

PUBLISHER SURVEY FOR WEB SITE RESTRUCTURE PROJECT

Background: The Publisher survey for Web site restructure was sent to 108 Site Administrators on October 25, 2006. The Site Administrators were asked to meet with their site Publisher to discuss information on their department Web sites including: pathway to the site, audiences, and subject. The Publishers were also asked general information about the Santa Clara University Web site. Publishers and Site Administrators were asked to respond by November 8, 2006. This information will be used to help determine the new site architecture for the SCU Web site restructure project, which will be implemented in July 2007. Representatives from three schools responded (Business, Engineering, and Education, Counseling Psychology, and Pastoral Ministries). Since the survey was sent to Site Administrators who use the CommonSpot content management system, the Law School is not represented. Several other high-level Web sites responded to the survey, including Residential Learning Communities, Career Center, Ignatian Center, Center of Performing Arts, Human Resources, and About SCU.

GENERAL WEB SITE

Tasks:

Most tasks completed on the SCU Web site include seeking information and doing a transaction.

- **Q. Are transactional capabilities where they need to be?**
- Information seekers are looking for on dates and times, contact information, people, programs, requirements, schedules, read publications, etc.
- Transactions include register, pay online, contact faculty, download program information, apply, etc.

Primary audiences:

The results show the main primary audience for survey respondents is current students.

- **Q. Should they be primary or secondary?**
- Most respondents represented academic departments which may have an influence on the choice of primary audience.
- The survey results did not indicate media, parents, or alumni as a primary audience.
- Primary audiences:
 - Current students (12)
 - Faculty and staff (4)
 - Prospective students (4)
 - Community and visitors (2)
 - Job Seekers (1)

Secondary audiences:

The results show the main secondary audience for survey respondents is prospective students.

- The survey results indicated several different secondary audiences.
- Secondary audiences:
 - Prospective students (7)
 - Current students (3)
 - Faculty and staff (3)
 - Parents (3)

Primary subjects:

The results show the main primary subject for survey respondents is undergraduate programs.

- Most respondents represented academic departments which may have an influence on the choice of primary subject.
- The survey results did not indicate Admissions, Jesuit Advantage, Athletics, or Giving to SCU as a primary subject.
- Primary subjects:
 - Undergraduate programs (9)
 - Centers and Institutes (4)
 - Graduate Programs (3)

Secondary subjects:

The responses are too low level to be meaningful.

- Only three respondents selected a secondary category which has an influence on the secondary subject.
- The survey results did not indicate Admissions, Undergraduate Programs, Centers and Institutes, or Athletics as a secondary subject.
- Admissions, Athletics, and Giving to SCU were not selected as primary nor secondary subjects.
- Secondary subjects:
 - Jesuit advantage (2)
 - Graduate programs (1)

SITE STRUCTURE

SCU Homepage:

The homepage is perceived as cluttered and hard to navigate.

- The "Information For" and "Information About" are not prominent enough, or should be eliminated completely.
- Many suggested eliminating the right-hand column, and, in particular the "Apply Now" and "Support SCU" graphic elements.
- The two featured articles were suggested to be too prominent for the overall goal of the homepage.

Global navigation:

Most respondents (19) mentioned they did not notice, or understand where the global navigation is or what it does.

- The current graphic design of the global navigation is clearly not visible or intuitive enough for users.
- The assumption is that a user will click on For, About, and Find to see what exists in the drop-down menus; however respondents did not understand the meaning of For, About, and Find to even click.
- Another suggestion was to have "About SCU", "A to Z", "Search", "Directories", and "Contact Us" horizontally across the top of each page.

Local navigation:

Standardization of local navigation should exist throughout the SCU Web site (i.e. pop-ups or drop down menus, same voice and tone throughout, etc.).

- The SCU Web site should use either pop-up OR drop-down menus.
- Pop-up menus were mentioned as hard to click on.

- The tone and language of left-hand navigation varies throughout department Web sites.

Template page layout:

The template was mentioned to be restrictive and busy (this could be biased from frustrated CommonSpot users).

- CommonSpot users seek more freedom on design and page layout.
- The search area was commented as confusing. The template should be separated from the specific site by use of frame or other descriptive border.
- Department banner images are too small to read and the space below the left-hand navigation is wasted space.
- Finally, a "Home" button should be added under the SCU logo so users know they can be directed to the SCU homepage.

GENERAL COMMENTS (GRAPHIC DESIGN)

SCU Web site does convey:

The SCU Web site conveys certain information that is easily accessible and consistent.

- News articles, current events, and other articles (6)
- A consistent Web site and color palette (5)
- Image of a conservative University (3)
- Catholic/Jesuit identity (3)
- Images that represent the Santa Clara community (2)
- Image of a professional University (2)

SCU Web site does not convey:

The SCU Web site does not convey the beauty of campus, or our core attributes (its Jesuit tradition, and focus on academic excellence).

- Graphics and pictures of campus (3)
- Jesuit tradition (2)
- Silicon Valley employment opportunities (2)
- Educating the whole person (2)
- Not enough changing stories (2)

Hopes for redesign effort:

The navigation, content and visual appearance of the Web site are suggested to be priorities in the Web restructure.

