

BERGEN COMMUNITY COLLEGE

Assessment Report for (Department or Unit): Public Relations (PR)

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Assessment Period: (2011-2012)

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RESULTS OF ASSESSMENT OF COLLEGE HOMEPAGE UPGRADE

1. Intended Outcome (Goal):

Students, potential students, College employees and the public in general will find the Bergen homepage easier to navigate when seeking information about the college on the website.

Note: The redesigned homepage should look more professional and be on par with other New Jersey colleges as well as provide greater ease of use.

2. General Education Requirements

NA

3. Section(s) of the Strategic Plan to which the Intended outcomes relate:

- 1.3 Help students better navigate the college experience through the focused coordination and development of student communications, registration, financial and support services, advisement, and inter-office process improvement.
- 3.3 Increase the integrity, accuracy and consistency of college information and data.
- 4.2 Demonstrate to the community the value, quality, and accountability of the College through focused outreach.
- 4.3 Expand the campus sustainability initiatives to reduce use of resources and make Bergen a model “green school”.

4. Means of assessment, sources of data, and desired result:

- PR department will seek input from administration (president and cabinet) faculty and students.

- PR department will show current and proposed homepages (paper version) to president and cabinet, the SGA technology committee and the executive board of the Phi Theta Kappa Honor Society (PTK) for comments and suggestions.
- PR Department will then incorporate input from above groups into the version given to developers in Information Technology to begin development of new homepage.
- The PR department will survey members of the campus community to determine the reaction to the new homepage and identify ways of continued improvement.
 - Student survey: PR department will survey 10 students (chosen randomly but identified as returning in spring 2012) to answer 10 questions (see attached) while at computers with the current homepage on the screen. The survey will be repeated with the same students when the new home page is up on the website for testing prior to the start of the spring 2012 semester.
 - Faculty and staff survey: PR will survey a minimum of 10 employees including deans, faculty and staff members representing varied academic disciplines and staff functions with the same questions asked of students and will survey the same faculty-staff group when the new homepage is ready.
 - All survey participants will be asked to respond to each question with a rating of: 1 (Poor), 2 (Below Average), 3 (Average), 4 (Above Average), or 5 (Excellent).
- The average score for each question asked about the new homepage will be a 3 or better for all groups.
- The overall rating (question #10) of the new homepage will be 3 or better for all groups.
- PR also will then use survey results to reexamine the new homepage for ways of improving it.

5. Summary of Results:

Faculty, staff, administrators and students view the Public Relations Department's redesign of the College homepage favorably, as indicated by the survey results below and in general by unsolicited comments from College personnel and several students after its launch on March 5, 2012. The launch was announced in an eblast to the entire campus community and in the electronic campus newsletter Inside Bergen, on the College monthly television news show, Studio Bergen, and in the College's community newsletter Impact.

The Public Relations Department worked with Student Life in conducting "before" and "after" surveys of the two groups: 10 students and 10 faculty/staff members. Both surveys asked participants to rate old and new homepages on ease of navigation in finding information (Questions 1-9) frequently sought by visitors to the College website as well as rating the homepage overall (Question 10). Participants rated 10 areas on a scale of 1 to 5: 1 (Poor), 2 (Below Average), 3 (Average), 4 (Above Average), and 5 (Excellent).

The goal was to create a homepage that would be viewed as at least “average” and achieve a combined rating of 3 or better for all groups on all questions, and a rating of 3 or better on question 10, which asked participants to give an overall rating of the homepage.

The results of the “before” and “after” surveys shows the homepage initiative succeeded in its general goal of producing an easier-to-navigate, more professional and more informative homepage.

Here is a summary of the survey findings. The full survey results follow.

