

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, “I really appreciate the ability to work with UA online. I find that it makes my life as a student so much easier to balance with that of my family life. I am currently taking all of my coursework online for the convenience and practicality. UA online saves me money and time, both of which are very important to me! The process is easy to use and understand. The online support is excellent as well. There is a very friendly knowledgeable staff ready to answer all of my questions and assist me in any way they can! I’m very happy with UA Online.” (Juneau 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, and to 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 2,100 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 2,136 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?				
	2009-2010	2009-2010	2008-2009	2008-2009
Campus	Total Responses	% of Responses	Total Responses	% of Responses
Anchorage Campus	1187	55.6%	1254	53.8%
Fairbanks Campus	465	21.8%	527	22.6%
Juneau Campus	119	5.6%	136	5.8%
Mat-Su College	97	4.5%	96	4.2%
Interior-Aleutians Campus	10	0.5%	7	0.3%
Kenai Peninsula Campus	74	3.5%	84	3.6%
Remaining UA Campuses	184	8.5%	225	9.7%
Total	2136	100%	2330	100%

The table above shows the distribution of users who responded across different UA campuses, with 55.6% from Anchorage, 21.8% from Fairbanks, 5.6% from Juneau, 4.5% from Mat-Su, 0.5% from the Interior-Aleutians campus, 3.5% from Kenai Peninsula, and the remaining 8.5% from other campuses. The overall number of responses this year is down 8.3% from last year, including a drop in the number of responses from rural campuses by 0.8% of the total responses.

Most students (72.1%) preferred to access the service from home, with 21.3% 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, “It was easy to use after I spent a little bit time with it. I can get pretty much all the information I need and I was able to do all my student loan information, etc. It is a great help so you don’t have to run to the school every time you need to change something or you have questions. UAOnline can help with a lot!” (Mat-Su campus student) Another user said the following: “UAOnline makes everything easier. I can access my grades, account, and many other things from just about anywhere. As long as I can get online, I can do everything I need to do. The website is very easy to use. It looks professional, but there are no confusing graphics or links. Having every site listed under categories on one screen makes this so useful and simple.” (Ketchikan campus student)

When asked if this was the user’s first visit to UAOnline or if they had visited the site before, an overwhelming 92.1% of them indicated that they were repeat visitors to the service. This means fewer than 8% 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 69.3%. This is followed up by Registration with approximately 56.7% of respondents using the service to register for classes. As one student replied, “UAOnline makes it really easy to see what I need. What my grades are. My fees that I need to pay. And it is all really easy. I don’t have to do any fancy stuff. (Kodiak campus student)

Several other important statistics attest to the success of UAOnline. For example, 55.9% of respondents prefer to do business with UA via internet or email. Also, over 68% 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 over 85% needing less than 30 minutes. Furthermore, over 86% 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: “I like it a lot, because is easy and not complicated at all, since I am Hispanic

and English is my secondary language, is important to me that all is simple and accurate by the time I used UAOnline.” (Tanana Valley Campus student)

UAOnline is designed as a resource allowing students to access all the services they need in one convenient location. Only 13% of survey responses indicated that they would like someone from the University to contact them. 72% of survey takers left comments in addition to the standard survey data collected from all users.

When asked to rate UAOnline overall, 23.2% indicate the site was ‘outstanding’, 47.5% indicate ‘great’, and 21.9% graded the site ‘good’. Similar to previous years, an overwhelming 92.6% of survey participants gave UAOnline positive ratings. As one student perhaps best sums up the overall trend in user approval of the service, “Everything about this website is so helpful! A lot of questions I have can be answered by just using this site. Registering for classes is simple, quick, and easy! UAOnline is such a time saver!” (Anchorage campus student)

Over the past year UAOnline has received some significant upgrades to the service. The most noticeable and well-received change is the addition of DegreeWorks functionality, which allows any student to track and audit degree progress, among other helpful options. One student commented, “I especially like your degree works and the "what if" scenarios it offers. It is VERY helpful!” (Kenai Peninsula student)

III. Student Requests

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 surveys from previous years.

Classes and Registration

- More accurate descriptions of building codes
- *List of required books for classes
- *Checklist for registration process
- *Links to class/teacher/syllabi information
- Ability to search all campuses when searching for classes
- Ability to order class textbooks while registering for that class

Financial Aid

- *Feedback about when financial aid is disbursed
- *More in-depth information about scholarships (dates, etc.)
- GI Bill information

Earning a Degree

- *Ability to change majors and/or non-degree seeking/degree seeking status online
- *Graduation completion status (**added during the year**)
- Ability to change catalog year for degree
- Advisory service for students taking distance courses

Fee Payment

- *The ability to pay parking violations and other holds online
- *Ability to set up payment plans
- *More detailed explanation of charges
- *More detailed explanation of holds
- *List of who to contact to clear individual account holds

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.)
- In-state tuition forms
- Complaint forms

Other Services

- *The ability to change personal email addresses
- Search functionality on UAOnline
- Tutorials
- School function voting (elections, concert board, etc.)
- Checklists (new students, graduation, financial aid, registration, etc.)
- Campus maps
- * Bear bucks/wolf bucks/munch money account information
- Tab for international student services
- Access to high school transcripts
- *Housing and meal plan information
- *Live help chat
- Status of transcripts being received by UA
- More detailed calendar functionality
- *Larger font on web pages
- *Improved course/site searching
- *Status of various appeals
- Placement test results
- *Better overall site layout/navigation