- Improve navigation (5)
- Graphically current/visually interesting (4)
- Wider color palette/ better color schemes (3)
- Increase download speed (2)
- More substance on homepage (2)

SURVEY RESULTS

YOUR WEB SITE

01a. Site name*

- 1 Faculty Development
- 2 Residential Learning Communities
- 3 Business School
- 4 Ecampus
- 5 Commencement
- 6 Department of Modern Languages and Literatures
- 7 Career Center
- 8 Ethics- Center and Character
- 9 Center for Multicultural Learning
- 10 Ignatian Center
- 11 Pastoral Ministries
- 12 Ethnic Studies Program
- 13 Chemistry Department
- 14 Communication
- 15 Center of Performing Arts
- 16 Anthropology
- 17 Engineering
- 18 Religious Studies
- 19 Human Resources
- 20 University Finance Office
- 21 Campus Ministry
- 22 School of Education, Counseling Psychology and Pastoral Ministries
- 23 About SCU
- 24 Biology

02a. Site URL*

- 1 www.scu.edu/facultydevelopment
- 2 www.scu.edu/rlc
- 3 www.scu.edu/business
- 4 www.scu.edu/ecampus
- 5 www.scu.edu/commencement
- 6 www.scu.edu/modernlanguages
- 7 <http://www.scu.edu/careercenter/>
- 8 www.scu.edu/character and www.scu.edu/ethics-center
- 9 www.scu.edu/cml
- 10 www.scu.edu/ignatiancenter/index.cfm
- 11 www.scu.edu/ecppm/pastoralministries
- 12 www.scu.edu/ethnicstudies
- 13 <http://www.scu.edu/chemistry>
- 14 <http://www.scu.edu/comm>
- 15 www.scu.edu/cpa
- 16 <http://www.scu.edu/cas/anthropology>
- 17 <http://www.scu.edu/engineering/>
- 18 <http://www.scu.edu/religiousstudies/>
- 19 <http://www.scu.edu/hr>
- 20 <http://www.scu.edu/finance>
- 21 www.scu.edu/cm
- 22 <http://www.scu.edu/ecppm>
- 23 <http://www.scu.edu/about/>

24 <http://www.scu.edu/biology>

03a. Site administrator e-mail*

- 1 klove@scu.edu
- 2 pkestens@scu.edu
- 3 dperry@scu.edu
- 4 rboyd@scu.edu
- 5 mgrasser@scu.edu
- 6 kcraighead@scu.edu
- 7 srockwell@scu.edu
- 8 mschulman@scu.edu
- 9 ppnguyen@scu.edu
- 10 sechun@scu.edu, pwoolley@scu.edu
- 11 rfullerton@scu.edu
- 12 ppnguyen@scu.edu
- 13 l1barretto@scu.edu
- 14 psoukup@scu.edu
- 15 lrademacher@scu.edu
- 16 lkealhofer@scu.edu
- 17 hwilliams@scu.edu
- 18 vgonzalez@scu.edu and klmoore@scu.edu
- 19 jaquino@scu.edu
- 20 rsumoba@scu.edu
- 21 mpnsmith@scu.edu
- 22 msmith@scu.edu
- 23 kccrocker@hotmail.com
- 24 cstephens@scu.edu

04a. Enter a short (one or two sentence) description of your department.

- 1 The Faculty Development Program supports faculty at Santa Clara University as teaching scholars. Programs and services promote two general goals [1] To enhance the professional development of Santa Clara University faculty; and [2] To explore how students learn and to support faculty in cultivating student learning.
- 2 The Residential Learning Communities Program, which encompasses Residence Life, is responsible for overseeing the nine RLCs, including programming and student experience.
- 3 Leavey School of Business offers graduate and undergraduate business education as well as professional/executive development for Silicon Valley
- 4 Information Technology
- 5 The University Event Planning Office is responsible for a number of major university events including Undergraduate and Graduate Commencement.
- 6 Modern Languages offers majors and/or minors in foreign languages such as: French, German, Japanese, Italian, and Spanish. We offer courses in Arabic and Chinese.
- 7 The Career Center provides career development services for all undergraduates; graduates in the Engineering and Education, Counseling Psychology, and Pastoral Ministries (ECPPM) programs; and alumni.
- 8 character is the site for the Character Education Program of the Markkula Center for Applied Ethics. /ethics contains Ethics Center event information
- 9 The Center is charged with infusing Multicultural Learning throughout the campus.
- 10 The Ignatian Center for Jesuit Education is dedicated to preserve and extend the Jesuit and Catholic mission and identity of Santa Clara University
- 11 We are the Graduate Program in Pastoral Ministries at Santa Clara University.
- 12 The Ethnic Studies Program is an UG Program that provides an analytical

analysis of historical and contemporary formations of race, ethnicity, class, and gender.

13 The chemistry department is dedicated to providing its students with a superior undergraduate educational experience in an environment that values teaching and research

14 Academic department of communication, teaching a comprehensive range of communication courses

15 The Center of Performing Arts presents departmental performing arts productions and promotes the performing arts on campus and throughout the community.

16 Anthropology

17 We are the School of Engineering, including both undergraduate and graduate components of the School.

18 The Department of Religious Studies offers courses as part of the University Core Curriculum as well as major and minor programs for those who wish to concentrate in the study of religion and theology. The aim of the program is to foster an engaged, critical, and integrated understanding of religion in the University's tradition of Jesuit liberal education.

