

UAOnline Customer Feedback Report

Prepared for:

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Student Services & Enrollment Management

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II. Statistical Information from Survey Questions

Last year 2,403 users completed the student survey. Responses to the survey have

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

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

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

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

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

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.

How did you connect to UAOnline?

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