

# **UAOnline Student Feedback Report**

Prepared for:

University of Alaska Statewide

Student Services & Enrollment Management

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## **I. Overview of UAOnline**

UAOnline has been 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.

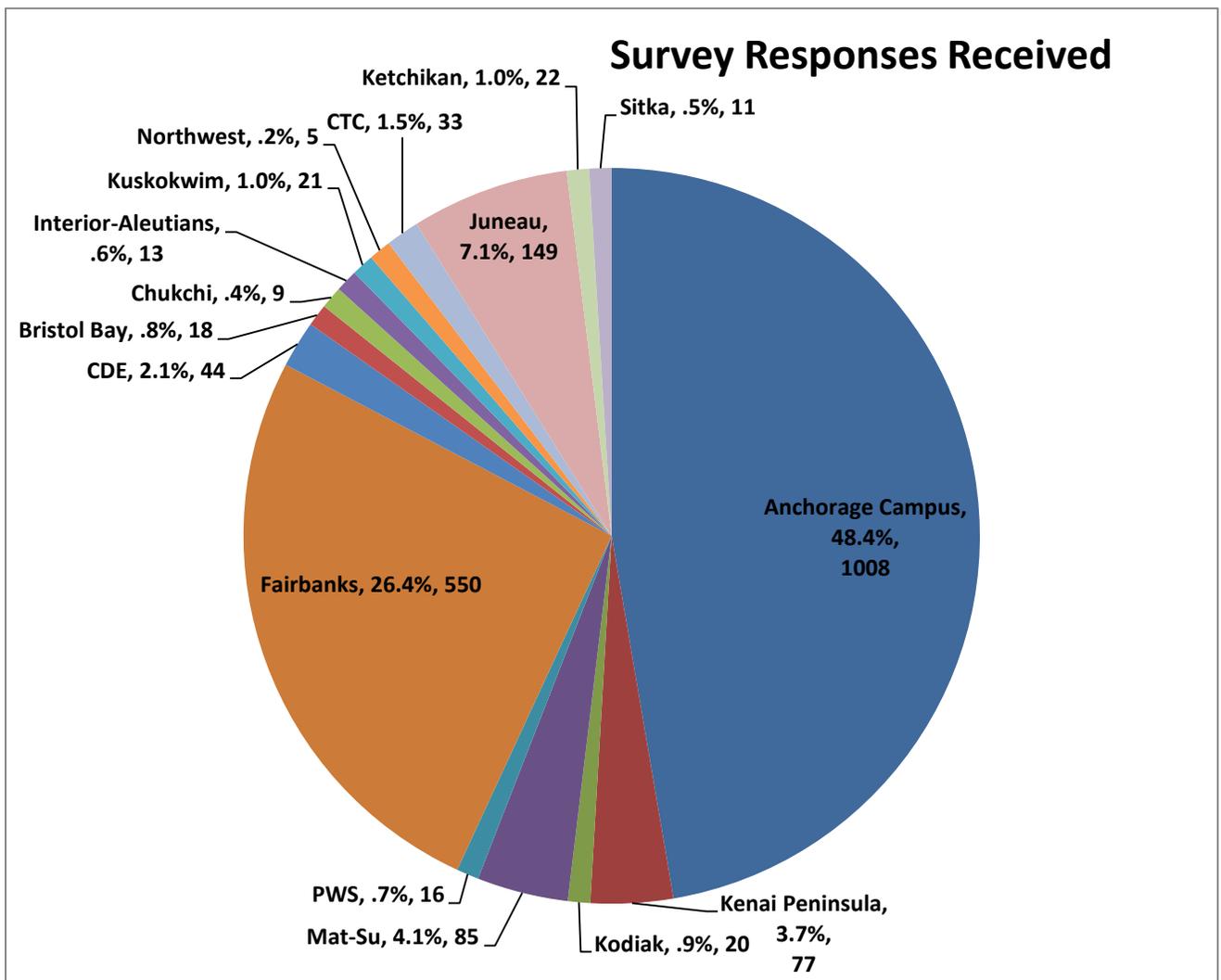
The last academic year has seen some changes to both UAOnline and this user feedback survey. Students registering for classes via UAOnline now have the ability to use a new class schedule search, utilizing improved open search functionality and simplified course search page, as well as an advanced search 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 misunderstanding with the phrasing.