19 The Department of Human Resources offers a wide range of services that include benefits administration and support, learning opportunities, organizational services, payroll administration and processing, staff recruitment and retention, and walk-in/phone assistance at the HR Service Desk.

20 The mission of the UFO is to support all operations of the University by providing total financial services, not just transaction processing. We will be your partners to help campus departments solve their financial challenges and assist in your financial planning needs. Our goal is to provide these financial services in a professional manner with the responsiveness, courtesy and respect characteristic of the University's culture of service.

21 Campus Ministry is responsible for the shared pastoral and spiritual leadership and service of the university community.

22 Graduate School of Education, Counseling Psychology, and Pastoral Ministries with 700 degree and credential students.

23 The media relations department is responsible for raising the visibility of the university both nationally and regionally.

24 The Biology department offers comprehensive curriculum in the life sciences emphasizing hands-on experience through laboratory and field courses.

05a. What is your audience's preferred path to your Web site's homepage?

1 Provost > Faculty Development

2 Prospective Students > Undergraduate Admissions > Student Life

3 business.scu.edu

4 SCU homepage>ecampus

5 main page> quick links>commencement

6 Undergrad Programs > Arts & Sciences > Dept's and Programs > Modern Languages

7 Home page Quick Link>Career Center, or the Search Box for Career Center.

8 /ethics

9 SCU Home Page>Centers & Institutes

10 www.scu.edu/ignatiancenter/arrupe, www.scu.edu/ignatiancenter/bannan

11

12 SCU Home Page>Departments & Programs

13 Site Index Search

14 SCU-->Academics-->CAS-->Communication

15 I don't have any statistics to help answer this question. It could be through Centers and Institute

16 Academic departments

17 Graduate Programs>Engineering AND Undergraduate Programs>Engineering

18 Academics>Departments and Programs>Religious Studies
 19 SCU Home > Job Seekers > Careers Home > Human Resources Home
 20 Faculty & Staff>Finance Office
 21 SCU homepage > quicklinks > Campus Ministry SCU homepage > quicklinks > Campus Ministry
 22 Graduate Programs > Education
 23 university homepage>About SCU
 24 not sure

06a. What tasks are the user trying to accomplish once on your Web site's homepage?

- 1 get documents containing guidelines such as sabbaticals and grant applications, find event information, look at examples of other grants that have been awarded.
- 2 Learn about on-campus housing options
- 3 find dates, find information about programs or people
- 4 Registration, bill payment, etc.
- 5 finding information on commencement
- 6 Contact faculty, determine major or minor requirements, learn about upcoming events sponsored by the dept.
- 7 Gather information (e.g., jobs, internships, major exploration) and learn about resources(e.g., online career resources, resume and other career-related guides)
- 8 Get information on Ethics Center Events. Download Character Education Curriculum. Register for events
- 9 Calendar of Events, Available Resources, Staff Information, Councils & Committees Members
- 10 Searching for; 1. Core placement information. 2. Immersion information. 3. Bannan events 4. Explore journal 5. Published Santa Clara Lectures 6. Community Partner information.
- 11 Gathering information for upcoming quarters, checking on Department news.
- 12 Publicize course offerings, resources, faculty accomplishments.
- 13 Information on: Chemistry courses, faculty research, summer session courses, summer research opportunities and facilities
- 14 depends on user: new students = general information
 current students = class information, requirements, faculty information
 external visitors = contact information, faculty information, range of Programming
 job applicants = job openings, departmental information
- 15 1)Find information on upcoming performing arts events
 2)Find information on renting performing arts facilities
 3)(perspective students) Determine the prevalence of the arts on campus and the opportunities for learning and performing.
- 16 class information
 faculty information
 program links
 program structure and content
- 17 For current and prospective students and parents - obtain detailed information about the School, its departments, courses, and faculty; for graduate students - register and perform other administrative functions; for friends of the School - learn about appealing aspects of the school to decide whether to donate.
- 18 Tasks that the user is trying to accomplish:
 - View schedule
 - View course descriptions
 - Find faculty and staff

- View the biographies of staff
- Learn about core curriculum
- Learn about course requirements for the major and minor
- View calendar of events
- View news
- Learn about extracurricular activities
- Learn about things students in our department do to contribute to the community
- Learn how to apply for admissions
- Learn about financial aid
- Learn about LRP
- Get lists of names of majors and minors
- Get list of names of alumni and donors
- Provide link of how to contact us
- Learn about careers in Religious Studies

19 1) Apply online for staff and faculty job openings.

2) View details regarding employee benefits.

3) Check and register for upcoming HR Workshops.

20 Obtain financial forms and instructions; information on financial administrative system; who to call

21 Finding Mass times, learning about retreat opportunities, connecting to resources for spiritual nourishment, inquiring about offerings

22 Sign up for Information Night, apply for the program, print out needed forms, check out important dates, confirm policy.

23 Finding information about: university history, demographics, tuition, general university information about faculty, staff, and student populations

24 finding information about biology courses and faculty

INFORMATION FOR

07a. What is the primary audience category for your site?

