UAOnline Customer Feedback Report

Prepared for:

University of Alaska Statewide

Student Services & Enrollment Management

July 2009

Written by: Audrey Shannon

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)

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),