

UOnline Student Feedback Report

Prepared for:

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I. Overview of UAOnline

UAOnline is the tool most widely used by members of the University of Alaska community for over ten years, having been continually upgraded and reworked in large part due to user feedback. Approval of the service has remained mostly positive, with this annual report serving to highlight the praises, complaints, and suggestions received about the service.

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.

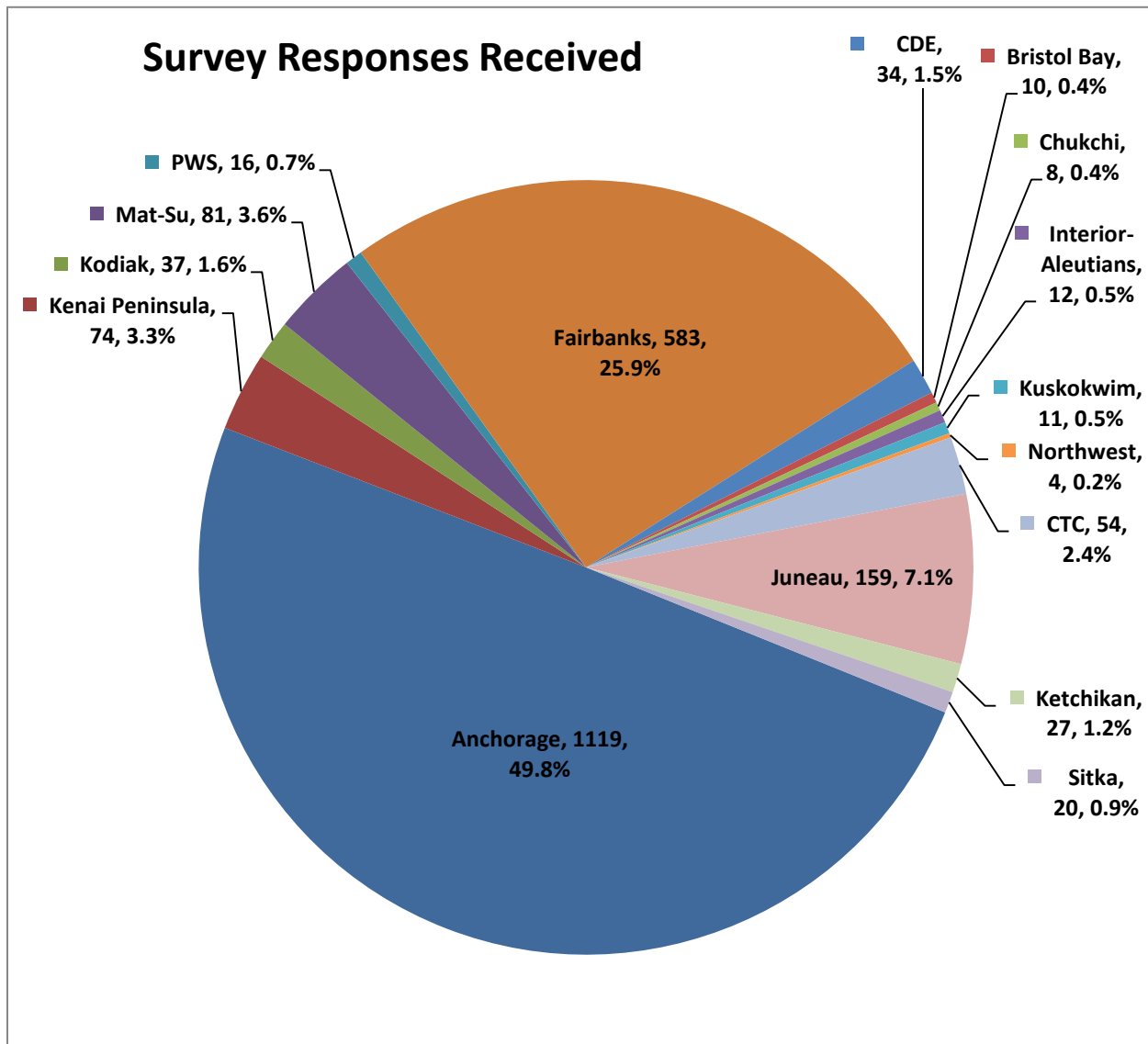
The last academic year has seen some changes to both UAOnline and this user feedback survey. Students registering for classes via UAOnline now have the ability to use a new class schedule search, utilizing improved open search functionality and simplified course search page, as well as an advanced search option for more specific results. The user feedback survey changed the wording of a question regarding whether or not the user wanted the University to contact them about their feedback in an effort to clarify some potential misunderstandings with the phrasing.

