# UAOnline Customer Feedback Report

Prepared for:

University of Alaska Statewide

Student Services & Enrollment Management

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# I.        Overview of UAOnline

"Easy to use," "user friendly" and "eliminates the need to stand in lines" are all common sentiments from students who use UAOnline.  UAOnline is accessible 24-hours a day, and is an internet resource that allows students to access their academic information and student services at the click of a button.  Since its inception, UAOnline has been gaining student recognition as a must-have service that is indispensable to the education process.   According to one student, UAOnline is "a great resource because it allows students to take charge of their educational experience.  With the click of a mouse I am able to check my grades, financial aid awards, account balances, course schedule, request a transcript and register for classes."  The services available to students through UAOnline are constantly expanding, thanks to student feedback.

On the site, there is a feedback survey that has seen response rates improve substantially in recent years. The survey has 18 questions, most of which are answered by clicking on one of the multiple choice responses.  After its introduction, the feedback survey got a negligible number of responses per year, but last year there were over 4800 responses.  Some reasons for this increase are the opportunity to win free University of Alaska clothing, the increased use of UAOnline by students and the fact that there are now multiple access points for taking the survey.  It is the data from this survey that this report will focus on.

## II. Statistical Information from Survey Questions

The overwhelming majority of feedback is positive. Students frequently remarked that UAOnline "saved them time" in their busy schedules. According to one student's response, "I love using UAOnline, especially for registration and fee payment! This site helps to facilitate nearly every non-academic transaction that I have with the University, and has saved me numerous hours waiting in lines for things that can be taken care of in ten minutes online. Thank you!" A single parent respondent also had praise for the site, "this is just what I needed!!! I am a single parent, full time worker and soon to be a full time student."

There were a total of 4813 electronic responses to the survey from July 1, 2003 to June 30, 2004. Out of these responses, 54.7% were from UAA, 28.6% were from UAF, and 5.5% were from UAS.

| Where are the Responses From? | | |
|---|---|---|
| | | |
| **Campus** | **Total Responses** | **% of Responses** |
| Anchorage Campus | 2631 | 54.7% |
| Fairbanks Campus | 1377 | 28.6% |
| Juneau Campus | 263 | 5.5% |
| Mat-Su College | 154 | 3.2% |
| Remaining UA Campuses | 388 | 8.0% |
| Total | 4813 | 100% |

their information.  As one student wrote "easy to use and follow.  Each link worked appropriately and did not give me accessing errors.  Very efficient and useful for incoming and prospective students unfamiliar with UA."

Internet and email were the preferred methods of doing business with the University as reported by 59.8% of the students who responded.  Person to person communication was preferred by 30.2% as indicated by the responses.

**A concrete example of student opinion of this site is that 93.1% of the students who responded to this survey reported that they found their experience with UAOnline to be positive (outstanding, great, or good)**.  Only 3% found their experience fair and a little over 1% had a poor experience with the site.  This fits in with the sentiments of the respondent who wrote "the instructions were very clear which enabled me to navigate the site with ease.  It was a non-stressful, non-intimidating experience."

Since UAOnline provides a high profile forum to query a large volume of students about their opinions on potential online services, some banking questions were also included in the survey.  The questions focused on evaluating the student's level of interest in the ability to receive financial aid refunds via direct deposit or a Visa/MasterCard cash card.   It was reported that 58% of the students found the ability to receive refunds via direct deposit would be somewhat important to very important.  For comparison, only 24% reported that they would rate the ability

# III.  Student Remarks

## Classes and Registration

Some of the requested additions or changes to class related issues were:

- Information about cancelled classes
- A worksheet available to plan out classes before registering
- A calendar showing when Seniors, Juniors, Sophomores, Freshman, Non-Degree seeking students can register
- A direct link to each University's bookstore after you've completed your registration
- Information about professors, for example what other classes they are teaching, or what their previous evaluation scores were
- Less restrictive system that will allow you to sign up for classes that are within minutes of each other, or may overla

### Earning a Degree

Degree related issues were:

- A suggested course schedule for specific majors
- A request to put the student's name on their unofficial transcript
- Information about how to change/add major(s) or minor(s)

### Fee Payment

Issues relating to fee payment were:

- The ability to pay parking violations online
- More complete directions and help for housing and dining costs
- Explanations of what the fees are and what they are for
- Estimated total costs for the next semester based on 12 or 15 credits, on or off campus, in-state or out-of-state, meal plan options or no meal plan, etc.

### University Forms

Issues that relate to forms needing to be filled out:

- A copy of the tuition waiver form should be available
- A form that shows proof of registration that students can give to outside sources who need the information, for example, insurance companies or scholarship organizations
- Make it so that you can fill out the forms online and email them instead of having to print and then mail the forms
- The status of an admission application
- The status of a graduation application
- Have a graduation application online
- Since most if not all forms for the MAU's are or should be available for downloading, there should be links to these forms in their appropriate sections, for example, the transcript section should have a link for a transcript request form, the

registration section should have links for those forms appropriate to

Registration/Enrollment

## IV. <u>Summary</u>

Overall, UAOnline is a very useful and effective resource. Over 90% of the students who have used the site found their experience to be positive. A majority of students prefer to do business with the University by the Internet or Email. Student comments were filled with thanks and compliments about the usability of the site. Student recommendations for improvements focused on including more services. Most importantly, students are happy with the service they receive and have bookmarked UAOnline as an integral tool that will make their college experience less complicated and more enjoyable!