1 Faculty and Staff

2 Prospective Students

3 Prospective Students

4 Current Students

5 Current Students

6 Current Students

7 Current Students

8 Community and Visitors

9 Faculty and Staff

10 Faculty and Staff

- 11 Current Students
- 12 Current Students
- 13 Current Students
- 14 Current Students
- 15 Community and Visitors
- 16 Current Students
- 17 Current Students
- 18 Current Students
- 19 Job Seekers
- 20 Faculty and Staff
- 21 Current Students
- 22 Prospective Students
- 23
- 24 Prospective Students

08a. If an appropriate primary audience is not listed, enter it here:

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12
- 13
- 14
- 15
- 16
- 17
- 18
- 19
- 20
- 21
- 22
- 23 prospective ugrad, parents, and community
- 24

09a. Within the primary audience categories, how would you identify your specific primary audience?

- 1 Full time faculty
- 2 Students interested in on-campus housing
- 3 Prospective Graduate Students
- 4 Employees, Faculty as well
- 5 Graduating Seniors
- 6 Majors and Minors in a modern language
- 7 Undergraduate students and graduate students in the Engineering and ECPPM programs
- 8 for /character, teachers for /ethics-center both campus and community members interested in ethics
- 9 Faculty and Staff affiliated with the Center
- 10 Faculty and Staff interested in the Ignatian Center programs and events
- 11 Current Graduate Students

- 12 Current UG Students
- 13 Chemistry Students
- 14 undergraduates
- 15 Performing Arts Patrons
- 16 Anthropology class students
- 17 both current undergraduates and current graduate students
- 18 current students
- 19 external job applicants
- 20 Budget Managers and Department Admins
- 21 Christian and Catholic students
- 22 Prospective Graduate students
- 23
- 24 Prospective undergraduate students

10a. What is the secondary audience category for your site?

- 1 Community and Visitors
- 2 Parents
- 3 Current students
- 4
- 5 Parents
- 6 Prospective students
- 7
- 8 Faculty and Staff
- 9 Current students
- 10 Current students
- 11 Prospective students
- 12 Prospective students
- 13 Prospective students
- 14 Prospective students
- 15 Prospective students
- 16 Parents
- 17 Prospective students
- 18 Media
- 19 Faculty and Staff
- 20 Community and Visitors
- 21 Faculty and Staff
- 22 Current Students
- 23
- 24 Job Seekers

11a. If an appropriate secondary audience is not listed, enter it here:

- 1
- 2
- 3
- 4
- 5
- 6
- 7 Employers
- 8
- 9
- 10
- 11
- 12
- 13
- 14
- 15

- 16 Other anthropologists
- 17
- 18
- 19 Other Faculty/Academics
- 20 Other Universities and potential vendors
- 21
- 22
- 23 General public and media
- 24

INFORMATION ABOUT

12a. What is the primary subject category for your site?

- 1 Undergraduate Programs
- 2 Undergraduate Programs
- 3 Graduate Programs
- 4
- 5
- 6 Undergraduate Programs
- 7
- 8 Centers and Institutes
- 9 Centers and Institutes
- 10 Centers and Institutes
- 11 Graduate Programs
- 12 Undergraduate Programs
- 13 Undergraduate Programs
- 14 Undergraduate Programs
- 15 Centers and Institutes
- 16 Undergraduate Programs
- 17
- 18 Undergraduate Programs
- 19
- 20
- 21
- 22 Graduate Programs
- 23
- 24 Undergraduate Programs

13a. If an appropriate primary subject is not listed, enter it here:

- 1
- 2
- 3
- 4
- 5 Undergraduate and Graduate
- 6
- 7 Student Services
- 8
- 9
- 10
- 11
- 12
- 13
- 14
- 15 (or Performing Arts, Creative Arts, Arts....)
- 16

- 17 Academics
- 18
- 19 Careers
- 20 University Financial information
- 21 Spiritual life
- 22
- 23 Facts about SCU
- 24

14a. Within the primary subject categories, how would you identify your specific primary subject?

- 1 Faculty
- 2 Housing, Residence Life
- 3 Graduate Business
- 4
- 5 All students participating in Commencement
- 6 Modern Languages (foreign languages)
- 7 Career Services
- 8 Ethics
- 9 Multicultural Affairs and Diversity
- 10 Ignatian Center; Arrupe Placements, Kolvenbach Immersion experiences, Bannan grants, events and publ
- 11 Graduate Programs in Pastoral Ministries
- 12 Ethnic Studies
- 13 Chemistry Majors and Minors
- 14 Communication
- 15 Center of Performing Arts
- 16 Anthropology
- 17 Engineering
- 18 Religious Studies
- 19 Staff and Faculty Opportunities
- 20 n/a
- 21 Campus Ministry
- 22 Education
- 23
- 24 Biology

15a. What is the secondary subject for your site?