Within the past year, the UAOnline student feedback survey received over 2,200 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

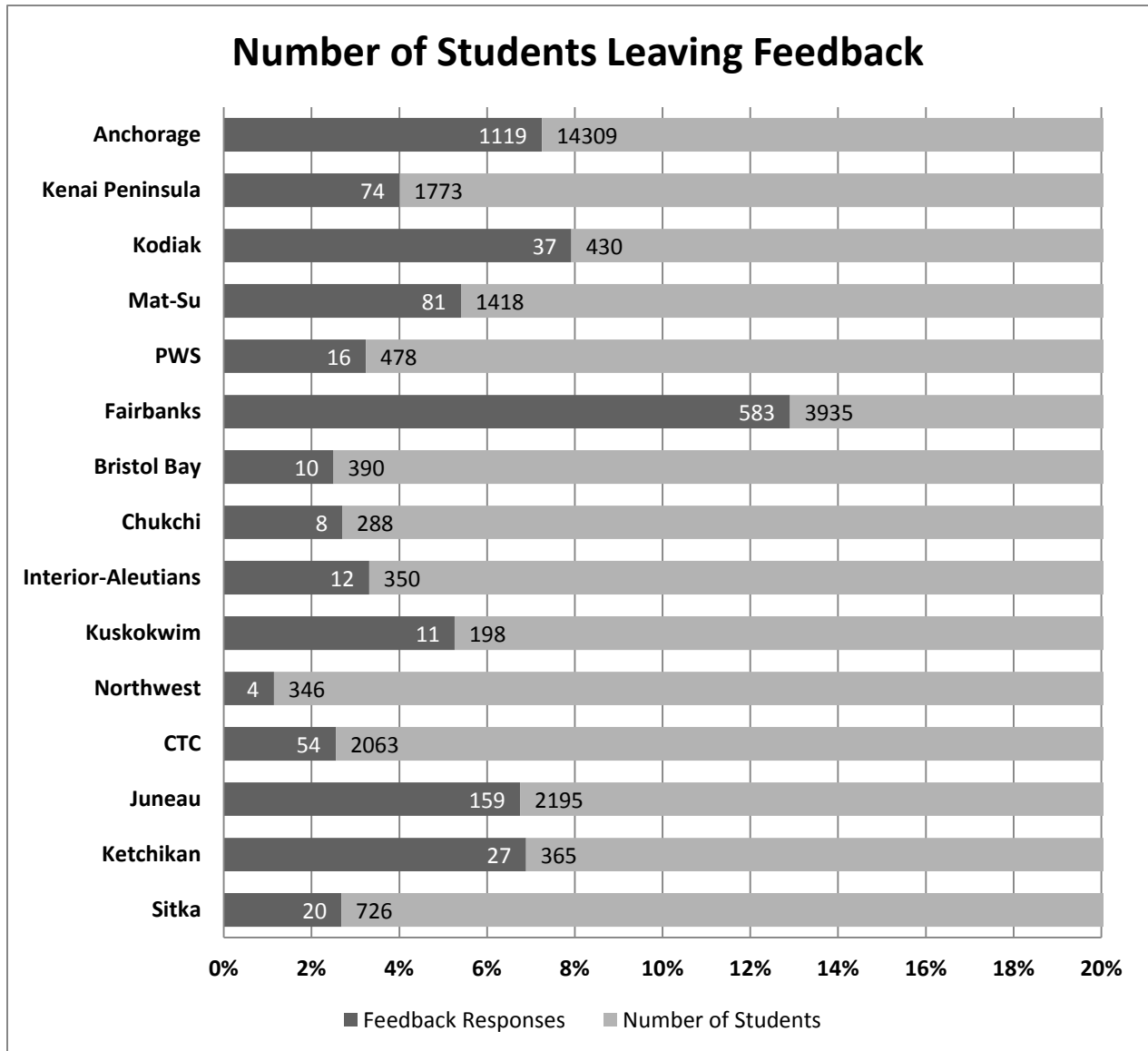
Location of Feedback Responses

Last year 2,249 users completed the student survey. The graph above shows the distribution of users who responded across different UA campuses, with 49.8% from Anchorage, 25.9% from Fairbanks, 7.1% from Juneau, 8.9% from UAA community campuses, 5.9% from UAF community campuses, and 2.1% from UAS community campuses. The overall number of responses this year is up 5.3% from last year, including an increase in the number of responses from rural campuses by 0.2% of the total responses.

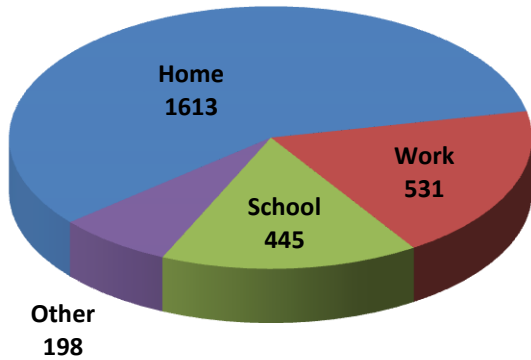


Percentage of Students Leaving Feedback by Campus Enrollment

The graph below represents the percentage of students at each physical campus that left feedback. The percentage of UAOnline feedback received from each campus varies from 1-13%. Approximately 7% of Anchorage students, 13% of Fairbanks students, and 7% of Juneau students chose to leave feedback. The average number of students throughout the UA system leaving feedback was approximately 1 in 15, or about 6.5%.