Within the past year, the UAOnline student feedback survey received over 2,000 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

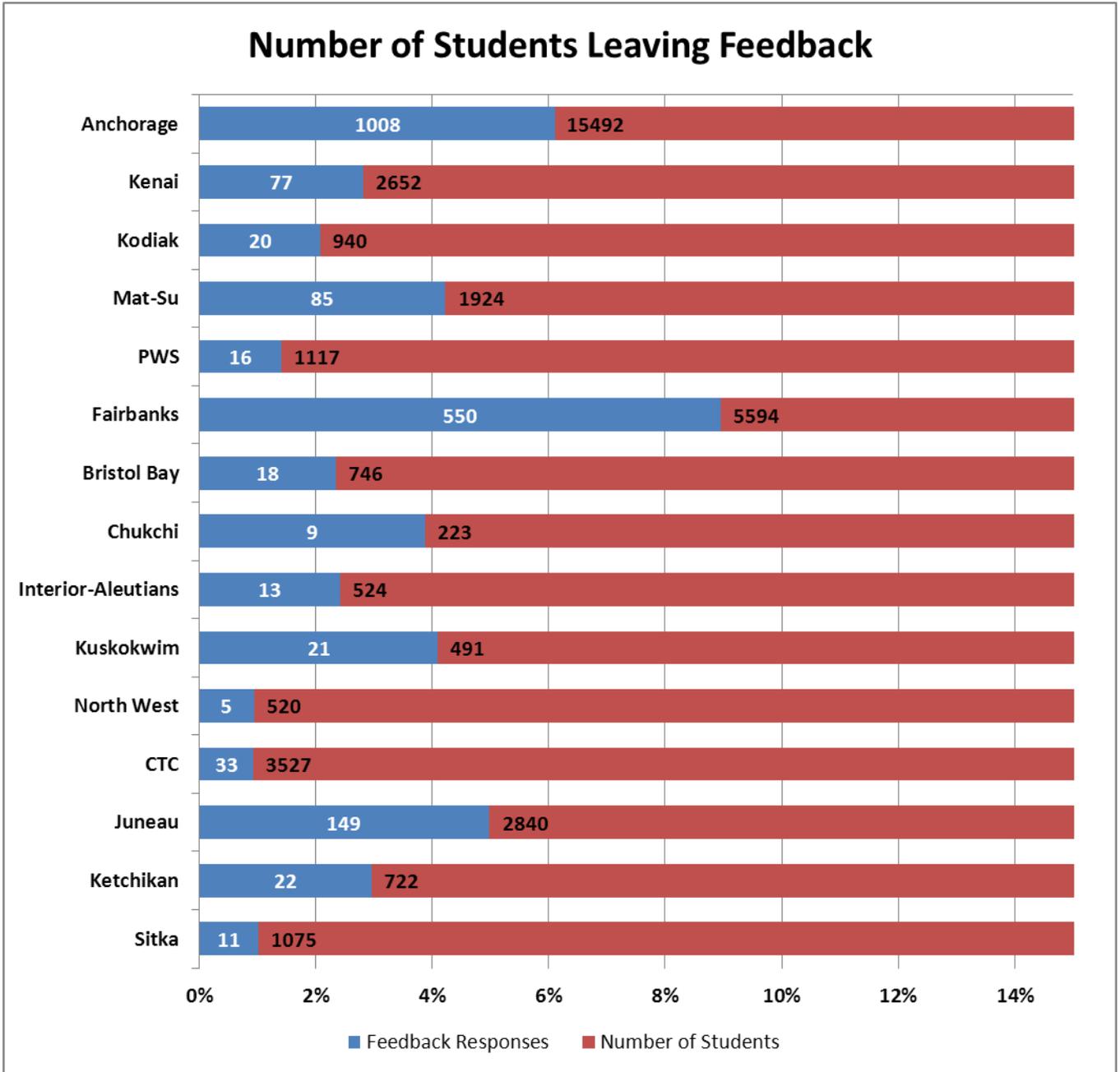
### Location of Feedback Responses

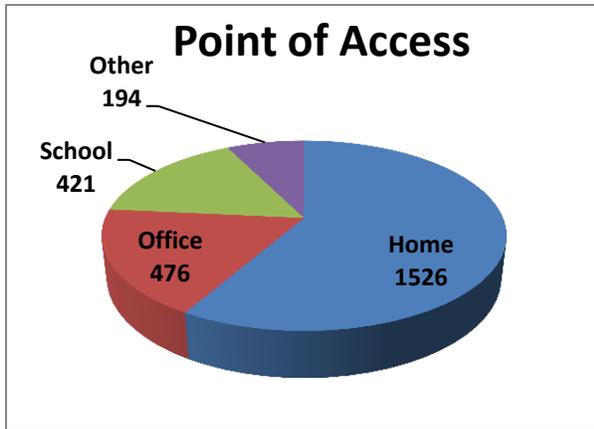
Last year 2,081 users completed the student survey. The graph below shows the distribution of users who responded across different UA campuses, with 48.4% from Anchorage, 26.4% from Fairbanks, 7.1% from Juneau, 9.4% from UAA community campuses, 6.6% from UAF community campuses, and 1.5% from UAS community campuses. The overall number of responses this year is down 7.4% from last year, including an increase in the number of responses from rural campuses by 0.6% 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 1-15%. Approximately 6% of Anchorage students, 9% of Fairbanks students, and 5% of Juneau students chose to leave feedback.





