Administrative Process Improvement Web Service Team
E-Mail Invitation distributed 8/26/2002 to approximately 30 students.

Students:

You are being invited to participate in a Web Focus Group, which is scheduled for Tuesday, September 10th from 4:00 pm to 6:00 pm. in Room 363 Student Center. Pizza and sodas will be served. This focus group has been established at the request of the Administrative Process Improvement Team that is reviewing current processes at the University. For more information about this process review please feel free to view website: http://www.uky.edu/Redtape/

This focus group has been convened to obtain feedback from each of you regarding the University of Kentucky web sites from your perspective as a student. Stephanie Perry from the Medical Center Performance Improvement Office will facilitate this focus group. For help in preparing for this focus group the team asks that you consider the questions listed below prior to your meeting on September 10th.

If you have any questions, need any additional information, please let me know. Thank you in advance for your insights that will prove valuable to the work of this process review team.

Please reply to this message with a "yes" or "no" that you will attend the focus group on September 10th from 4-6 p.m.

FOCUS GROUP QUESTIONS

1. What suggestions do you have for improving the UK web pages? What are the strengths of the current student web pages that we do not want to lose?

2. What complaints do you have about the University's student web pages?

3. What special features should be considered that are not currently available on the existing web pages?

4. What is important for UK to include in the web pages to insure that all student (current and prospective) needs for information are met?

5. How could the University better integrate information and services for "prospective" and "current" students -- e.g. academic, housing, and financial? And, how could we better communicate that integration effectively on the web?
I. Opening Introductions

II. Discussion

1) A. What suggestions do you have for improving the UK web pages?
   1. Provide “WebUK” as a link with its own button at the bottom of the www.uky.edu screen. Place it in close proximity to the “U-Connect” tab. This separate front-page navigation is used hundreds of times by each student to access their financial aid, grades, and to update demographics.
   2. We want an ability to register for classes on-line. The VIP phone system doesn’t work well during peak periods – receives too many busy tones – UK should upgrade or add lines to the VIP phone system.
   3. Inform and educate students about Internet security and need to safeguard their ID’s and passwords. One student experienced theft identity.
   4. Under the “Current student tab” there are far too many links (about 30). Many of the descriptors don’t translate to a meaningful description for students. UK has used “university jargon.” – e.g. residence life versus on-campus housing. Suggest you avoid University jargon.
   5. UK Search engine is not good. Key words don’t work. Searches – pull up weird stuff – especially the “name” search. There is a lack of consistent information. Reorganize the search page to operate like Google, Yahoo or Ask Jeeves (Simple) with only one window. Offer less menu selection; fewer blanks to fill in, and less links on front. Create some “HOW DO I?” frequently asked questions and answers.
   6. Doesn’t like the Registrar’s site; very cluttered; too many links; Why do you have to click on “red GO button” after you’re at the site? You know you’re in trouble when you have instructions on “How to Use This Site” listed at the top of the site.
   7. On the Registrar’s site, does like information breakout by semester (e.g. Fall 02, 03.
   8. Improve location of calendar. We can’t find calendars easily (e.g. Athletic calendar, Academic calendar, Events calendar).
   9. How much it costs to attend UK is buried. Tuition rates are difficult to locate. One student ended up calling UK telephone operator to get cost information.
   10. Display larger screen upfront (not small box). (Don’t emulate Penn State or Michigan State). Should we look at U. Michigan layout?
   11. Suggestion: Why not get a class of students to examine and submit content and/or designs for a web site? (Possible contacts include faculty members Mike Aiken or John Clark).

B. What are the strengths of the current student web pages that we do not want to lose?
   12. Highlights of UK News
   13. Library site is good (all but 1 student)
   14. Likes navigation bar at top
   15. U-Connect Tab
   16. Applying for parking permits on the web. And, paying parking fines on the parking web site.
   17. 360° view; web camera
   18. Memorial Hall graphic

2) What complaints do you have about the University’s student web pages?
   1. Site index key work only works if you know UK jargon.
   2. Need to add ‘searchable’ list of staff/faculty for each department.
   3. No ability to “ask the expert” when you don’t know who to send an email.
4. Directory information is difficult to locate. Should add a “people” search box.
5. Content is not consistently updated. The ‘last-updated’ information on the bottom of the screen should at least be refreshed every 6 months or once a year. Otherwise, students start calling to make sure they have accurate information.
6. Course catalog – schedule of classes is 2 days behind. Information not timely.
7. Interactive map is good but often has quirks.
8. Computer Science Web Page is horrible (1 frame takes up too much space). They should also add UK Connect link tab to their web site.
9. Question: Would it be easier to navigate if web template standards were consistently applied across all academic departments? Answer: Yes. But, if a current student learns the navigation system on the department, they can usually find the information they need. Most students don’t change majors too often.
10. Likes Political Science departmental site; especially having a faculty photo.
11. Too difficult for prospective students to get a College Bulletin. Why doesn’t the University put the bulletin up in a .pdf file? Also, why doesn’t the Registrar provide a .pdf archive file of the old bulletins? (E.g. link that says “bulletins; then 2002; 2001, 2000, etc.). You know you graduate based on the course requirements listed in “bulletin” when you enrolled. UK should try to make it easier to access those requirements.
12. Change “UK Today” tab to provide ability to bookmark topic w/description.
13. Add new materials to TRADITIONS. Same information has been there a long time.
14. Provide a link to the “UK Fight Song” and Alma Mater.
15. Take off inauguration address – We LOVE Dr. Todd, but the address should not be on the front of the web page 6 months after the event.
16. Please add off-campus frequently used phone numbers (e.g. Kennedy Bookstore, Johnny Print, Restaurant reservations).
17. When click on web – UK – then “GO” take directly to authentication page.
18. Some professors have course syllabi up that is too old (e.g. a course that was taught 5 years ago).
19. Reformat the SGA site containing the Student Evaluation of Teachers. Now you have to Click by year, by course, then by faculty member. Make the data searchable – especially by faculty member.