Point of Access



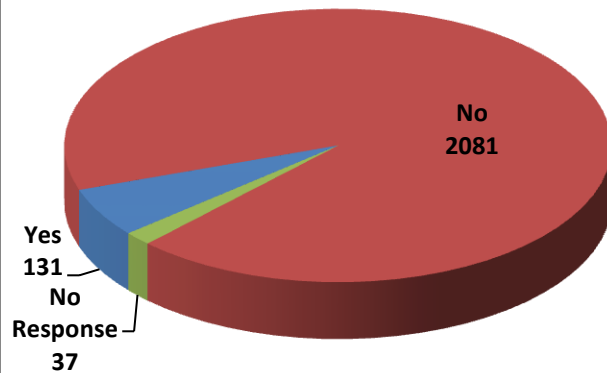
Point of Access

Most students (71.7%) preferred to access the service from home, with 19.8% of respondents using UAOnline from school. 23.6% stated they accessed the service from work, and 8.8% said they accessed UAOnline from somewhere other than those places.

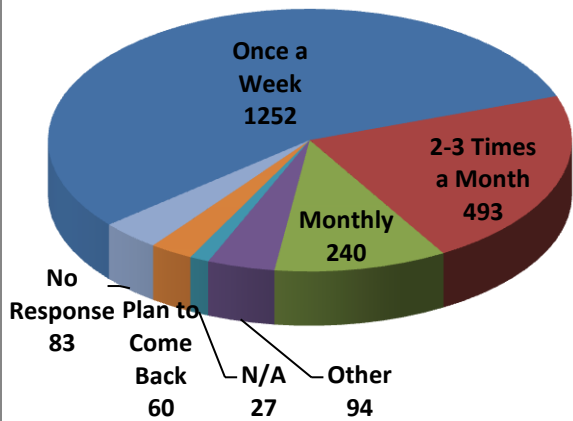
First Visits

When asked if this was the user’s first visit to UAOnline or if they had visited the site before, an overwhelming 92.5% 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.

Is This Your First Visit?



How Often Do You Use UAOnline?

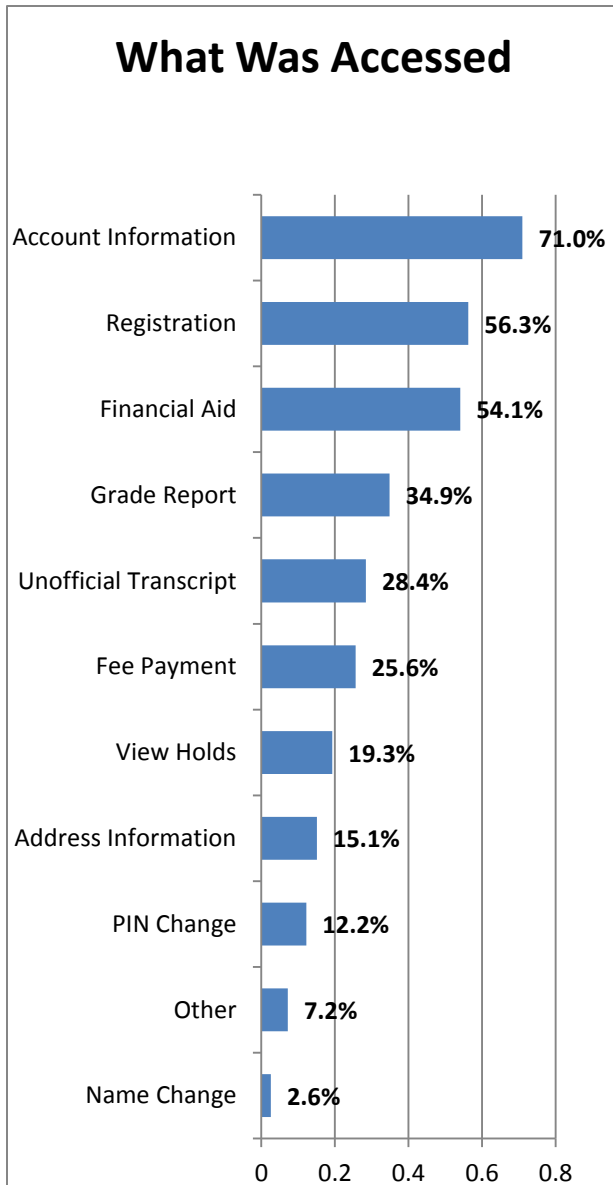
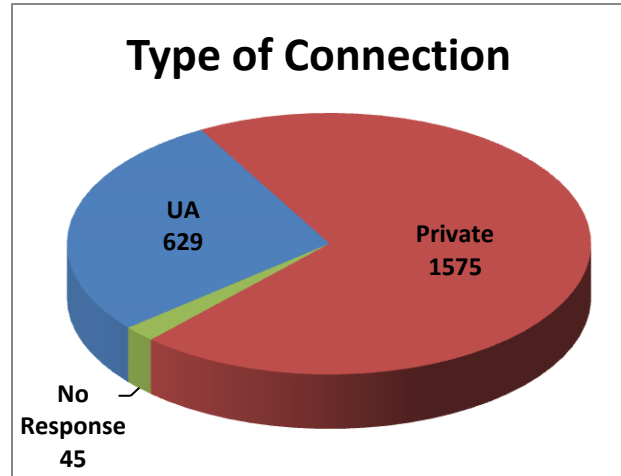