Services requested that are already present on UAOnline or on other UA websites

- *Blackboard access
- *Class schedules
- *Faculty/staff contact information
- General campus departmental contact information
- *Course prerequisites
- *Degree requirements / Ability to audit progress
- *Links to university email pages (webmail) or email access on UAOnline
- *Ability/instructions on how to access UA email
- Ability to view school-generated email address
- Employment resources
- Housing costs

The fact that students request already present services even though they are available on UAOnline or on campus websites indicates several possibilities. One such possibility is that the site organization isn't intuitive enough for those users. Another possibility, however, is that some users who don't find information where they think it should be then assume it doesn't exist on the website at all. 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 are the most common suggestions for site improvement. The most common requests were for contact information for the various campus departments, the ability to order textbooks (or at least view required texts) while registering for classes, and the ability to update email addresses online. Suggestions for remedying the contact information issues include adding "Contact Information" or something similar to the subtext of the Student Services & Account Information menu link found on the main page after logging in. Another suggestion for those seeking to change their email address

is to include language on the ‘View E-Mail Address(es)’ page similar to that found on the ‘Update Address(es) and Phone(s)’ page, as well as a similar link for a downloadable change form. As one person states: “UAOnline is very easy to use and designed extremely well. I love being able to log on and find everything I need at the tips of my fingers! Please refer to my comment above regarding a contact page. I feel that’s the only way UAOnline could be improved in the least.” (Center for Distance Education 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 remained the large majority of responses. 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 also be noted that with fewer responses comes fewer suggestions for improvement, necessary to keep UAOnline a viable and relevant tool for students. Overall sentiments about the service can be summed up by the comment from one user, “I find it easy to use for both my student information and for my advisor information. It is laid out in a logical manner and most things are easy to find!” (Bristol Bay campus student) And as stated by another student, “So far I find that the assistance and layout for UAOnline is exceptional. After registering on the wait list for a full class, I even received a call from the office informing me of a new section with the add code and everything. By far the most outstanding service I have received from all of my college and university experience.” (Prince William Sound 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 have questions or concerns that require us to contact you directly? Yes, No

Appendix B

UAOnline Feedback Data Report

<u>Total Responses</u>
2136

<u>Where are the Responses From?</u>		
<u>Campus</u>	<u>Total Responses</u>	<u>% of Responses</u>
Anchorage Campus	1187	55.6%
Kenai Peninsula College	74	3.5%
Kodiak College	23	1.1%
Mat-Su College	97	4.5%
PWS College	13	0.6%
Fairbanks Campus	465	21.8%
Center for Distance Education	30	1.4%
Bristol Bay Campus	9	0.4%
Chukchi Campus	3	0.1%
Interior-Aleutians Campus	10	0.5%
Kuskokwim Campus	9	0.4%
Northwest Campus	7	0.3%
Tanana Valley Campus	58	2.7%
Juneau Campus	119	5.6%
Ketchikan Campus	22	1.0%
Sitka Campus	10	0.5%

* 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>
1539	514	454	167
72.1%	24.1%	21.3%	7.8%

<u>Is this your first visit to UAOnline?</u>		
	<u>Responses</u>	<u>% of Responses</u>
Yes	148	6.9%
No	1967	92.1%
No Response	21	1.0%

How often have you visited our site?		
	<u>Responses</u>	<u>% of Responses</u>
Once a week	1144	53.6%
2-3 times a month	449	21.0%
Monthly	262	12.3%
Other	99	4.6%
Not applicable	28	1.3%
I plan to come back often	72	3.4%
No Response	82	3.8%

How did you connect to UAOnline?		
	<u>Responses</u>	<u>% of Responses</u>
UA Connection	594	27.8%
Private ISP	1509	70.6%
No Response	33	1.6%

***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
1210	694	579	1481	298	422
56.7%	32.5%	27.1%	69.3%	14.0%	19.8%
PIN Change	Name Change	Financial Aid	Fee Payment	Other	
276	82	1071	542	184	
12.9%	3.8%	50.1%	25.4%	8.6%	

Were you able to successfully Print?		
	Responses	% of Responses
Yes	1849	86.6%
No	193	9.0%
No response or N/A	94	4.4%

How much time did you spend?		
	Responses	% of Responses
Under 10 minutes	667	31.2%
10-20 minutes	793	37.1%
20-30 minutes	363	17.0%
30-60 minutes	160	7.5%
1-2 hours	80	3.7%
Over 2 hours	45	2.1%
No Response	28	1.4%

How do you prefer to do business with the University?		
	Responses	% of Responses
Internet/Email	1194	55.9%
Telephone	217	10.2%
In person	691	32.4%
No Response	34	1.5%

How would you rate our site?		
	Responses	% of Responses
Outstanding	496	23.2%
Great	1014	47.5%
Good	468	21.9%
Fair	101	4.7%
Poor	29	1.4%
No Response	28	1.3%

Would you like us to contact you regarding your feedback comment?		
	Responses	% of Responses
Yes	278	13.0%
No	322	15.1%
No, was able to find the information I needed	1051	49.2%
No, just a suggestion	421	19.7%
No response	64	3.0%

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>
1873	28	235	2136
87.7%	1.3%	11.0%	100.0%

<u>Name</u>			
<u>**Non-Duplicate Names</u>	<u>No Response</u>	<u>Duplicate Names</u>	<u>Total Overall Replies</u>
1812	67	257	2136
84.8%	3.1%	12.1%	100.0%

<u>ID Number</u>			
<u>**Non-Duplicate ID Numbers</u>	<u>No Response</u>	<u>Duplicate ID Numbers</u>	<u>Total Overall Replies</u>
1661	209	266	2136
77.8%	9.8%	12.4%	100.0%