### Point of Access

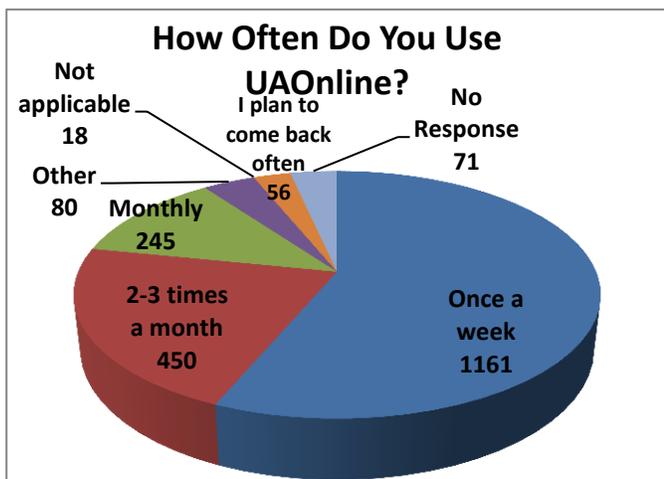
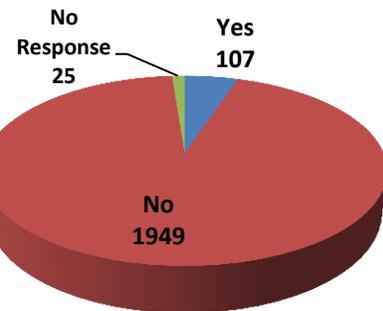
Most students (73.3%) preferred to access the service from home, with 22.8% of respondents using UAOnline from their office, which has moved up from third place since last year. 20.2% stated they accessed the service from school, and 9.3% said they accessed UAOnline from somewhere other than those places.

### First Visits

When asked if this was the user's first visit to UAOnline or if they had visited the site before, an overwhelming 93.6% of them indicated that they were repeat visitors to the service, which has increased 1.1% from last year. This means fewer than 5.1% of the respondents said that they not had previously used UAOnline.