Frequency of Visits

When asked how often students use UAOnline, almost 90% said they access the service at least once a month, and over half of the respondents (55.7%) said they accessed it weekly. 4.2% stated they used it some other amount of times, 2.7% said they plan to use the service more often, 1.2% said N/A, and 3.6% gave no response.

Type of Connection

When asked what type of connection they used to access UAOnline, the majority (70.0%) stated that they accessed the service through a private ISP, while 28.0% of respondents said they used a UA connection. 2.0% of survey takers declined to respond.



What Was Accessed

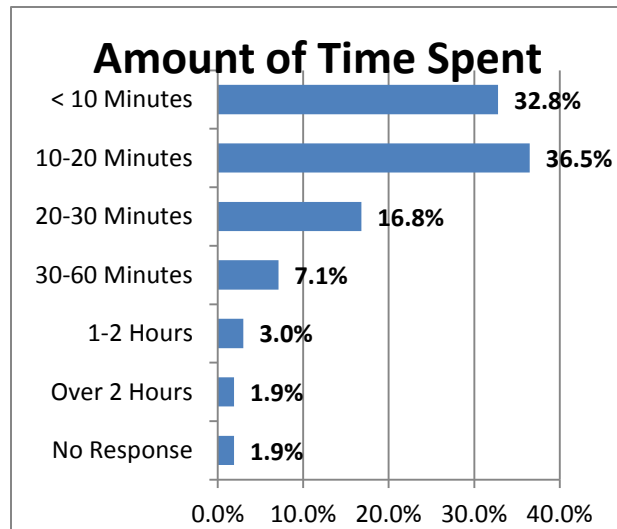
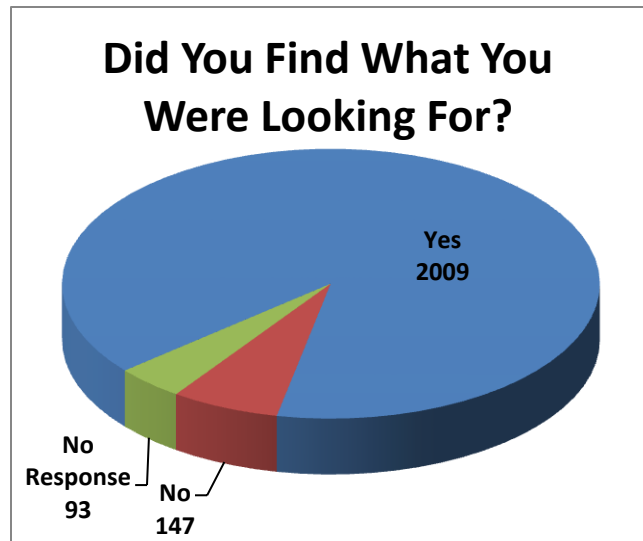
Throughout the survey period, the reported top-five most frequently visited areas of the site were:

- 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 71.0%. This is followed up by Registration with approximately 56% of respondents using the service to register for classes, and approximately 54% checking financial aid.

Finding What They Were Looking For

When asked whether or not they found what they had been looking for on UAOnline, the overwhelming majority responded that they had (89.3%), and only 6.5% of respondents said they had been unable to find what they wanted. 4.2% of respondents either didn't respond or stated N/A.

