with user needs and wishes. Of particular note is that the most common suggestion for site improvement was to redesign the site layout for streamlined access and easier navigation, with clearer groupings and simpler access to each part of the service. As one person states: “[It is] Easy to use but kind of plain.” (Fairbanks campus student)

IV. Summary

Even though the number of surveys received has dropped over the last several years, the percentage of students rating UAOnline as good, great, or outstanding has stayed well over 90%. This drop in survey responses is likely attributed to continuing site upgrades made throughout the school years, with fewer students feeling the need to advocate change. However, it should be noted that since the most common suggestion for site improvement was an overhaul of the layout and not a request for a certain service, then perhaps UAOnline is already doing a fantastic job of providing the necessary tools for student success. Summed up by one user, “It is very user friendly, and it has all the information that I need right at my fingertips.” (Kenai Peninsula campus student)

Appendices

A-C

Appendix A

Example of UAOnline Survey

General Questions

Your Name (text entry)

UA ID (numerical entry)

E-mail (text entry)

Campus (Drop down menu)

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

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

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), Not applicable, This is my first visit but I PLAN to come back often!

What did you access? Account Information, Address information, Changing your PIN, Fee Payment, Financial Aid Information, Grade Report, Name change information, Registration, Social Security Number change information, Unofficial Transcript, Viewing Holds, Other (Please explain in "comments" section)

Did you successfully access what you were looking for? Yes, No, N/A

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

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

How did you like using UAOnline? Was the process easy to use? Instructions clear? (text entry)

Would you like us to contact you regarding your feedback comment? Yes; No, was able to find the information I needed; No, just a suggestion

Appendix B

UAOnline Feedback Data Report

Total Responses
2403

Where are the Responses From?		
Campus	Total Responses	% of Responses
Anchorage Campus	1288	53.6%
Kenai Peninsula College	66	2.8%
Kodiak College	37	1.5%
Mat-Su College	96	4.0%
PWS College	10	0.4%
Fairbanks Campus	576	24.0%
Center for Distance Education	37	1.5%
Bristol Bay Campus	5	0.2%
Chukchi Campus	1	0.1%
Interior-Aleutians Campus	8	0.3%
Kuskokwim Campus	16	0.7%
Northwest Campus	3	0.1%
Tanana Valley Campus	67	2.8%
Juneau Campus	148	6.2%
Ketchikan Campus	20	0.8%
Sitka Campus	25	1.0%

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

*Where did you access UAOnline From?			
Home	Office	School	Other
1724	578	519	160
71.7%	24.1%	21.6%	6.7%

Is this your first visit to UAOnline?		
	Responses	% of Responses
Yes	194	8.1%
No	2200	91.6%
No Response	9	0.3%

How often have you visited our site?		
	<u>Responses</u>	<u>% of Responses</u>
Once a week	1163	48.4%
2-3 times a month	553	23.0%
Monthly	361	15.0%
Other	117	4.9%
Not applicable	35	1.5%
I plan to come back often	85	3.5%
No Response	89	3.7%

How did you connect to UAOnline?		
	<u>Responses</u>	<u>% of Responses</u>
UA Connection	707	29.4%
Private ISP	1669	69.5%
No Response	27	1.1%

***What did you Access?**

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

Registration	Grade Report	Unofficial Transcript	Account Information	Address Information	View Holds
1291	891	716	1662	365	478
53.7%	37.1%	29.8%	69.2%	15.2%	19.9%
PIN Change	Name Change	Financial Aid	Fee Payment	Other	
322	59	1150	626	190	
13.4%	2.5%	47.9%	26.1%	7.9%	

Were you able to successfully Print?		
	Responses	% of Responses
Yes	2081	86.6%
No	225	9.4%
No response or N/A	97	4.0%

How much time did you spend?		
	Responses	% of Responses
Under 10 minutes	773	32.2%
10-20 minutes	926	38.5%
20-30 minutes	418	17.4%
30-60 minutes	170	7.1%
1-2 hours	63	2.6%
Over 2 hours	34	1.4%
No Response	19	0.8%

How do you prefer to do business with the University?		
	Responses	% of Responses
Internet/Email	1423	59.2%
Telephone	228	9.5%
In person	718	29.9%
No Response	34	1.4%

How would you rate our site?		
	Responses	% of Responses
Outstanding	520	21.7%
Great	1161	48.3%
Good	587	24.4%
Fair	93	3.9%
Poor	25	1.0%
No Response	17	0.7%

Would you like us to contact you regarding your feedback comment?		
	Responses	% of Responses
Yes	312	13.0%
No, was able to find the information I needed	1431	59.6%
No, just a suggestion	615	25.6%
No response	45	1.8%

Appendix C

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, ID numbers, or email addresses have been removed.

<u>Email Address</u>			
<u>**Non-Duplicate Addresses</u>	<u>No Response</u>	<u>Duplicate Addresses</u>	<u>Total Overall Replies</u>
2123	18	262	2403
88.3%	0.7%	11.0%	100.00%

<u>Name</u>			
<u>**Non-Duplicate Names</u>	<u>No Response</u>	<u>Duplicate Names</u>	<u>Total Overall Replies</u>
1949	171	283	2403
81.1%	7.1%	11.8%	100.00%

<u>ID Number</u>			
<u>**Non-Duplicate ID Numbers</u>	<u>No Response</u>	<u>Duplicate ID Numbers</u>	<u>Total Overall Replies</u>
1813	290	300	2403
75.4%	12.1%	12.5%	100.00%