### Is This Your First Visit?

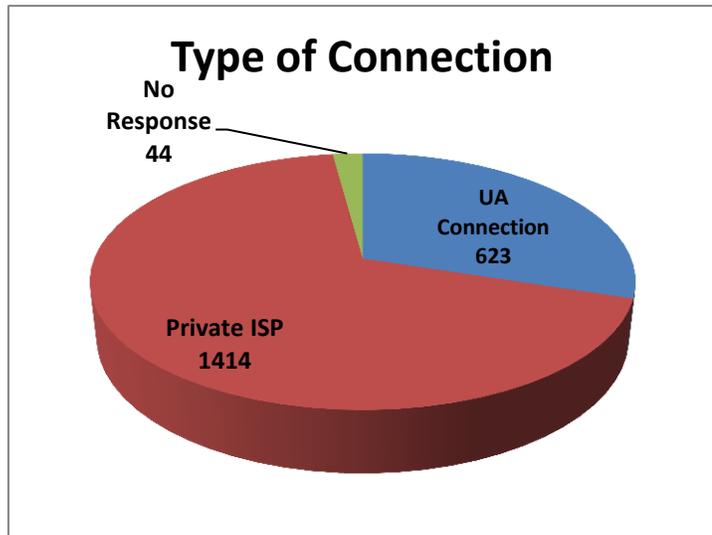


### Frequency of Visits

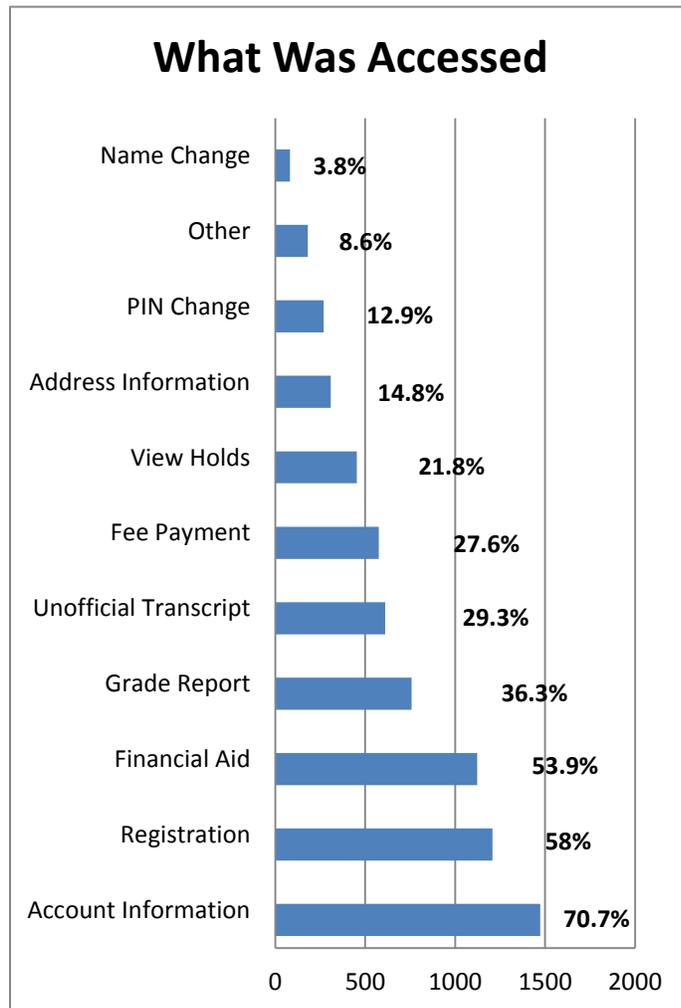
When asked how often students use UAOnline, 55.8% said they access the service once a week, and less than half (21.6%) said they access it 2-3 times a month. 11.7% stated they used it once a month, 2.7% stated they plan to use the service more often, .8% said N/A, and 3.4% gave no response.

### Type of Connection

When asked what type of connection they used to access UAOnline, the majority (67.9%) stated that they accessed the service through a private ISP, while 29.9% of respondents said they used a UA connection, 2.1% of survey takers declined to respond.



### What Was Accessed



### What Was Accessed

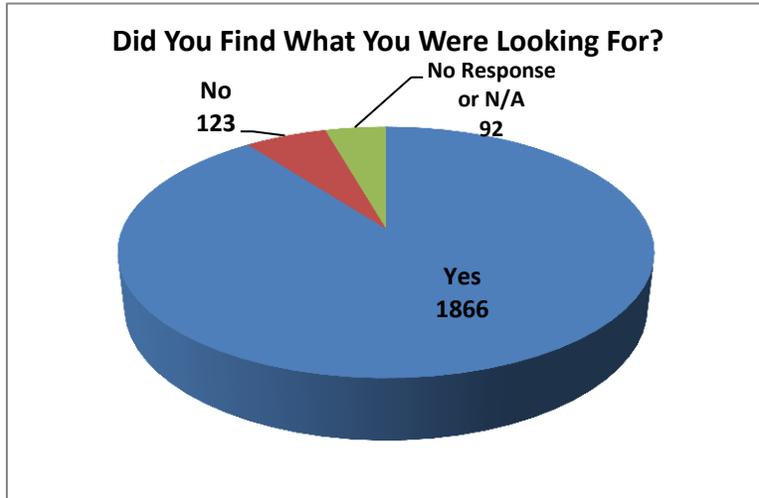
Throughout the survey period, the reported top-five most frequently visited areas of the site were:

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

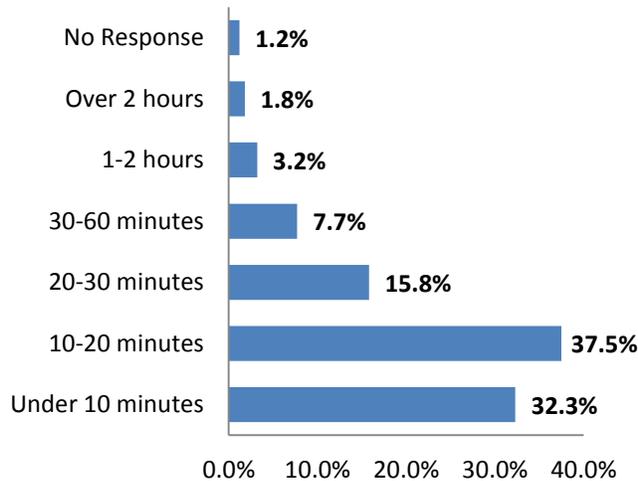
These results have not changes in popularity throughout previous years. Account Information is still the most accessed part of the website at 70.7%. This is followed up by Registration with approximately 58% of respondents using the service to register for classes, and approximately 54% checking Financial 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 (89.6%), and only 5.9% of respondents said they had been unable to find what they wanted. 4.4% of respondents either didn't respond or stated N/A.