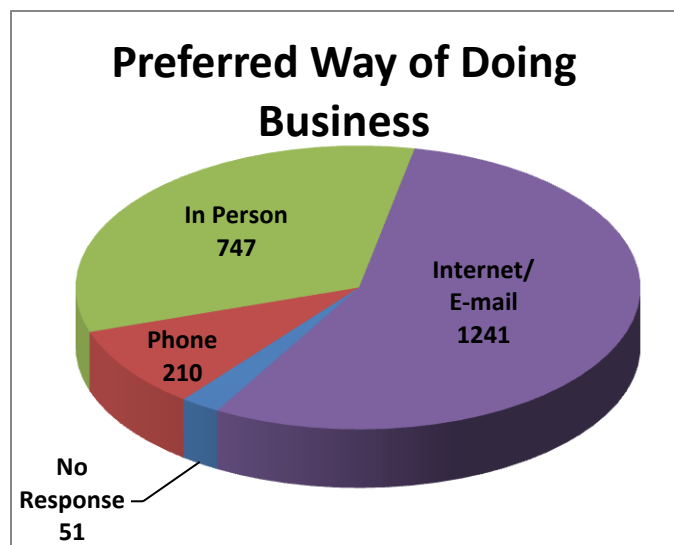


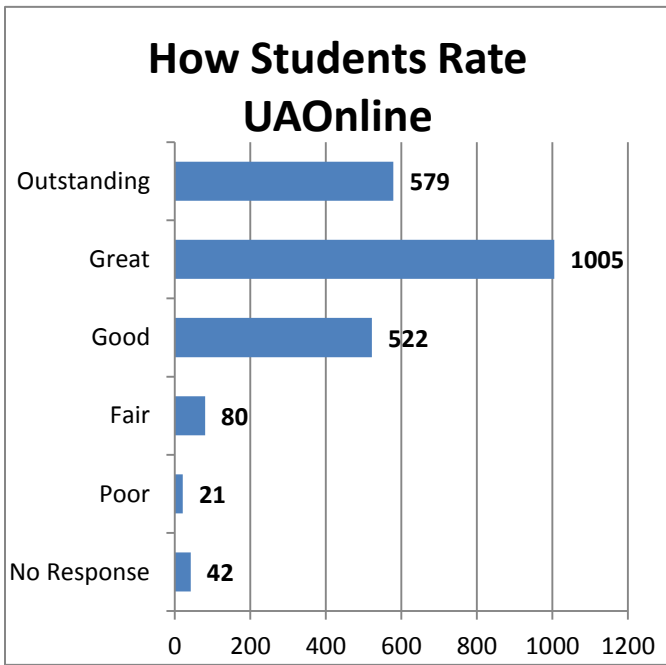
Amount of Time Spent

When asked how long users spent on UAOnline, over two-thirds stated they spent 20 minutes or less on the service. 32.8% took less than 10 minutes; 36.5% took 10-20 minutes; 16.8% took 20-30 minutes. 12% of respondents said it took them more than 30 minutes, and only 4.9% took over an hour. Approximately 2% of students declined to respond.

Preferred Way of Doing Business

When asked how students preferred to do business with the University, over half of the respondents (55.2%) stated that they preferred doing so online. A significant number (33.2%) prefer to take care of their business in person, while 9.3% said they preferred to do so by phone. 2.3% of survey takers didn't respond.



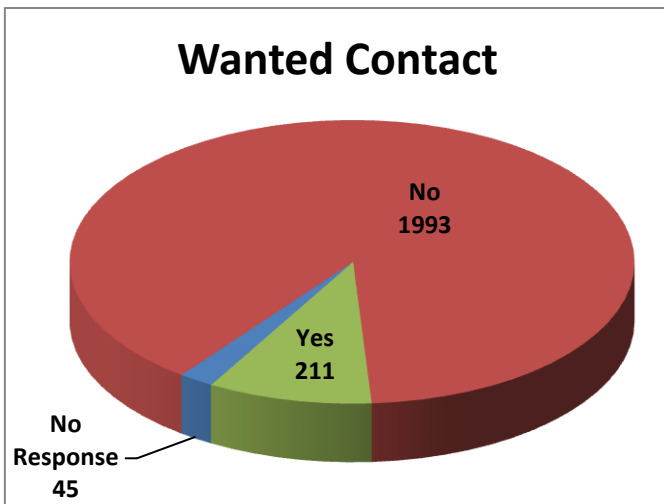
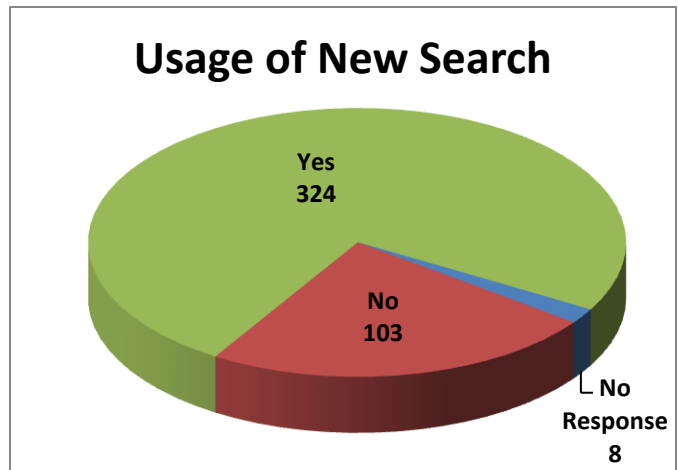


Rating the Service

When asked to rate UAOnline overall, 25.7% stated the site was ‘outstanding’, 44.7% indicated ‘great’, and 23.2% graded the site ‘good’. Similar to previous years, an overwhelming 93.6% of survey participants gave UAOnline positive ratings, up 1% from last year. 3.6% graded the service as ‘fair’, and less than 1% graded it as ‘poor’.

