

UAOnline Customer Feedback Report

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I. Overview of UAOnline

UAOnline, introduced in 2000, is a University tool used by students from every college campus throughout Alaska. UAOnline provides a wide variety of services for future students, current students, and employees. For example, prospective students can apply to any of the UA campuses, current students can check their account information, financial aid status, grades, and registration and employees can stay up to date on all their job information about their employment. As said by one student, “UAOnline is the best way for me to retrieve all the academic information I need. The system is extremely convenient, because it can save me a trip to campus and I can get important tasks done at home, or anywhere I have computer access. UAOnline provides all the academic information I need, the process and instructions are basic, clear, and simple to follow” (Anchorage Campus Student).

In the process of making every effort to improve the quality of service on UAOnline, a student feedback survey was created and is available for all users. The survey gives students the option to rate various aspects of the site and its services, leave questions, comments, or suggestions on ways the site can be improved. This feedback is then checked daily by University staff and then forwarded to the appropriate campus department if action is needed to assist the users.

Within the past year, the UAOnline student feedback survey received over 2,300 responses. This report is a collection of the statistical data from those surveys, as well as comments and concerns from the students.

II. Statistical Information from Survey Questions

Last year 2,330 users completed the student survey. The majority of the responses have been positive, with students leaving a wide variety of comments ranging from thanks for the site design and convenience to suggestions for improvement to requests for assistance.

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

Where are the Responses From?				
	2008-2009	2008-2009	2007-2008	2007-2008
Campus	Total Responses	% of Responses	Total Responses	% of Responses
Anchorage Campus	1254	53.8%	1288	53.6%
Fairbanks Campus	527	22.6%	576	24.0%
Juneau Campus	136	5.8%	148	6.2%
Mat-Su College	96	4.2%	96	4.0%
Interior-Aleutians Campus	7	0.3%	8	0.3%
Kenai Peninsula Campus	84	3.6%	66	2.8%
Remaining UA Campuses	225	9.7%	221	9.1%
Total	2330	100%	2403	100%

The table above shows the distribution of users who responded across different UA campuses, with 53.8% from Anchorage, 22.6% from Fairbanks, 5.8% from Juneau, 4.2% from Mat-Su, 0.3% from the Interior-Aleutians campus, 3.6% from Kenai Peninsula, and the remaining 9.7% from other campuses. The overall number of

responses this year is down 3% from last year, although the number of responses from rural campuses has increased by 2.3%.

Most students (71.3%) 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 all students over the state, it is crucial to have functionality that can be accessed at any time, unrestricted by student schedules and location. UAOnline aids in achieving that goal, allowing users the freedom to access important information and services from wherever the need be. As one student states, “UAOnline answers many questions that I would have otherwise had to travel to the campus to obtain. The process is extremely easy to use. The instructions and links are great and clear.” (Kodiak campus student) Another user said the following: “This is so much easier than before. I appreciate the convenience of being able to access information from home or work.” (Anchorage campus student)

When asked if this was the user’s first visit to UAOnline or if they had visited the site before, an overwhelming 91.9% of them indicated that they were repeat visitors to the service. This means fewer than 10% of the respondents said that they not had previously used UAOnline.

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

These results have not changed in popularity throughout previous years. Account Information is still the most accessed part of the website at 72.2%. This is followed up by Registration with approximately 54% of respondents using the service to register for classes. As one student replied, “I use the online system to look up my grades, look up classes to register for, and it is a great help for questions that I have about the University.” (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-half of the users spending under 10 minutes on the site, and 88% needing less than 30 minutes. Furthermore, over 87% reported successfully being able to access and print the information they were looking for. This statistic suggests that the information students are looking to access while on the site is readily available to them and easy to find without users feeling like using the service is a hassle. One survey had the following comment: “IT WAS VERY EASY I LOVE BEING ABLE TO FIND WHAT IM

LOOKING FOR RIGHT AWAY WITH OUT HAVING TO HUNT FOREVER. IT'S GREAT!" (Center for Distance Education student)

UAOnline is designed as a resource allowing students to access all the services they need in one convenient location. Just over 60% of survey responses indicated that users were able to find the information they needed on UAOnline. Also, 23% of the students noted that they were leaving suggestions about the site, and 13% said they would like someone from the University to contact them.