**Amount of Time Spent**

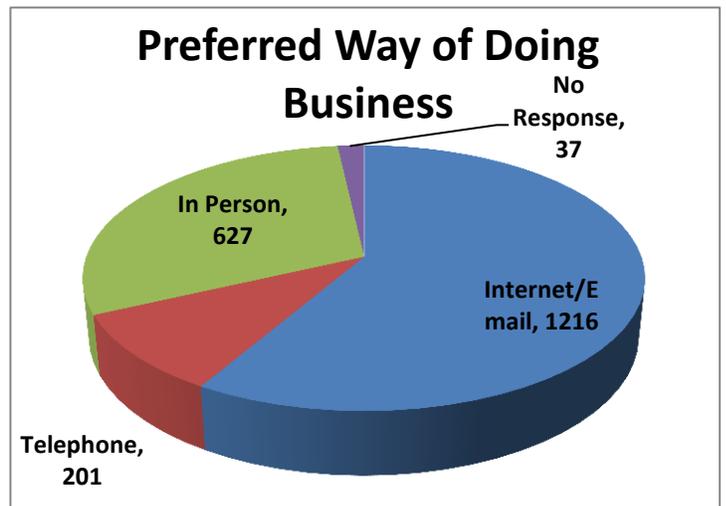


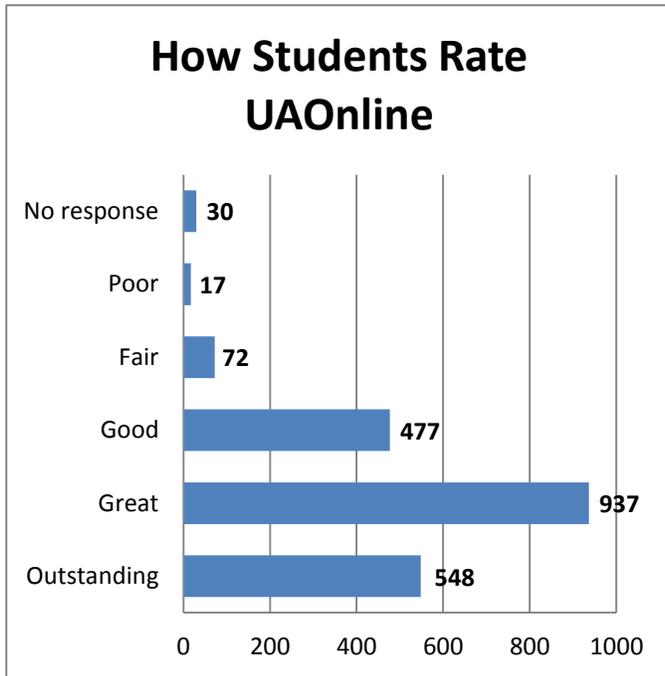
**Amount of Time Spent**

When asked how long users spent on UAOnline, over two-thirds stated they spent 20 minutes or less on the service. 32.3% took less than 10 minutes; 37.5% took 10-20 minutes; 15.8% took 20-30 minutes. 12.7% of respondents said it took them more than 30 minutes, and only 5% took over an hour. Approximately 1% 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 (58.4%) stated that they preferred doing it online. A significant number (30.1%) preferred to take care of their business in person, while 9.3% said they preferred to do so by phone. 1.7% of survey takers didn't respond.



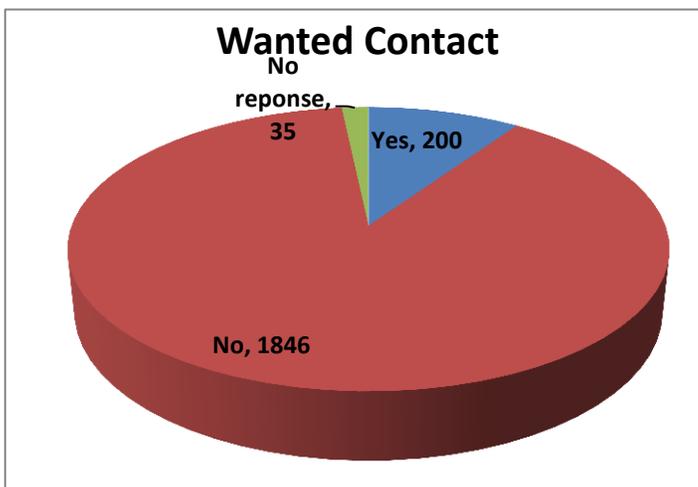
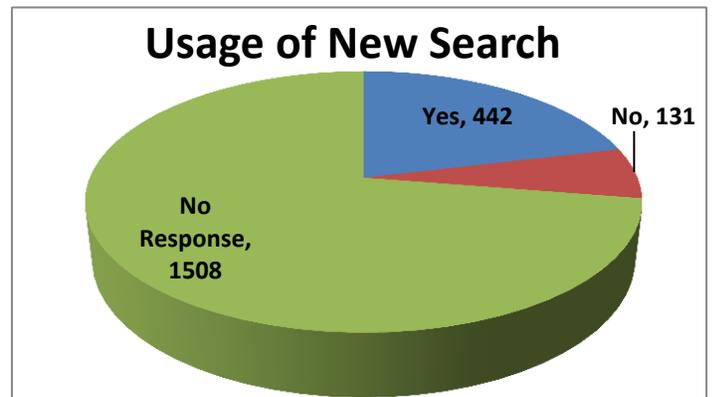