Usage of New Class Schedule Search

In early April of 2011, the class search functionality for UAOnline was updated to include a more streamlined interface and an open search. Out of the 435 responses to this question received over the last 3 months of the survey period, 74.5% stated they had used the new search, and 23.7% said they had not.



Students Wanting Contact

When asked if they would like someone from the University to contact them about their feedback responses, the majority (88.6%) responded that they did not need someone to contact them. 9.4% of respondents asked for someone to contact them, and 2% didn’t respond.

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. The top five most requested features are noted in parentheses by rank. Responses marked with an asterisk (*) are requests that are the same as requests from surveys from previous years.

Classes and Registration

(1)*List of required books/materials for classes

*More detailed explanation of holds

*Links to class/teacher/syllabi information

Ability to search for only classes that have met prerequisites for registration

Printable class schedule

Professor contact information

Financial Aid

*Financial aid disbursement dates

*More in-depth information about scholarships (dates, etc.)

College Savings Plan information

Direct deposit setup

Links to external financial aid websites

Ability to unaccept loans

Online forms

Earning a Degree

*Ability to change majors/minors/degree seeking status online

Advisor contact information

Virtual advisor

Recommended plan of study

Detailed grade reports

Fee Payment

- *Ability to add parking permits w/o 3rd party website
- *Ability to set up payment plans w/o 3rd party website
- *More detailed explanation of charges
- *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.)

Tuition waivers

Other Services

- (2)*The ability to change personal email addresses
- (4)*Housing and meal plan information
- *Live help chat (general & IT help)
- *Site search functionality on UAOnline
- *Checklists (new students, graduation, financial aid, registration, etc.)
- *Campus maps w/class locations
- *Campus paycard (Wolfcard, etc.) account information
- *More detailed calendar functionality
- *Improved course/site searching
- *Status of various appeals/petitions
- *Better overall site layout/navigation

Online testing

Ability to change main campus of attendance

Campus activities/announcements

Veteran/military services (GI bill, VA info, etc.)

Class standing

Feedback about classes/professors

Tutorials

Status/needed items for admission

Status/needed items for financial aid

Status of transcript orders

Status of online book orders

Test results (Accuplacer, ACT, SAT)

Notification when grades are posted

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

(3)*Links to university email pages (webmail) or email access on UAOnline

(5)*Degree requirements / Ability to audit progress

*Blackboard access

*Residency information/forms

*Class schedules

*Staff directory

Unofficial transcripts

Waitlist status

Official transcript ordering

Electronic transcript ordering

Fee payment deadlines

Online book ordering

Final exam schedule

Student jobs

Catalogs

FAQs (financial aid, registration, etc.)

FAFSA link

Proof of enrollment

Add/drop forms

Course descriptions

Ability to update PIN

Tax information

Important deadlines

Health insurance enrollment information

Alaska Performance Scholarship information

UA Scholars information

Major comparisons

IV. Student Comments

The survey has some open-ended questions where students can reply freely. The following section lists those questions, as well as several student responses to each. Responses are followed by the originating campus in parentheses.

How did you like using UAOnline? Was the process easy to use? Instructions clear?

- Great website! Very convenient! "So easy a caveman can do it"! (**Anchorage**)
- It is nice and clean looking. (**CDE**)
- It's a great, concise website that easily allows me to do what I need without getting overwhelmed by its complexity, especially with my dial-up internet connection. (**Sitka**)
- This site is fairly easy to use. It is simple in the design, and not so busy that things are difficult to find. (**Juneau**)
- Very cool, helpful, and resourceful. (**Prince William Sound**)
- Using UAOnline is fast, easy to navigate and understand. It's almost like talking to a real person. I can find the information I need and also make the necessary changes to my account when my schedule doesn't allow for time to go to a UAF/TVC building. Keep up this great student resource! (**TVC/CTC**)
- No, not easy to use. Instructions were complicating. I felt like it was giving me the run around. (**Ketchikan**)
- I loved uaonline because it offers so much anything you could need to know is on here the only thing I've had an issue with is that if there's one specific thing i want to find i had to search a few windows but other than that i got what i needed fairly fast. (**Kenai Peninsula**)
- UAOnline is fairly simple and very easy to catch on to access almost all the information I needed (**Fairbanks**)
- Outstanding, easy to use, and clear instructions. I like it! (**Kuskokwim**)
- A little trouble finding the class schedule so I can order books, but with a little time I can find what I'm looking for. (**Mat-Su**)
- I like it very much. I like to do things over the internet verses phone and mail. (**Northwest**)
- I enjoy using UAOnline it was a very easy process and you can find everything you need from transcripts to blackboard through this site and the instructions to find/get to the other sites necessary are very clear. (**Bristol Bay**)
- It's a clean site that is easy to navigate. Some of the information is important but not taken seriously because of font and size (I find myself skipping over and clicking links instead of reading to navigate). Possibly if you highlight or bold the salient points, you can quickly deliver a navigation concept that improves transaction time. Overall an excellent job. (**Kodiak**)
- UAOnline was easy to use. I will be back for more if need be. All instructions were clear. (**Chukchi**)
- I liked using UAOnline because it was very simple to use and it has all the information I need. The process was easy and the instructions were clear. (**Interior-Aleutians**)