- 1 Jesuit advantage
- 2
- 3
- 4
- 5 Graduate Programs
- 6
- 7
- 8
- 9
- 10
- 11
- 12
- 13
- 14
- 15
- 16
- 17
- 18

- 19
- 20
- 21
- 22 Jesuit Advantage
- 23
- 24

16a. If an appropriate secondary subject is not listed, enter it here:

- 1
- 2
- 3 Alumni and Executive Education
- 4
- 5
- 6
- 7 Employer services
- 8 co-curricular programs
- 9
- 10
- 11
- 12
- 13 faculty research, summer session courses and research opportunities, alumni information
- 14
- 15 Performing arts
- 16
- 17
- 18
- 19 Employee Benefits
- 20 n/a
- 21
- 22 Counseling Psychology
- 23
- 24

SITE STRUCTURE

Please provide feedback regarding the organization and placement of information on the site (e.g. navigation or information architecture)

17a. SCU Homepage

- 1 Good!
- 2 I find the info on the right side of the screen hard to pick out. Can't really put my finger on it, but maybe that it's sort of a patchwork quilt, perhaps a bit cluttered. Also, I wonder for what screen resolution the Homepage is tuned. I run my screen at 1280 x 1024, and unless I've got my browser set to full screen mode, I don't pick the bottom of the screen. And maybe it's just me, but I don't like scrolling, especially on main pages!
- 3 Division between For/About in left nav is not recognized by user (Dean) e.g. Selects Faculty & Staff button expecting to get faculty list; or at very least, link connecting to Business School faculty list
- 4
- 5 quick links would be better if it were on the left.
- 6 There is no way for website visitors (whether current or prospective students, faculty, staff, or partents) to get to undergraduate academic departments.
- 7 Site seems too busy. Can't tell from the Home Page what the University wants the reader to know about SCU. Site looks conservative. If prospective student is

the focus, may wish to have more information of interest to them. "Support SCU" is too prominent; makes the viewer think that asking for money is the most important message from the University.

8 Clear. Placement of elements and navigation follow conventions, which makes it easy to figure out where to go for key information. Not sure if the Jesuit Advantage is immediately understandable, but I don't have a better idea.

9

10 Right column events are not on the screen view. Condense the upper elements to accommodate all right hand column elements.

11 I like it.

12 Good!

13 too cluttered, too dark

14 right-hand column not helpful, but for events. why go 2 or 3 levels in to find link for faculty contact information?

15 Overall, I think the homepage is well designed to highlight the values at SCU. I do question the fact that "Support SCU" appears as prominently as "Apply Now", particularly given there is a separate left hand navigation button also designated for giving. I fear that it sends a message that receiving donations is as important to us as recruiting good students.

16 very hard to find things and search logic takes you to strange places

17 1. "Information About" and "Information For" are confusing and repetitive. 2. Users shouldn't have to choose between Undergraduate and Graduate Programs – we are a single school, not a divided school. 3. "News" on the far right is too small to read well. 4. Appearance is static. 5. Photos of people are nice! 6. Base color selection (i.e. SCU colors) is good. 7. Too many options, e.g. Quick Links list, SCU login list, search list, More SCU News list. 8. Search function is misleading; doesn't simply search websites.

18 • Put more than 2 news items on the page.

- Put more recent news on the page.
- The two photos on the page aren't interesting.
- Have "Search" and "Quicklink" in one place, rather than scattered on page. (See Boston College, www.bc.edu.)
- Have an "A to Z" directory. (In "A to Z" directory it's better to list things in several ways (e.g., "employment", "human resources", "jobs", and "careers" should all be listed even though they all have identical information.
- There could be an option for different language translations. (See JSTB, www.jstb.edu.)
- The header along the top of the home page and on the template that appears on every page may not say "For," "About," and "Find," and instead could have the links:

"About SCU," "A to Z," "Search," "Directories," and "Contact Us" (all horizontally on the same line on the right corner of the page).
- Below this header could be two bulleted columns that say "About SCU," "Admissions," "Academics," "Research," "Alumni and Friends," "Giving," and "SCU Event Calendar."
- Below that there could be "Quicklinks" These links should be on the

template (basic global navigation that is available on every page. (See Boston College, www.bc.edu.)

- There could be more News and Events on the homepage and a link to additional news and events.

19 1) Two articles in the center content well too prominent. Current campus events better suited in this space.

2) Homepage looks too busy with different colors and lots of hyperlinks.

3) Top banner takes up too much horizontal space.

4) "Support SCU" and "Apply Now" too large, looks like advertisements.

5) The Search function requires more "hops" to get to the desired search results page. It would be helpful to place search results higher on the page rather than have users scroll down to view it.

20 See below.

21 It is not exciting or eye-grabbing. Campus Ministry is difficult to get to from the main page, based on feedback we've received from people. Those who don't know that Campus Ministry is part of the Jesuit Advantage would look for us under, perhaps "Current Students." Given our Jesuit Catholic identity, it would not be out of place to put Campus Ministry in the quicklinks.

22 The colors of the boxes on the right look distracting. Having Silicon Valley on top of page make this university seem to be high tech compared to what is really available.

23 The center well should reflect current activities and programs STUDENTS are involved in.

24 no comment

Please provide feedback regarding the organization and placement of information on the site (e.g. navigation or information architecture)

18a. Global navigation

1 Good!

2 I was one of the people at the meeting that hadn't paid attention to these before. I get it now - these make the nav available on the Homepage also available on sub pages. I guess my inclination (having not been familiar with For/About/Find) has been to click back to the Homepage if I need to start down a new navigation path. It is, after all, only a single click away... In general, I think that the overall site navigation is very clean, understandable, and intuitive.

3 Didn't even see

4

5 I did not notice this until you mentioned it at the meeting

6 Never knew what these were for and never used them.

7 Left-hand navigation works fine, but "Information About" doesn't really cover all departments, e.g., the Career Center. Maybe need to use the word "logistics" rather than "find." While having a way to access the information in the left-hand column on the Home Page from other pages by using "For-About-Find" makes sense, those three words are confusing...but I don't have a better idea than the suggestion above.