#### Rating the Service

When asked to rate UAOnline overall, 26.3% stated the site was ‘outstanding’, 45% indicated ‘great’, and 22.9% graded the site ‘good’. Similar to previous years, an overwhelming 94.2% of survey participants gave UAOnline positive ratings, up .6% from last year. 3.4% 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 2081 responses to this question 72.4% did not respond to the question. 21.2% stated they had used the new search, and 6.2% 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 (88.7%) responded that they did not need someone to contact them. 9.6% of respondents asked for someone to contact them, and 1.6% 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 previous years.

#### Classes and Registration

- (1)\*List of required books/materials for classes
- \*More detailed explanation of holds
- \*Links to class/teacher/syllabi information
- \*Printable class schedule
- \*Professor contact information
- Status of position on waitlist
- Student reviews of professors
- More specific course search
- Being able to view a class schedule while at the same time adding your courses
- More information about errors in registration

#### Financial Aid

- \*Financial aid disbursement dates
- \*More in-depth information about scholarships (dates, etc.)
- \*Ability to unaccept loans
- \*Online forms

#### Earning a Degree

- \*Ability to change majors/minors/degree seeking status online
- \*Advisor contact information
- \*Virtual advisor

#### Fee Payment

- \*Ability to add parking permits w/o 3<sup>rd</sup> party website
- \*Ability to set up payment plans w/o 3<sup>rd</sup> party website
- \*More detailed explanation of charges
- \*List of who to contact to clear individual account holds
- Fee payment deadline
- Being able to charge your books to your university account

#### Other Services

- (2)\*The ability to change personal email addresses
- (4)\*Housing and meal plan information
- \*Live chat (general & IT help)
- \*Site search functionality on UAOnline
- \*Checklists (new students, graduation, financial aid, registration, etc.)
- \*Campus map with class locations
- \*Campus paycard (Wolfcard, etc.) account information

- \*Improved course/site searching
- \*Status of various appeals/petitions
- \*Better overall site layout/navigation
- \*Veteran/military services (GI bill, VA info, etc.)
- \*Class standing
- \*Feedback about classes/professors
- \*Tutorials
- \*Test results (Accuplacer, ACT, SAT)
- Direct access between UAOnline, Blackboard, and email
- Emergency notifications sent to students' cellphone/text service
- Status for transfer

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
- \*Class schedules
- \*Staff directory
- \*Unofficial transcripts
- \*Waitlist status
- \*Official transcript ordering
- \*Electronic transcript ordering
- \*Fee payment deadlines
- \*Online book ordering
- \*Final exam schedule
- \*FAQs (financial aid, registration, etc.)
- \*Proof of enrollment
- \*Course descriptions
- \*Important deadlines
- List of credits and classes that have been completed

## 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?

- I really enjoyed the format of UAOnline, very easy access to a variety of different informational things. The process was very easy to follow and actually easier than the previous college I attended. The instructions were clear, and didn't have any problems. **(Prince William Sound)**
- All information was accurate, it was as simple as it could be I think and included all items I needed. **(Anchorage)**
- UA Online is very helpful. The process was easy to use. Instructions are pretty clear. **(Northwest Campus)**
- It was difficult getting a PIN that worked. However, once that was set up it has been a breeze to operate. All the instructions are very clear. **(Kodiak)**
- Sometimes it seems complicated, but then I expect it to be for all of the information I am able to access. The more I go there, the more comfortable I am with the system. I've gone there just to check on my status from time to time to make sure I am still in the system! It's very helpful and easy to use. **(Center for Distance Education)**
- I love using UAOnline. It gives me unlimited access to all of the things I would normally have to go through a third party for. It's like being your own personal advisor. And I love that I can add/drop classes online, without having to fill out a form and then wait etc. The process is really easy to use and the instructions are very very clear. Great student tool! **(Kenai Peninsula)**
- It's pretty straight forward and easy to use. I wish DegreeWorks could be opened at all three campuses at the same time for those students who have taken classes at each campus. **(Sitka)**
- After my first use of this site, it was very easy to understand and process. Navigating through it can be a little confusing when trying to find specific information, but all together, clear and very useful. **(Ketchikan)**
- It was easy to use; I would change so that new students can find things better like a side bar. **(Mat-Su College)**
- It takes a while to find what you are looking for. I feel like I have to click several links to get where I want to go. **(Bristol Bay)**
- Very informative, clear and easy to use! **(Chukchi)**
- The one thing I have a hard time finding is what books I need for my classes. That should be easier to find or attached to the scheduling part. **(Fairbanks)**
- UAOnline is very helpful when looking up grades. But for updating address information, it becomes confusing. **(Kuskokwim)**
- I like having the DegreeWorks especially, really puts the picture in your mind of what still needs to happen. The process of getting information is very easy and the instructions for using the site are very clearly written. **(Juneau)**