- Could not find anything to do with the books I need for my classes. I did find a list of places to buy the books, but that does not help me if I do not know what books I need. (**Fairbanks**)
- The site is intuitive and laid out well. It makes it easy to access whatever information that I may need. (**TVC/CTC**)
- The site is overall useful, but some sections of the site could benefit from a streamlining process. Looking up and registering for can, at times, be quite cumbersome. (**Anchorage**)
- It was a little difficult at first but the school's student services were a great help to navigate the site. There is a lot of information in UA online but it is nice to have everything in one place. This site keeps me in touch and has been a great help. (**Sitka**)
- UAOnline is fabulous, easy to use, very convenient, and keeps me up to date on what's going on. Instructions are very clear, and appreciate the time and effort that it put into the website(s). Fabulous work U of A! (**Juneau**)
- It is easier to use after two years of navigation (**Interior-Aleutians**)
- I am a retired school teacher taking classes to keep up my accreditation. I am from a generation that has always worked directly with people and computers only more recently. I was worried about dropping and adding classes online but it went smoothly and I am pleasantly surprised! I will be doing most of my business online from now on. Thank you very much for this service! (**Mat-Su**)
- The site is really helpful. I especially like the grade report section. (**Kenai Peninsula**)
- There are so many different portals to access information. I wish it was all on one portal or program rather than five. I wish I only had one ID/Username and one Password/PIN, rather than two for UAOnline, one for Blackboard, and one for everything else. Keep it simple please. (**Anchorage**)
- It is much easier to access information online, rather than to calling or visiting when it is not necessary. (**CDE**)
- Yes, I can access my grades, order official transcripts, and look for scholarships. (**Chukchi**)
- The financial aid section was confusing trying to find where to accept or decline the loans. Other than that it was fairly easy to use. (**Kodiak**)
- I like using UAonline because it is fast and easy and I can access it whenever I have time. I have a very busy schedule and I work during the week and take classes at night so I can't always make it in to see a person and I'm not always available to make phone calls during business hours. Thank you for making UA online easy to use and access. (**Kuskokwim**)
- It was easy to use...I would just rather register and ask questions in person. (**Ketchikan**)
- I like the fact that I can access FAFSA through UAOnline. I also like the fact that I can view account information, monthly billing statements, and all my previous classes that I took through Northwest Campus, even ones that I honestly don't remember taking but are on record. The instructions are very clear. (**Northwest**)
- It's easy to use and easy to get what you need done, done! (**Bristol Bay**)
- For someone who becomes easily frustrated with web sites I found this site user friendly. I had to email for help and password assistance, but the response was very timely and I was able to move forward in accessing the information I was seeking. (**Prince William Sound**)

Have you used the new UAOnline Class Schedule Search? If yes, please give us your feedback and suggestions

- Worked well, I like how the classes can be grouped by certificate program and such, only suggestion is that if you could change the list order say by course times, dates, professors, etc. (**Juneau**)
- It was very helpful, I just used it to enroll for summer classes. (**CDE**)
- Seemed to work fairly well, easy to follow and supplied me with the information I needed. (**Sitka**)
- Much easier, thanks to all involved with its programming. (**Fairbanks**)
- Very easy to use. (**Prince William Sound**)
- It is simple for me to use, a little confusing when you first try it out , but as long as you've got someone there telling you what to do your first time then it's pretty easy to remember how to do things afterwards! (**Mat-Su**)
- I find it much easier than before. :) Well Done. (**Kodiak**)
- I like it, but I cannot use it on my iPhone to look up things very quickly. If that was fixed, it would be perfect! (**Anchorage**)
- I did get to take a brief look and thought it was very useful. (**TVC/CTC**)
- It would be a lot easier if I did not have to select the semester and campus EACH time I went to search for a class. It would be nice if the website would just remember which you had previously selected. (**Fairbanks**)
- I like it. Easier to find classes. (**Ketchikan**)
- It's like everything the first time it's confusing and difficult, but now I'm pretty sure I like it better than the last site. I like the ability to specify online, campus, or face to face courses. (**Kenai Peninsula**)
- I like it better than the old one. (**Anchorage**)
- Personally it made it a lot easier to find classes and times! I think it was a great change! (**Juneau**)
- It was good once I got a handle on it. (**Interior-Aleutians**)

V. Summary

Consistent with previous years, approval of UAOnline remains high. Continuing additions and modifications to the service have improved ease of access and functionality. As the primary service that the University provides students, it is important that such standards be maintained.

One suggestion for improving UAOnline stems from the amount of feedback received, especially from community campus students. On average, only about 4% of the students at each community campus provide feedback, and only about 7% of the students from the UA system as a whole. As a result, any generalizations made from this data are based on the input of 1 in about 13 students. One possible way to improve that ratio would be promoting the feedback survey, possibly through student advisors, or an increased presence on UAOnline itself.