When asked to rate UAOnline overall, 23.4% indicate the site was 'outstanding', 48.5% indicate 'great', and 21.9% graded the site 'good'. Similar to previous years, an overwhelming 97.8% of survey participants gave UAOnline positive ratings. As one student perhaps best sums up the overall trend in user approval of the service, "The site is straightforward and easy to use. I am easily able to accomplish the vast majority of all tasks online. Thank you!!!!" (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
- *List of required books for classes
- *Checklist for registration process
- *Links to class/teacher/syllabi information
- *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
- More in depth information about scholarships

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

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
- Ability to add book charges to student account
- More detailed explanation of charges

University Forms

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

Other Services

- *The ability to change email addresses
- *Housing and meal plan information
- *Live help chat
- Campus departmental phone numbers with error messages/holds
- *Easier method to update personal information/emergency contacts
- *Larger font on web pages
- *Improved course/site searching
- *Status of various appeals
- *Ability/instructions on how to access UA email
- *Better overall site layout/navigation
- List of in depth summer reading in preparation for next upcoming school year

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 calendars

Notable Comments and Wanted Services

- It works great, and it's so easy even a caveman could do it. (Sitka Student)
- Free passage to Japan (Kenai Peninsula Student)
- I could use a back rub (Fairbanks Student)

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: “Everything seems a little intimidating at first, but after spending a little time on the website, I have found out how to navigate my way around the things I need.” (Kenai Peninsula 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, “This is a good site overall. It provides a lot of information and is easy to use.” (Kodiak campus student) And as stated by another student, “It is a well placed site. It has almost everything a student will need to understand their college life. Easy, fast and convenient to use.” (Juneau 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

<u>Total Responses</u>
2330

<u>Where are the Responses From?</u>		
<u>Campus</u>	<u>Total Responses</u>	<u>% of Responses</u>
Anchorage Campus	1254	53.8%
Kenai Peninsula College	84	3.6%
Kodiak College	32	1.4%
Mat-Su College	96	4.2%
PWS College	14	0.6%
Fairbanks Campus	527	22.6%
Center for Distance Education	37	1.6%
Bristol Bay Campus	18	0.7%
Chukchi Campus	3	0.1%
Interior-Aleutians Campus	7	0.3%
Kuskokwim Campus	18	0.7%
Northwest Campus	2	0.1%
Tanana Valley Campus	48	2.1%
Juneau Campus	136	5.8%
Ketchikan Campus	22	1.0%
Sitka Campus	31	1.3%

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

<u>*Where did you access UAOnline From?</u>			
<u>Home</u>	<u>Office</u>	<u>School</u>	<u>Other</u>
1664	590	438	197
71.3%	25.3%	19.6%	8.8%

<u>Is this your first visit to UAOnline?</u>		
	<u>Responses</u>	<u>% of Responses</u>
Yes	168	7.2%
No	2142	91.9%
No Response	19	0.9%

How often have you visited our site?		
	<u>Responses</u>	<u>% of Responses</u>
Once a week	1212	52.0%
2-3 times a month	513	22.0%
Monthly	301	12.9%
Other	101	4.4%
Not applicable	39	1.8%
I plan to come back often	74	3.2%
No Response	84	3.7%

How did you connect to UAOnline?		
	<u>Responses</u>	<u>% of Responses</u>
UA Connection	628	27.0%
Private ISP	1673	72.1%
No Response	22	0.9%

***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
1267	825	690	1683	356	457
54.4%	35.4%	29.6%	72.2%	15.3%	19.6%
PIN Change	Name Change	Financial Aid	Fee Payment	Other	
269	77	1131	608	165	
11.5%	3.3%	48.5%	26.1%	7.1%	

Were you able to successfully Print?		
	Responses	% of Responses
Yes	2042	87.6%
No	192	8.2%
No response or N/A	96	4.2%

How much time did you spend?		
	Responses	% of Responses
Under 10 minutes	780	33.5%
10-20 minutes	862	36.9%
20-30 minutes	414	17.8%
30-60 minutes	161	6.9%
1-2 hours	61	2.6%
Over 2 hours	32	1.4%
No Response	20	0.9%

How do you prefer to do business with the University?		
	Responses	% of Responses
Internet/Email	1355	58.2%
Telephone	264	11.3%
In person	683	29.3%
No Response	28	1.2%

How would you rate our site?		
	Responses	% of Responses
Outstanding	545	23.4%
Great	1130	48.5%
Good	511	21.9%
Fair	93	4.0%
Poor	22	1.0%
No Response	29	1.2%

Would you like us to contact you regarding your feedback comment?		
	Responses	% of Responses
Yes	301	13.0%
No, was able to find the information I needed	1423	61.1%
No, just a suggestion	535	23.1%
No response	64	2.8%

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>
2075	2	253	2330
89.1%	.1%	10.8%	100.00%

<u>Name</u>			
<u>**Non-Duplicate Names</u>	<u>No Response</u>	<u>Duplicate Names</u>	<u>Total Overall Replies</u>
1991	9	330	2330
85.4%	.4%	14.2%	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>
1783	23	524	2330
76.5%	1.0%	22.5%	100.00%