- I love UAOnline; it is easy to use and very understandable. Another thing is when you try to log in to your account and accidently type in your password wrong three times you get locked out of it until your make a call, which is time consuming. I think you should make a lock out for a certain period of time so the person can try to log in later without making a call. (**Anchorage**)
- It's not super visually pleasing and I have always thought the tabs/headings for the sections weren't very clear. (**Northwest Campus**)
- I like how there was a tutorial video on accepting my awards online. It made it a lot easier. (**Juneau**)
- I love it, I've been a student for many years and your website is easy to use with clear instructions. I really like DegreeWorks as it is nice to see progress of degree completion and the 'what if' option. (**Interior-Aleutians**)
- I was trying to change my major and there were no instructions on how to do so. (**Kodiak**)
- Yes, but I wish financial FAQ were posted in the personal access of where you see your totals and such. Such as when the money is due, and options to pay more clear. (**Kuskokwim**)
- Navigation links could be a little more obvious, but otherwise everything was good. (**Center for Distance Education**)
- Using UAOnline was great; I would personally do business with the University by telephone or internet/email. The Process was very easy the first time I used UAOnline, and the instructions were very helpful and clear. (**Kuskokwim**)
- Too many menus, information doesn't flow well. Too many links from menus with no description of what I'm looking at. The info is all there, it's just not easy to look at/access. (**Sitka**)
- Use to register and pay for classes. Still have a hard time figuring out the books and materials I need for the upcoming semester. (**Mat-Su College**)
- Please make it possible to update email addresses. You have my emails that I haven't used in years but cannot change or delete them. (**Community and Technical College**)
- At first it was confusing for not using an online registration but once I had an orientation and showed where to go I was able to search around and familiarize myself. (**Anchorage**)
- I like using this site, Being a mom and wife, I was able to get right on and take care of my business rapidly and get back to my family. (**Juneau**)
- The site was easy to use. I like the three different sections that organize the categories by type, example; financial aid, account info. (**Center for Distance Education**)
- I think the site is somewhat confusing and I feel sometimes that I get lost looking for things, but never really get anywhere. Some things are good, like the schedule search, but I don't feel like it is the best it could be. (**Bristol Bay**)
- Fairly easy to use! I wish all the instructors would provide information on their classes; however, I know this cannot always happen. I was also unable to find the financial balance for this semester. (**Mat-Su College**)

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

- It would be more convenient to be able to add classes when looking them up at the same time rather than having to use separate screens. (**Juneau**)
- Amazingly organized and easier for me to look up classes and look for some classes that I need to take. (**Anchorage**)
- Make navigating forward and backward between searches and pages easier, with retained searches or multi-class searches. (**Kenai Peninsula**)
- Finding the website was the most difficult. Still haven't been instructed on how to access my university e-mail account. Frustrating that my old university e-mail was disconnected without any notice once I stopped taking classes for an extended period of time. I had things linked to it that I can't undo without access to that account. (**Ketchikan**)
- Allow an option to search classes through Course Numbers, and show schedule. (**Fairbanks**)
- I would like to be able to view distance classes online. (**Bristol Bay**)
- The class schedule search is dependable and is a fast way to search for classes you want. It's handy because you don't have to set up so many visits with your advisor, which can take hours. There are about 9,000 students and imagine how long it would take without class schedule searches online. (**Kuskokwim**)
- Suggest adding wait lists to on-line courses to aid with getting a slot as people change and drop classes. (**Mat-Su**)
- Works better than it used to and brought up what I was looking for. (**Northwest Campus**)
- I really like that it gives such a detailed search. It's very helpful! (**Prince William Sound**)
- Little trying to try and get around, but once you figure it out, easy to maneuver. (**Sitka**)
- It was very useful but it would be easier if you didn't have to look through a full page of classes to find the one you're looking for. (**Fairbanks**)
- It was great because it was easy to access. (**Bristol Bay**)
- Whenever I chose location as "UAA - MAIN CAMPUS", some classes were actually located in Elmendorf Air Force Base, Eagle River, and Chugiak High School, and that caused some confusion in signing up for classes. (**Anchorage**)
- Very easy to use! (**Kenai Peninsula**)
- I like the way UAOnline is set up. I like that you can view many different subjects at once, I like that the class time and day is listed clearly and all the information you need is there and labeled. (**Juneau**)
- It was a little confusing at first. The overall program is fantastic and it is much easier than having to go see a counselor to look that information up for you. But I don't much care for how care sensitive it is. If you enter one number or letter wrong the search engine doesn't recognize it. I think this class search would be more affective if when you typed something in wrong it still came up with information similar to what you were searching. This would give you the opportunity to still find what you are looking for without having to start from the main screen. (**Mat-Su**)
- Very straight forward and easy to use. Good job. (**Kenai Peninsula**)