- The new homepage garnered **ratings above the goal of 3.0 (Average) on all questions** by all groups. Client satisfaction (as indicated by the ratings increases) increased by a range of 13.3% above the goal (Question # 6 – homepage compared to other colleges’ homepages) to 36.6% above the goal (Question # 2 – finding information on Financial Aid – and Question #8 – the amount of information available on the homepage).
- Participants in all groups gave the new homepage an overall rating (Question #10) of 3.85 for all groups. In addition to being well above the 3.0 goal, their responses indicate a **30.5% improvement in overall satisfaction with the new homepage.**
- The rating improvements from the old to the new homepage ranged from a 24% improvement on Questions #6 (easy of navigation) and #7 (the ability to find specific departments, i.e. Financial Aid), to an improvement of just under 71% on Question #2 (the ability to locate information about financial aid).
- Of the eight areas that fell within the “average-to above-average” (3.0 to 4.0) range, seven were closer to “above average” (3.5 to 3.9)

College’s Strategic Plan for 2011-2013

The survey results indicate that the initiative also met the general intent if not every element of the stated goals of the College’s Strategic Plan for 2011-2013, Sections 1.3, 3.3 and 4.2, as described above.

It is impossible to determine from the survey that the homepage initiative met 4.3 (Expand the campus sustainability initiatives to reduce use of resources and make Bergen a model “green school”) as none of the questions directly addressed sustainability information. However, since the new homepage has gone live, the banner feature (also a feature of the old homepage) has been used to promote the campus sustainability task force and sustainability and environmental conferences at the College. The new rotating photo feature uses an archive of College-generated photos that includes photos related to sustainability efforts. The new daily campus news crawl also has been used to promote sustainability events.

A note on compiling survey results: While we were able to have the same 10 personnel participate in both before and after surveys, only half of the 10 students originally surveyed participated in the after survey; resulting in a need to survey five students that had not participated in the survey of the old homepage.

SURVEY RESULTS

1. The ability to locate a list of degrees offered at Bergen is:

| OLD HOMEPAGE | | | NEW HOME PAGE | | |
|---------------------|----------------------|-----------------|----------------------|----------------------|-----------------|
| Students | Faculty/Staff | Combined | Students | Faculty/Staff | Combined |
| 2.8 | 2.7 | 2.75 | 3.9 | 3.9 | 3.90 |

2. The ability to locate information on financial aid at Bergen is:

| OLD HOMEPAGE | | | NEW HOME PAGE | | |
|---------------------|----------------------|-----------------|----------------------|----------------------|-----------------|
| Students | Faculty/Staff | Combined | Students | Faculty/Staff | Combined |
| 2.2 | 2.6 | 2.40 | 4.1 | 4.1 | 4.10 |

3. The ability to locate the registration book is:

| OLD HOMEPAGE | | | NEW HOME PAGE | | |
|---------------------|----------------------|-----------------|----------------------|----------------------|-----------------|
| Students | Faculty/Staff | Combined | Students | Faculty/Staff | Combined |
| 2.5 | 2.7 | 2.60 | 3.9 | 4.2 | 4.05 |

4. The ease of navigation on the homepage is:

| OLD HOMEPAGE | | | NEW HOME PAGE | | |
|---------------------|----------------------|-----------------|----------------------|----------------------|-----------------|
| Students | Faculty/Staff | Combined | Students | Faculty/Staff | Combined |
| 3.3 | 2.8 | 3.05 | 3.9 | 3.7 | 3.85 |

5. The homepage's design is:

| OLD HOMEPAGE | | | NEW HOME PAGE | | |
|---------------------|----------------------|-----------------|----------------------|----------------------|-----------------|
| Students | Faculty/Staff | Combined | Students | Faculty/Staff | Combined |
| 2.7 | 2.5 | 2.75 | 4.1 | 3.7 | 3.90 |

6. Compared with other college homepages I have seen, Bergen's is:

| OLD HOMEPAGE | | | NEW HOME PAGE | | |
|---------------------|----------------------|-----------------|----------------------|----------------------|-----------------|
| Students | Faculty/Staff | Combined | Students | Faculty/Staff | Combined |
| 2.9 | 2.6 | 2.75 | 3.2 | 3.6 | 3.40 |

7. The ability to find specific departments (e.g. Financial Aid) is:

| OLD HOMEPAGE | | | NEW HOME PAGE | | |
|---------------------|----------------------|-----------------|----------------------|----------------------|-----------------|
| Students | Faculty/Staff | Combined | Students | Faculty/Staff | Combined |
| 2.6 | 2.7 | 2.65 | 4.3 | 3.6 | 3.95 |