8 This is very weak. First, what does "for" mean? This is not clear until you hit it. How is "Find" different from search? Again, you have to hit it, and the things under this rubric seem to be from too many different categories. Also, as you go deeper into the site, these buttons can become inappropriate; eg, someone visiting the library site will be unlikely to want to jump to athletics. I think we're trying to do too much with these. As long as there's a clear path back to the

University homepage and a good search feature, I don't think we have to carry so much info into the global navigation.

9 Very good and helpful!

10 There are none

11 I like it.

12 Good

13 These words are not visible enough, not clear as to what they mean, thus hardly used

14 seldom used

15 I like the "For" and "About" navigation, however I do not think the current graphic design facilitates an immediate visual understanding of that system of organization.

16 hard to see, rarely used

17 I have never used these, because I have never noticed them before.

18 • The header along the top of the home page and on the template that appears on every page should not say "For," "About," and "Find," and instead could have the links:

"About SCU," "A to Z," "Search," "Directories," and "Contact Us" (all horizontally on the same line on the right corner of the page).

- Below them could be two bulleted columns that say "About SCU," "Admissions," "Academics," "Research," "Alumni and Friends," "Giving," and "SCU Event Calendar."

- Directly below those two columns there could be "Quicklinks" These links could be on the template of basic global navigation that is available on every page. (See Boston College, www.bc.edu.)

- For all sub sites, there could be a linked set of 4-6 items on top or bottom of a header on each page of the site, with search.

19 I did not know they were there. They seem to be lost on the page. Needs more visual distinction to catch the users attention.

20 I find it counter intuitive. Why would I look for my site under "Information for Faculty/Staff". Why not have a menu for Administrative Departments. I can never remember how to find Institutional Research. From the Directory you can easily miss the link to their web page.

21 Difficult to see if you're focused on the larger picture; gets lost amid the busy-ness of the page

22 For About Find - never used. What are they for. They do not connect to anything our graduate students might want except for the map.

23 I never use these. I think in order to be useful they need to be placed elsewhere on the page.

24 Did not know about it.

Please provide feedback regarding the organization and placement of information on the site (e.g. navigation or information architecture)

19a. Local navigation

1 Good!

2 Certainly the nav down to my site(s) is clean and easy

3 Wants more "direct" navigation; eg doesn't want landing page when selecting 'departments' [indicating need to use popout menus rather than current b-school configuration]

4

5 I didn't notice this until you mentioned it at the meeting

6 Using the left navigation bar. When I clicked to get to the "Current Students" page, there is no link that lists the various undergraduate departments with links to their sites. Somewhere this should exist and it should be pretty easy to find.

7 I like the links. They make sense and the categories are good. Note: Career Center should be listed under "Student Life" and not under "Beyond the

- Classroom," which actually seems like a "Miscellaneous" category and doesn't seem as important as the other categories on the page.
- 8 No problems
- 9 Good!
- 10 The present format works well for our center
- 11 I like it
- 12 Good!
- 13
- 14 good, designed for our site, but for studio and jobs. need to change navigation for those pages
- 15 I think the "Centers and Institutes" link needs to be revised. Not only are the three Centers of Distinction highlighted within the navigation, but when a user clicks on "Other Centers & Institutes", to try and find a center that is not a Center of Distinction, information on the Centers of Distinction fills the entire screen so that the user must scroll down to find where the other Centers & Institutes are actually listed. Understandably, SCU is proud of its Centers of Distinction, but it inhibits quick navigation for users.
- 16 too generic. too many levels - need to take directly to popup submenu and to pages - not to intermediate pages with no info
- 17 They are ok, but I think that we could use some advice on how to make them more informative to users. Also, I prefer standardization across School sites, to assist the students.
- 18 • On the left column links there could be the links:
- "Prospective Students," "Students," "Faculty and Staff," and "Media."
- Rename the link "Jesuit Advantage" to "Jesuit Vision."
 - Add to the left column the links "Student Life," "Libraries," "Museums and Performing Arts," "Continuing Education/OSHER," "The Teaching Scholars," "Engagement in Local Community," "Interdisciplinary Programs," "Calendar of Events," "Financial Aid," "Schedule of Classes," "University President," "Online Giving," and "Visitors."
 - Put the left column links in alphabetical order.
 - Avoid floating menus. Left column pop-up menus float around a bit, making them hard to click on. Make them more stationary.
- 19 Local navigation works fine for our site. Would be nice to see some consistency with regards to the second hand navigation (ie. show it at the bottom of the primary navigation only rather than below the sub site links).
- 20 This is fine. Once you get to our site, it makes sense.
- 21 Work well, would like 2 levels of navigation, rather than just 1.
- 22 Our left column links seems to be working well. We have just started setting them up.
- 23 There may be some confusion about whether the information is about or for the names in the navigation bar. For example: is the information for alumni or about alumni.
- 24

Please provide feedback regarding the organization and placement of information on the site (e.g. navigation or information architecture)

20a. Template Page layout

- 1 Good! Although the "search" box is usually not very helpful in finding what I am looking for.
- 2 It works for us
- 3 "I don't have the language to even comment on these things." --Dean Posner
- 4
- 5 the search area is a little confusing.
- 6 I like the template layout overall. I find that it would be great if there way to incorporate the right toolbar into the main content well, on selected pages. Not

every page within our department has info on the right toolbar and it gives it an odd look. But for other pages within the department, the right toolbar comes in handy.

