

# **UAOnline Customer Feedback Report**

Prepared for:

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## **I. Overview of UAOnline**

UAOnline, introduced in 2000, is a University tool used by students from every college campus throughout Alaska. UAOnline provides a wide variety of services for future students, current students, and employees. For example, prospective students can apply to any of the UA campuses, current students can check their account information, financial aid status, grades, and registration and employees can stay up to date on all their job information about their employment.

I really appreciate the ability to work with UA online. I find that it makes my life as a student so much easier to balance with that of my family life. I am currently taking all of my coursework online for the convenience and practicality. UA online saves me money and time, both of which are very important to me! The process is easy to use and understand. The online support is excellent as well. There is a very friendly knowledgeable staff ready to answer all of my questions and assist me in any way they can! I m very happy with UA Online. (Juneau Campus Student).

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.

Within the past year, the UAOnline student feedback survey received over 2,100 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

Last year 2,136 users completed the student survey. The majority of the responses have been positive, with students leaving a wide variety of comments ranging from thanks for the site design and convenience to suggestions for improvement to requests for assistance.

This section of the report will focus on the statistical aspect of the survey, including student location, UAOnline access, services used, time and frequency of site usage, and overall site rating.

<u>Where are the Responses From?</u>				
	2009-2010	2009-2010	2008-2009	2008-2009
<u>Campus</u>	<u>Total Responses</u>	<u>% of Responses</u>	<u>Total Responses</u>	<u>% of Responses</u>
Anchorage Campus	1187	55.6%	1254	53.8%
Fairbanks Campus	465			

The table above shows the distribution of users who responded across different UA campuses, with 55.6% from Anchorage, 21.8% from Fairbanks, 5.6% from Juneau, 4.5% from Mat-Su, 0.5% from the Interior-Aleutians campus, 3.5% from Kenai Peninsula, and the remaining 8.5% from other campuses. The overall number of responses this year is down 8.3% from last year, including a drop in the number of responses from rural campuses by 0.8% of the total responses.

Most students (72.1%) preferred to access the service from home, with 21.3% of respondents using UAOnline from school. With the University of Alaska dedicated to providing education and service to all students over the state, it is crucial to have functionality that can be accessed at any time, unrestricted by student schedules and location. UAOnline aids in achieving that goal, allowing users the freedom to access important information and services from wherever the need be. As one student states, It was easy to use after I spent a little bit time with it. I can get pretty much all the information I need and I was able to do all my student loan information, etc. It is a great help so you don t have to run to the school every time you need to change something or you have questions. UAOnline can help with a lot! (Mat-Su campus student)

UAOnline makes everything easier. I can access my grades, account, and many other things from just about anywhere. As long as I can get online, I can do everything I need to do. The website is very easy to use. It looks professional, but there are no confusing graphics or links. Having every site listed under categories on one screen makes this so useful and simple. (Ketchikan campus student)

When asked if this was their first visit to UAOnline or if they had visited the site before, an overwhelming 92.1% 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.

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 69.3%. This is followed up by Registration with approximately 56.7% of respondents using the service to register for classes. As one student stated, "UAOnline makes it really easy to see what I need. What my grades are. My fees that I need to pay. And it is all really easy. I don't have to do any fancy stuff. (Kodiak campus student)"

Several other important statistics attest to the success of UAOnline. For example, 55.9% of respondents prefer to do business with UA via internet or email. Also, over 68% 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 over 85% needing less than 30 minutes. Furthermore, over 86% reported successfully being able to access and print the information they were looking for. This statistic suggests that the information students are looking to access while on the site is readily available to them and easy to find without users feeling like using the service is a hassle. One survey had the following comment: "I like it a lot, because it is easy and not complicated at all, since I am Hispanic"



### **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. Responses marked with an asterisk (\*) are requests that are the same as requests from surveys from previous years.

#### **Classes and Registration**

- More accurate descriptions of building codes
- \*List of required books for classes
- \*Checklist for registration process
-



### **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.)
- In-state tuition forms
- Complaint forms

### **Other Services**

- \*The ability to change personal email addresses
- Search functionality on UAOnline
- Tutorials
- School function voting (elections, concert board, etc.)
- Checklists (new students, graduation, financial aid, registration, etc.)
- Campus maps
- \* Bear bucks/wolf bucks/munch money account information
- Tab for international student services
- Access to high school transcripts
- \*Housing and meal plan information
- \*Live help chat
- Status of transcripts being received by UA
- More detailed calendar functionality
- \*Larger font on web pages
- \*Improved course/site searching
- \*Status of various appeals
- Placement test results
- \*Better overall site layout/navigation





#### **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 remained the large majority of responses. 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 also be noted that with fewer responses comes fewer suggestions for improvement, necessary to keep UAOnline a viable and relevant tool for students. Overall sentiments about the service can be summed up by the comment from one user, I find it easy to use for both my student information and for my advisor information. It is laid out in a logical manner and most things are easy to find! (Bristol Bay campus student) And as stated by another student, So far I find that the assistance and layout for UAOnline is exceptional. After registering on the wait list for a full class, I even received a call from the office informing me of a new section with the add code and everything. By far the most outstanding service I have received from all of my college and university experience. (Prince William Sound 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), 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

**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-

## Appendix B

## UAOnline Feedback Data Report

<u>Total Responses</u>
2136

Where are the Responses From?

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

<u>How did you connect to UAOnline ?</u>		
	<u>Responses</u>	<u>% of Responses</u>
UA Connection	594	27.8%
Private ISP	1509	70.6%
No Response	33	1.6%

\*What did you Access?

\* Will not add to 100%;





## 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.

<u>Email Address</u>	<u>No</u>	<u>Duplicate Addresses</u>	<u>Total Overall</u>
<u>**Non-Duplicate</u>	<u>Response</u>		<u>Replies</u>
<u>Addresses</u>			