8. The amount of information on the homepage is:

| OLD HOMEPAGE | | | NEW HOME PAGE | | |
|---------------------|----------------------|-----------------|----------------------|----------------------|-----------------|
| Students | Faculty/Staff | Combined | Students | Faculty/Staff | Combined |
| 3.1 | 3.1 | 3.10 | 4.3 | 3.9 | 4.10 |

9. When it comes to helpfulness, the homepage is:

| OLD HOMEPAGE | | | NEW HOME PAGE | | |
|---------------------|----------------------|-----------------|----------------------|----------------------|-----------------|
| Students | Faculty/Staff | Combined | Students | Faculty/Staff | Combined |
| 2.8 | 2.8 | 2.80 | 3.7 | 3.7 | 3.70 |

10. Overall, the homepage is:

| OLD HOMEPAGE | | | NEW HOME PAGE | | |
|---------------------|----------------------|-----------------|----------------------|----------------------|-----------------|
| Students | Faculty/Staff | Combined | Students | Faculty/Staff | Combined |
| 3.2 | 2.7 | 2.95 | 3.9 | 3.8 | 3.85 |

6. Recommendations for Improvement:

While we are pleased with the overall results of the homepage initiative, comments by some of the faculty and staff who participated in the surveys identified areas for potential improvement. These areas include:

- Style (i.e. the fonts are too light);
- Application (i.e. add pull-down menus);
- Navigation (link students to specific sections of the registration book such as course listings instead of the general registration book landing page)
- Content (add 1-2-3 Connect to potential students' section of homepage).

Public Relations has compiled all of the comments on the new homepage as part of the ongoing process of re-examination.

We have talked to some of the survey participants to discuss their comments and will continue that dialogue. Between now and the end of the calendar year, we will:

- Prepare a list of proposed changes;
- Discuss the changes with various faculty, staff and the College president, Dr. Jose Adames;
- Identify changes that can be made most expediently and without cost or at low cost and work with IT to implement them. (We have started this process)
- Finalize the list of changes and work with IT to determine which can be done in-house and which need to go to an outside vendor;
- Begin the next round of homepage upgrades.

PLEASE NOTE: The two following pages contain the tabulation of data from the surveys from the old homepage (Page 7) and the new homepage (Page 8).

Old Homepage

| | <u>Stud Cms</u> | <u>Fac/Staff</u> | <u>Combined</u> |
|----|--|--|--------------------------------------|
| 1 | 5, 3, 3, 3, 1, 2, 3, 3, 3, 2 28 <u>2.8</u> | 3, 3, 3, 2, 2, 3, 3, 3, 2, 3 27 <u>2.7</u> | 28+27 = 55 ÷ 20 <u>2.75</u> |
| 2 | 1, 3, 2, 2, 1, 2, 3, 3, 3, 2 22 <u>2.2</u> | 3, 3, 2, 2, 1, 3, 4, 3, 4, 1 26 <u>2.6</u> | 22+26 = 48 ÷ 20 = <u>2.40</u> |
| 3 | 4, 1, 3, 3, 3, 3, 1, 2, 3, 2 25 <u>2.5</u> | 4, 4, 1, 3, 4, 1, 3, 2, 4, 1 27 <u>2.7</u> | 25+27 = 52 ÷ 20 = 2.6 <u>2.60</u> |
| 4 | 5, 4, 4, 3, 3, 4, 3, 2, 2, 3 33 <u>3.3</u> | 4, 2, 2, 2, 3, 3, 3, 3, 4, 2 28 <u>2.8</u> | $\frac{33}{61} \div 20 = 3.05$ |
| 5 | 4, 3, 3, 3, 3, 1, 3, 4, 2, 3 27 <u>2.7</u> | 4, 2, 3, 2, 2, 3, 3, 3, 2, 4 28 <u>2.8</u> | <u>2.75</u> |
| 6 | 5, 4, 3, 3, 2, 3, 2, 4, 1, 2 29 <u>2.9</u> | 4, 3, 2, 1, 2, 3, 3, 3, 1, 4 26 <u>2.6</u> | $\frac{29}{55} \div 20 = 2.75$ |
| 7 | 4, 3, 3, 2, 2, 2, 4, 1, 3 26 2.6 <u>2.6</u> | 3, 2, 3, 2, 2, 3, 4, 2, 4, 2 27 <u>2.7</u> | <u>2.65</u> |
| 8 | 5, 3, 3, 3, 3, 2, 3, 4, 2, 3 31 <u>3.1</u> | 4, 3, 3, 2, 4, 3, 3, 3, 4 31 <u>3.1</u> | <u>3.1</u> |
| 9 | 5, 3, 2, 3, 2, 3, 2, 2, 3, 3 28 <u>2.8</u> | 4, 2, 3, 2, 2, 3, 3, 3, 2, 4 28 <u>2.8</u> | <u>2.8</u> |
| 10 | 5, 4, 3, 3, 2, 3, 3, 3, 3, 3 32 <u>3.2</u> | 4, 2, 2, 2, 2, 3, 3, 3, 4, 2 27 <u>2.7</u> | $\frac{52}{59} \div 20 = 2.95$ |