7 Page needs to be flexible to use HTML within the center well.

8 No problems

9 Good!

10 The header should be framed

11 I like it

12 Fine!

13

14 ok

15 If you're referring to the homepage, I think the layout is effective, and simply question the fact that "Support SCU" appears as prominently as "Apply Now". If you are referring to the greater site, I wish there was a way for the right hand content well to be optional, so that the entire space could be used for main content if desired.

16 generically ugly

17 The template is so big that it doesn't really show up on the screen. If the information at the bottom is important, make the page smaller, because it is now lost on my screen (17"). Lots of boring blue space at the left side. Nav bar at the top is too small to read. Banner image is too subtle to read. I'd like to see a clear "Home" button on the template, not just scroll over the logo.

18 • It looks too boxy. A graphic design would be good to make things less boxy. (See [www.thecollege.syr.edu/admin/pcr-conference/.](http://www.thecollege.syr.edu/admin/pcr-conference/))

- Reduce the amount of wasted space.
- Enlarge the font of the text.
- Avoid left column pop-up menus that cover up text. Move some of the global navigation to the header, running horizontally.
- Have a horizontal picture below so that pop-up menus don't block text. (See USF, www.usf.edu.)
- Avoid floating menus. Left column pop-up menus float around a bit, making them hard to click on. Make them more stationary.
- Have "Search" and "Quicklink" in one place, rather than scattered on page. See Boston College.)
- Improve the navigation along the top.
- The dark colored photos don't look good against the medium/dark blue background.
- The maroon and blue don't look that good together.
- Change the color scheme. (See Boston College, www.bc.edu, and Jesuit School of Theology Berkeley, www.jtsb.edu.) . Could use sharper colors.
- Change the logo of the mission.
- Make it more graphically sophisticated.
- Improve the speed.
- Minimize clicks and redundancies.

19 1) The SCU Logo is too large.

2) Incorporate the tagline as part of the Logo. I did not know that it was a hyperlink.

3) Banner image works for us.

4) The page footer is not needed. Being at the page bottom, I don't think users see it and link from it. A confidentiality disclaimer can go here.

20

21 Satisfactory. Pleasant to look at.

22 This seems confining. We would like more flexibility for the right side.

23 I would like to see a lay out that is more engaging.

24

GENERAL COMMENTS—GRAPHIC DESIGN

21a. In what ways do you think the SCU Web site conveys an appropriate image of the University?

- 1 Great pictures, very professional, good color scheme, positive information about the University.
- 2 Overall, the site says "professional" and "high quality" to me. I have had to look at many school's sites, and there are plenty that look like a bunch of students created it - not ours! And it always surprises me when I visit another school's site and I can't quickly find whatever piece of info I need. Again, I don't find that with our site.
- 3 no idea.
- 4
- 5
- 6 I like how the main page highlights articles about people in the university community.
- 7 Somewhat conservative for student use. Not enough about current students themselves, particularly on the Home Page.
- 8 Generally, the site looks lively, the palette is pleasing and gives cohesiveness to the subsites, the logo and arches signal the Catholic character. The stories on the homepage are a good way to provide some depth.
- 9 Very consistent! Colors used conveys a very conservative and simple image of the University.
- 10 It does just fine
- 11 It shows not only the colors but provides a basis for anyone needing information of any kind to visit and find that information.
- 12 The colors used are great and conveys a very conservative and simple image of the University
- 13
- 14 as appropriate as any other Jesuit school.
- 15 If you're referring to the homepage, I think it does a very good job of promoting SCU as an institute that values news, current events, and education. If you're referring to the overall website, I think there is a wealth of content on the site.
- 16 lots of Jesuit information
- 17 The choices for the home page news stories reflect the SCU mission. Where they appear, photos of SCU are appealing. Faces appropriately reflect the diversity of our community. Looks warm and fuzzy.
- 18 We currently highlight important stories on the homepage and change them so that visitors to the site get a chance to see SCU's achievements.
- 19 1) SCU logo and navigation implies higher education site.
2) Graphics help show SCU flavor.
3) Center well articles and various content tell the Jesuit story.
- 20 Headline stories are good. Events and calendar are helpful.
- 21 The news bar highlights activities pertinent to our Mission, along with the pictures, and the Santa Clara Magazine stories. I get the sense that a lot is going on when I look at it.
- 22 The colors are pleasing.
- 23 Conveys SCU is located in sunny California. Conveys diversity. Conveys the university is Catholic Jesuit
- 24

22a. In what ways do you think the SCU Web site does not convey an appropriate image of the University?

- 1 Not enough changing stories on the front page- surely there are interesting

things happening on campus with faculty research and student achievements- we could be updating the front page every few days.

2 I think a clean, clear site shows us best, and I have noticed in some places that we mix information intended for an internal audience with material intended for the external audience. One example, for no reason other than I just happen to know it, is on the Arts and Sciences page, where the left side nav has a link to the Chair's Timetable, a very internal doc. So I guess I would argue since conveying "an appropriate image of the University" is by definition someone concerned with the external audience, cluttering the site with links and info with which that audience is not concerned does not convey an appropriate image.