3) What special features should be considered that are not currently available on the existing web pages?

1. Provide a way to wait list for classes you can’t get into.
2. Send an email “alert” that a course has space available. Why does your registration window close?
3. Establish “add to cart” feature for registration of courses.
4. Provide an on-line ticket lottery for basketball games. Avoid the lines...
5. Publish food service menus daily on the UK Cuisine pages (e.g. rotation menus, especially interested in Ovid’s since they have great choices)
6. Need campus bus schedule on the web that is printable. Students can ride free...they just don’t when and where for the bus routes.
7. Housing application not available on-line (put it up as .pdf file).
8. Why is there a $25 charge to pay by credit card? Freshmen don’t get charged to pay by credit card–why?
9. Previously got $5 on the Plus card to use laser printer. Why did it go away?
10. Under “webUK” provide checklist for student to check off for USPS requirements. Put in same place as transcript.

4) What is important for UK to include in the web pages to insure that all student (current and prospective) needs for information are met?

1. Add an event calendar (Kernel events, Bookstore events)
2. For prospective students – add information about clubs & activities. The student center has a site that is far too difficult to find. E.g. http://www.uky.edu/StudentCenter/StudentOrganizations/
3. Need to add listing of advisors by major with email and appointment sheet. Note: you must get “advisor holds” removed before every term. Sometimes the advisors forget to change the flag from Y to N. Would like to be able to view status for registration in SIS (“Y” or “N”).
4. Add “floating banner” or global message to front login screen of “U-Connect” for key dates. Examples: Priority registration date for Junior’s begins October 15...
5. Create “Personalized Portal” (not using SS#)
6. Registrar should publicize procedures for getting student ID that is not SS#. We think international students get a student ID that is not a social security number.
7. Look at Blackboard site at UL. The UL students can find out grades on-line; at any point.

5) How could the University better integrate information and services for “prospective” and “current” students – e.g. academic, housing, or financial? And how could we better communicate that integration effectively on the web?

1. Need to combine or create links between websites for ResLife and Housing. I need to get a light bulb replaced who do I call? “Housing Fix-it.” Another example of UK Jargon.
2. Students have little input for Residence Hall improvements. Money is in various pools. Lot’s of ‘red-tape’ to get anything done. Students give up. Need to better explain separation of duties between ResLife and Housing.
3. “Resnet” – 1 long cord, 1 short cord, neither reach @ Haggin; This is a big problem with laptops, especially when you want to sit on your bed to do your web-searches; UK should provide two 10 foot cords.
4. Create consistent web pages – set up same; eye is trained; no guessing; “template” structure
5. Surf web site to find scholarships is problem – put up one site with all the scholarships.
6. Financial aid turns off plus accounts without notifying students when their “aid” hasn’t arrived. Please send email to notify when ID turned off (e.g. form letter); When you find out in-line @ food service with food on your tray and no way to pay, this is not good.
7. Multiple email (update addresses – SIS)
8. Takes way too long for UK phonebook to come out. Last year didn’t get until January. Can it be searchable on the web?
9. Establish “floater banner” reminders
10. Create a “discussion list or chat room” for different dorms
11. Consider providing IM “Instant Messaging”
12. Send this web-committee to a local high school. Establish a “pilot group” with several prospective students and get their feedback on information provided for them on the UK web site. Provide answers to questions like “What is the status of my _____? (Fill-in blank examples include housing application, admissions application, financial aid)
13. Getting an email broadcast from President Todd and/or Provost is good. Don’t stop this. We like to hear from Dr. Todd.
14. Create a tab for listserv management that shows you how to “unsubscribe.” Everybody loses the instructions that get sent when you ‘subscribe.’
15. Create an “Experts Go To” directory
16. Create tutorial for how to use library web pages.
17. Talk to more students who attend UK on a regular basis! Bring a computer and projector so that you can go to the actual sites when the student group is explaining the problem. Could come to UK-101 course.
18. Keep web sites updated.
19. What about online tutoring for UK classes? Different organizations on campus (student government, the math dept, reslife) sponsor tutoring programs on campus. However; students would be more likely to use these services if they could email questions from their computer. Also, this would be an effective way to reduce tutoring costs because there wouldn’t need to be several tutors in the same subject area set up on different parts of campus.