New Home Page

| | <u>Students</u> | <u>Fac/Staff</u> | <u>Combined</u> |
|---|---|---|-----------------|
| ① | 5, 3, 3, 3, 4, 5, 5, 4, 3, 4 39 = <u>3.9</u> | 4, 4, 3, 4, 4, 3, 4, 5, 4, 4 39 = <u>3.9</u> | 3.9 +1.35 |
| ② | 4, 4, 4, 4, 4, 5, 5, 3, 4, 4 41 = <u>4.1</u> | 3, 5, 5, 4, 4, 5, 4, 4, 3 41 = <u>4.1</u> | 4.1 +1.7 |
| ③ | 5, 5, 3, 3, 4, 3, 3, 4, 5, 3 39 = <u>3.9</u> | 5, 5, 2, 5, 4, 5, 4, 4, 4, 4 42 = <u>4.2</u> | 4.05 +1.45 |
| ④ | 4, 5, 4, 4, 3, 2, 5, 3, 5, 4 39 = <u>3.9</u> | 4, 3, 3, 5, 3, 4, 3, 5, 3, 5 38 = <u>3.8</u> | 3.85 +0.8 |
| ⑤ | 5, 5, 4, 4, 3, 4, 2, 5, 5, 4 41 = <u>4.1</u> | 4, 2, 4, 5, 4, 4, 3, 5, 3, 3 37 = <u>3.7</u> | 3.9 +1.35 |
| ⑥ | 3, 4, 3, 3, 3, 3, 3, 3, 4, 3 32 = <u>3.2</u> | 4, 3, 3, 4, 3, 4, 3, 5, 3, 4 36 = <u>3.6</u> | 3.4 +1.65 |
| ⑦ | 4, 5, 4, 4, 4, 5, 4, 4, 5, 4 43 = <u>4.3</u> | 3, 5, 3, 4, 4, 3, 3, 3, 3, 3 36 = <u>3.6</u> | 3.95 +1.2 |
| ⑧ | 5, 5, 4, 4, 4, 4, 4, 4, 5, 4 43 = <u>4.3</u> | 4, 3, 4, 5, 3, 4, 3, 5, 4, 5 39 = <u>3.9</u> | 4.1 +1.0 |
| ⑨ | 4, 5, 3, 3, 4, 3, 3, 4, 5, 3 37 = <u>3.7</u> | 4, 4, 4, 5, 3, 3, 3, 5, 3, 3 37 = <u>3.7</u> | 3.7 +1.10 |
| ⑩ | 4, 5, 3, 3, 4, 3, 4, 3, 5, 5 39 = <u>3.9</u> | 4, 3, 4, 5, 3, 4, 3, 5, 3, 4 38 = <u>3.8</u> | 3.85 +0.9 |