3 Needs pic of campus; change articles and news more frequently; more brag points

4

5 The homepage has a lot going on which can make it confusing to people who are new to the website

6 I think it's too hard to find information about individual departments. A prospective student or a parent may want information about a department, but may not know it's part of the College of Arts & Sciences or Business School, etc...

7 More focus should be placed on educating the whole person, the advantage of the RLC experience, and the connection with Silicon Valley employment opportunities.

8 I know how hard it is to manage a large site, so this is more aspirational, but it would be nice if each page that is a button on the homepage navigation could be graphically interesting. Some are; some are more link lists. Also, a question: How effective have the buttons been for "Giving to SCU"? This is especially prominent on the homepage, with the first element in the right hand column being a large "giving" module. If they actually bring in donors, then I wouldn't cavil, but if not, I'd say this gives us a hungrier look than we might want.

9

10 It does just fine.

11 I do not believe some of the links are positioned appropriately.

12

13

14 can appear too busy, with right-hand column

15 If you're referring to the homepage, I question the fact that "Support SCU" appears as prominently as "Apply Now". I also think that the homepage doesn't necessarily speak to students about the ways that they will currently be able to take a part in the world around them. Much of the content is news stories and events that have to do with faculty, staff, and alumni, but not students. If you're referring to the overall website, I think that unfortunately the limitations of the Commonsport software have created a wealth of uninspiring, amateurish-looking pages. The content might be good, but it sends a message that we don't have the resources to create something polished and savvy.

16 highly variable content and value of content in web pages

17 It creates an artificial distinction between undergraduate and graduate programs - this causes a huge problem in Engineering. Why do we have to choose? Too many of the links look administrative, not academic. Too much is written in marketing language, not plain speak for current students, faculty, and staff.

18 Show why we are the Jesuit University of Silicon Valley. Our site needs to reflect that sophistication, both graphically and technologically. Currently, there are many gaps in the site that do not portray SCU in that light.

19 If one covers the SCU logo, can you tell that the website is a Jesuit institution for higher learning? Can one tell that it's Santa Clara University?

20 Too much bare space-both blue and white. Not enough content on the Home Page.

Needs more creativity.

21 I'm not sure it gets people to see the beauty of the campus right away. If we speak of educating women and men of competence, conscience, and compassion who live with and for others, then the spiritual component is vital, especially at a Jesuit University. With Campus Ministry essentially embedded in other subareas, this emphasis is lost.

22 When you click on more SCU stories, you see the oldest ones first. This seems strange. Reverse order and put the newest ones first.

23 The website needs to reflect the high tech environment in which it is located.

24

23a. Let us know what you would like to see as the result of a redesign effort.

1 not sure...

2 Here's a minor thing: I noticed when looking up the "preferred path" to the RLC Web site that the Admissions page (and sub pages) does not leave breadcrumbs. Breadcrumbs are great, so we should see them everywhere!

3 More promotional and less informational

NOTE: This survey was completed by Donna Perry after interviewing Dean Posner using an earlier hard copy version, because he was not able to access the URL given to us on 10/25/06.

4

5 quick links should be moved to the left and the search area could be more clear.

6 A link from the main university sites to the individual departments. Basically an easier way for people to navigate to the various departments.

7 More flexibility on the department pages. A wider color palette.

8 My chief goal would be to improve the global navigation (for, about, find)

9 User friendly, short and simple

10 No suggestions

11 I do not believe some of the links are positioned appropriately.

12 Make it short, simply and user friendly

13 Clearer, brighter (lighter) colors, less clutter

14

15 Personally, I would like to see the redesign focus on improving navigation, but also improving the overall appearance of the site. Commonsport is great for allowing departments to quickly place current information online, but it severely limits a user's ability to position photos, select font types and sizes, incorporate color and custom tables, etc. We need to figure out how to get past these limitations in order to create a visually interesting and polished site.

16 more flexibility less rigidity in navigation. less hierarchical.

17 1. A clean, consistent, approach to the web. 2. Strong guidelines for local site developers/publishers to help us maintain the quality of the new site. 3. Greater clarity for users without having to guess at what's behind a button. 4. Something that feels more graphically current. 5. This may not be the focus of the effort, but I'd love to see all parts of the site frequently updated (content, not graphics), and have no unbroken links!

18 More attractive look with better color schemes and graphics.

Easier to locate content with better pull down menus and categories.

19

1) Target content and functionality to primary audience. If they are students, show more interactivity (ie. blogs, 360 degree virtual cam, flash animation, etc). Make it more participatory for the users - engage your audience in dialogue and conversation.

2) Showcase where SCU graduates are employed whether it be local Silicon Valley companies, US or foreign companies.

3) Increase download speed. Users need to get to pages fast.

20 I think the old mission was better. Someone called the new one a "monopoly piece".

More substance on the Home Page.

21 Easier navigation, more eyecatching homepage, less busy-ness on homepage, secure sites for receiving money online that could be accessed by departments that need such things, easy access to major departments on-campus

22 The news section should be expanded with pictures. They do not seem to emphasize faculty and their research. Also the pages load very slowly from commonspot and this leads to frustration.

23 Better search tool and elimination of old, outdated information. Better use of home page real estate. Better snap shot of what the university is on the home page so that the user gets the overall "flavor" of the university immediately

24