Another major point made by several students that responded to the survey was that site navigation is sometimes difficult at first, but after learning where everything is it becomes easy. The number of these and similar comments suggests that students new to UAOnline are possibly receiving minimal instructions/training/orientation to the service. Online tutorials have begun to be introduced as one method of helping.

In order to keep the feedback about UAOnline relevant, it is perhaps necessary to revisit the survey itself to update, add, or remove questions. For example, with the increasing popularity of mobile devices, a question about accessing UAOnline from one such device might now be a more relevant concern than a few years ago. With the introduction of help tutorials, perhaps a question about whether or not they were used, or if they helped the student, would be helpful data. Also, to better help students that do request a response, an additional question asking them to choose a reason why they need a response could help us to better determine who to forward such requests to.

Appendices A-C

Appendix A

Example of UAOnline Survey

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)

Have you used the new UAOnline Class Schedule Search?

- Yes
- No

If yes, please give us your feedback and suggestions.

- (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)

Do you have questions or concerns that require us to contact you directly?

- Yes
- No

Appendix B

UAOnline Feedback Data Report

Total Responses 2249

Where are the Responses From?			
	Campus	Total Responses	% of Responses
UAA	Anchorage Campus	1119	49.8%
	Kenai Peninsula College	74	3.3%
	Kodiak College	37	1.6%
	Mat-Su College	81	3.6%
	PWS College	16	<1%
	UAF	Fairbanks Campus	583
Center for Distance Education		34	1.5%
Bristol Bay Campus		10	<1%
Chukchi Campus		8	<1%
Interior-Aleutians Campus		12	<1%
Kuskokwim Campus		11	<1%
Northwest Campus		4	<1%
Community & Technical College		54	2.4%
UAS	Juneau Campus	159	7.1%
	Ketchikan Campus	27	1.2%
	Sitka Campus	20	<1%

*Where did you access UAOnline From?			
Home	Office	School	Other
1613	531	445	198
71.7%	23.6%	19.8%	8.8%

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

Is this your first visit to UAOnline?		
	Responses	% of Responses
Yes	131	5.9%
No	2081	92.5%
No Response	37	1.6%

How often have you visited our site?		
	Responses	% of Responses
Once a week	1252	55.7%
2-3 times a month	493	21.9%
Monthly	240	10.7%
Other	94	4.2%
Not applicable	27	1.2%
I plan to come back often	60	2.7%
No Response	83	3.6%

How did you connect to UAOnline?		
	Responses	% of Responses
UA Connection	629	28.0%
Private ISP	1575	70.0%
No Response	45	2.0%

*What did you Access?					
Registration	Grade Report	Unofficial Transcript	Account Information	Address Information	View Holds
1266	784	639	1596	340	435
56.3%	34.9%	28.4%	71.0%	15.1%	19.3%
PIN Change	Name Change	Financial Aid	Fee Payment	Other	
274	59	1217	576	162	
12.2%	2.6%	54.1%	25.6%	7.2%	

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

Did you successfully access what you were looking for?		
	Responses	% of Responses
Yes	2009	89.3%
No	147	6.5%
No response or N/A	93	4.2%

How much time did you spend?		
	Responses	% of Responses
Under 10 minutes	737	32.8%
10-20 minutes	822	36.5%
20-30 minutes	377	16.8%
30-60 minutes	161	7.1%
1-2 hours	68	3.0%
Over 2 hours	42	1.9%
No Response	42	1.9%

How do you prefer to do business with the University?		
	Responses	% of Responses
Internet/Email	1241	55.2%
Telephone	210	9.3%
In person	747	33.2%
No Response	51	2.3%

How would you rate our site?		
	Responses	% of Responses
Outstanding	579	25.7%
Great	1005	44.7%
Good	522	23.2%
Fair	80	3.6%
Poor	21	<1%
No Response	42	1.9%

*Have you used the new UAOnline Class Schedule Search?		
	Responses	% of Responses
Yes	324	74.5%
No	103	23.7%
No response	8	1.8%

*** Only has 3 months of data as this question was added in early April of 2011 (435 total responses).**

Would you like us to contact you regarding your feedback comment?		
	Responses	% of Responses
Yes	211	9.4%
No	1993	88.6%
No response	45	2.0%

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.

Email Address			
**Non-Duplicate Addresses	No Response	Duplicate Addresses	Total Overall Replies
1931	37	281	2249
85.9%	1.6%	12.5%	100.0%

Name			
**Non-Duplicate Names	No Response	Duplicate Names	Total Overall Replies
1907	44	298	2249
84.8%	2.0%	13.2%	100.0%

ID Number			
**Non-Duplicate ID Numbers	No Response	Duplicate ID Numbers	Total Overall Replies
1797	126	326	2249
79.9%	5.6%	14.5%	100.0%