# Appendices
## A-D

# Appendix A        <u>Example of UAOnline Survey</u>

**<u>General Questions</u>**

**Your Name**     (text entry)

**E-mail**       (text entry)

**Campus**      (Drop down menu)

**Where did you access UAOnline from?**    Home, Office, School, Other

**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

# **Appendix B**        <u>**UAOnline Feedback Data Report**</u>

| Total Responses |
|:---|
| **4813** |

| Where are the Responses From? | | |
|:---|:---:|:---:|
| | | |
| Campus | Total Responses | % of Responses |
| Anchorage Campus | 2631 | 54.67% |
| Kenai Peninsula College | 95 | 1.97% |
| Kodiak College | 21 | 0.44% |
| Mat-Su College | 154 | 3.20% |

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

| How often have you visited our site? | | |
|---|---|---|
| | **Responses** | **% of Responses** |
| Once a week | 1827 | 37.96% |
| 2-3 times a month | 1307 | 27.16% |
| Monthly | 889 | 18.47% |
| Other | 288 | 5.98% |
| Not applicable | 50 | 1.03% |
| I plan to come back often | 166 | 3.44% |
| No Response | 287 | 5.96% |

| How did you connect to UAOnline? | | |
|---|---|---|
| | **Responses** | **% of Responses** |
| UA Connection | 1548 | 32.16% |
| Private ISP | 3135 | 65.14% |
| No Response | 130 | 2.70% |

**\*What did you Access?**

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

| Registration | Grade Report | Unofficial Transcript | Account Info | PIN Change |
|---|---|---|---|---|
| 3330 | 2210 | 2073 | 2868 | 692 |
| 69.19% | 45.92% | 43.07% | 59.59% | 14.38% |

| Holds | Name Change | Address Information | Financial Aid |
|---|---|---|---|
| 987 | 199 | 627 | 1970 |
| 20.51% | 4.13% | 13.03% | 40.93% |

| Were you able to successfully Print? | | |
|---|---|---|
| | **Responses** | **% of Responses** |
| Yes | 3663 | 76.10% |
| No | 662 | 13.75% |
| No response | 489 | 10.15% |

| How much time did you spend? | | |
|---|---|---|
| | **Responses** | **% of Responses** |
| Under 10 minutes | 2115 | 43.94% |
| 10-20 minutes | 1639 | 34.05% |
| 20-30 minutes | 576 | 11.97% |
| 30-60 minutes | 217 | 4.51% |
| 1-2  hours | 78 | 1.62% |
| Over 2 hours | 52 | 1.08% |
| No Response | 136 | 2.83% |

| How do you prefer to do business with the University? | | |
|---|---|---|
| | **Responses** | **% of Responses** |
| Internet/Email | 2877 | 59.78% |
| Telephone | 359 | 7.46% |
| In person | 1454 | 30.21% |
| No Response | 123 | 2.55% |

| How would you rate our site? | | |
|---|---|---|
| | **Responses** | **% of Responses** |
| Outstanding | 1055 | 21.92% |
| Great | 2365 | 49.14% |
| Good | 1063 | 22.09% |
| Fair | 147 | 3.05% |
| Poor | 57 | 1.18% |
| No Response | 126 | 2.62% |

# Appendix C                    Responses to Bank Questions

| Total Responses on Bank Questions |
|---|
| 1487 |

| The ability to receive your refunds via direct deposit would be: | | |
|---|---|---|
| | **Responses** | **% of Responses** |
| Not Important | 94 | 6.32% |
| Somewhat Unimportant | 29 | 1.95% |
| Neutral | 233 | 15.67% |
| Somewhat Important | 273 | 18.36% |
| Very Important | 589 | 39.61% |
| Not Applicable | 177 | 11.90% |
| No Response | 92 | 6.19% |

| The ability to receive your refunds via pay card would be: | | |
|---|---|---|
| | **Responses** | **% of Responses** |
| Not Important | 328 | 22.06% |
| Somewhat Unimportant | 69 | 4.64% |
| Neutral | 447 | 30.06% |
| Somewhat Important | 195 | 13.11% |
| Very Important | 162 | 10.89% |
| Not Applicable | 197 | 13.25% |
| No Response | 89 | 5.99% |

| How long have you been at your current bank? | | |
|---|---|---|
| | **Responses** | **% of Responses** |
| 2004 | 66 | 4.44% |
| 2003 | 177 | 11.90% |
| 2002 | 152 | 10.22% |
| 2001 | 117 | 7.87% |
| Prior to 2001 | 867 | 58.31% |
| No Response | 108 | 7.26% |