## **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 online 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 3% of the students at each community campus provide feedback, and only about 10% of the students from the UA system as a whole. One possible way to improve that percentage 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 suggest that students new to UAOnline are possibly receiving minimal instructions/training/orientation to the service. UAOnline 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.

# **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
- 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

<b>Total Responses</b> 2081
--------------------------------

<b>Where are the Responses From?</b>			
	Campus	Total Responses	% of Responses
	Anchorage Campus	1008	48.4%
UAA	Kenai Peninsula College	77	3.7%
	Kodiak College	20	1.0%
	Mat-Su College	85	4.1%
	PWS College	16	1.0%
	Fairbanks Campus	550	26.4%
	Center for Distance Education	44	2.1%
	Bristol Bay Campus	18	1.0%
	Chukchi Campus	9	1.0%
UAF	Interior-Aleutians Campus	13	1.0%
	Kuskokwim Campus	21	1.0%
	Northwest Campus	5	1.0%
	Community & Technical College	33	1.5%
	Juneau Campus	149	7.1%
UAS	Ketchikan Campus	22	1.0%
	Sitka Campus	11	1.0%

<b>*Where did you access UAOnline From?</b>			
Home	Office	School	Other
1526	476	421	194
73.3%	22.8%	20.2%	9.3%

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

<b>Is this your first visit to UAOnline?</b>		
	Responses	% of Responses
Yes	107	5.1%
No	1949	93.6%
No Response	25	1.2%

<b>How often have you visited our site?</b>		
	Responses	% of Responses
Once a week	1161	55.8%
2-3 times a month	450	21.6%
Monthly	245	11.7%
Other	80	3.8%
Not applicable	18	<1%
I plan to come back	56	2.7%
No Response	71	3.4%

<b>How did you connect to UAOnline?</b>		
UA Connection	623	29.9%
Private ISP	1414	67.9%
No Response	44	2.1%

<b>*What did you Access?</b>					
Registration	Grade Report	Unofficial Transcript	Account Information	Address Information	View Holds
1207	757	610	1473	308	454
58%	36.3%	29.3%	70.7%	14.8%	21.8%
PIN Change	Name Change	Financial Aid	Fee Payment	Other	
270	81	1123	576	180	
12.9%	3.8%	53.9%	27.6%	8.6%	

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

<b>Did you successfully access what you were looking for?</b>		
	Responses	% of Responses
Yes	1866	89.6%
No	123	5.9%
No Response or N/A	92	4.4%

<b>How much time did you spend?</b>		
	Responses	% of Responses
Under 10 minutes	674	32.3%
10-20 minutes	782	37.5%
20-30 minutes	329	15.8%
30-60 minutes	162	7.7%
1-2 hours	68	3.2%
Over 2 hours	39	1.8%
No Response	27	1.2%

<b>How do you prefer to do business with the University?</b>		
	Response	% of Responses
Internet/Email	1216	58.4%
Telephone	201	9.6%
In Person	627	30.1%
No Response	37	1.7%

<b>How would you rate our site?</b>		
	Responses	% of Responses
Outstanding	548	26.3%
Great	937	45%
Good	477	22.9%
Fair	72	3.4%
Poor	17	<1%
No response	30	1.4%

<b>Have you used the new UAOnline Class Schedule Search?</b>		
	Responses	% of Responses
Yes	442	21.2%
No	131	6.2%
No Response	1508	72.4%

<b>Would you like us to contact you regarding your feedback comment?</b>		
	Responses	% of Responses
Yes	200	9.6%
No	1846	88.7%
No response	35	1.6%

## 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.

<b>Email Address</b>			
**Non-Duplicate Addresses	No Response	Duplicate Addresses	Total Overall Replies
1815	14	252	2081
87.2%	<1%	12.1%	100%

<b>Name</b>			
**Non-Duplicate Names	No Response	Duplicate Names	Total Overall Replies
1764	35	282	2081
84.7%	1.6%	13.5%	100%

<b>ID Number</b>			
**Non-Duplicate ID Numbers	No Reponse	Duplicate ID Numbers	Total Overall Replies
1675	116	290	2081
80.4%	5.5%	13.9%	100%