

## De Anza College Office of Institutional Research and Planning

**To:** Marisa Spatafore, Associate Vice President of Communications and External Relations

**From:** Mallory Newell, De Anza Research  
Stefan Trandafirescu, Student Assistant

**Date:** 2/9/2016

**Subject:** Website Redesign Survey

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A web-based survey was sent to all De Anza employees (5,762) regarding the redesign of the De Anza Website. The survey was sent on January 25, 2016 and was open for two weeks. The survey resulted in 116 respondents.

### Highlights Include:

- 50% of respondents reported that they visit De Anza website daily or weekly, 37% visit the website more than once a day and only 6% visit the website a few times a year. (Q1)
- 83% of respondents stated that they visit MyPortal daily or weekly. (Q3)
- 88% of respondents stated that their main reason for visiting the website is to view the academic calendar/important dates. (Q2)
- 50% of respondents described that in order to find what they are looking for on the website it requires some effort, 11% said it is very hard or it takes a very long time, 35% stated that it is easy and takes only a few clicks. (Q4)
- 91% of respondents think that the most important information to include on an academic department page is program information/description. Another 84% of respondents consider that a faculty/staff directory is also important to include on an academic department page. (Q6)

# Website Redesign - Employees

1. How often do you visit the De Anza website (not MyPortal or Catalyst)?

Response	Value	Frequency	Percent	Graph
More than once a day	1	43	37	
Daily	2	26	22	
Weekly	3	33	28	
Monthly	4	7	6	
A few times a year	5	7	6	
I never visit the De Anza website	6	0	0	
<b>Total Valid</b>		116	100	

2. What are your main reasons for using the website? Select all that apply.

Response	Value	Frequency	Percent	Graph
Academic calendar/important dates	1	102	88	
Catalog/schedule	2	71	61	
Department/program information	3	63	54	
Library resources	4	26	22	
Admissions-related information	5	33	28	
Counseling/advising information	6	22	19	
Financial aid information	7	13	11	
De Anza news/events	8	41	35	
Governance group information	9	24	21	
College/district forms	10	56	48	
Updating my faculty page	11	14	12	
Updating a department or program page	12	27	23	
Accessing MyPortal	13	75	65	
Other:	14	6	5	
<b>Total Valid</b>		116	100	

## Website Redesign - Employees

2. **Other:** What are your main reasons for using the website? Select all that apply.

Response	Value	Frequency	Percent	Graph
	-	110	95	
Staff directory, finding names of faculty	-	1	1	
trying to look up staff phone numbers	-	1	1	
Faculty/Staff Page	-	1	1	
Other divisions and contact information	-	1	1	
Equity issues	-	1	1	
looking up maps, dept., fac/staff phone numbers, bookstore hours & info,	-	1	1	
<b>Total Valid</b>		116	100	

3. How often do you visit MyPortal (not the website)?

Response	Value	Frequency	Percent	Graph
More than once a day	1	58	50	
Daily	2	38	33	
Weekly	3	15	13	
Monthly	4	3	3	
A few times a year	5	1	1	
I never visit MyPortal	6	0	0	
<b>Total Valid</b>		115	99	
<b>Missing</b>		1	1	
<b>Total</b>		116	100	

# Website Redesign - Employees

4. How easy is it to find what you are looking for on the De Anza website (not MyPortal)?

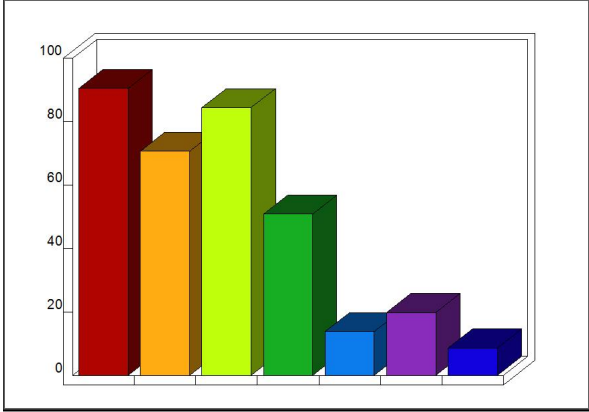
Response	Value	Frequency	Percent	Graph
Very easy	1	3	3	
Easy takes a few clicks	2	41	35	
Requires some effort	3	58	50	
Hard takes a long time	4	9	8	
Very hard	5	4	3	
<b>Total Valid</b>		115	99	
<b>Missing</b>		1	1	
<b>Total</b>		116	100	

5. Which of the following best describes how you look for information on the De Anza website?

Response	Value	Frequency	Percent	Graph
I use the website search box first	1	35	30	
I navigate using the A-Z directory	2	11	9	
I navigate using headings and menus	3	39	34	
I use the search function when I cannot find what I am looking for through navigation	4	22	19	
I use a search engine like Google or Yahoo	5	9	8	
<b>Total Valid</b>		116	100	

## Website Redesign - Employees

6. What information do you think is most important to include on an academic department page? Select all that apply.

Response	Value	Frequency	Percent	Graph
Program information/description	1	105	91	
Degree/certificate requirements	2	82	71	
Faculty/staff directory	3	98	84	
Resources	4	59	51	
Awards/recognitions	5	16	14	
Student/alumni stories	6	23	20	
Other:	7	10	9	
<b>Total Valid</b>		114	98	
<b>Missing</b>		2	2	
<b>Total</b>		116	100	

# Website Redesign - Employees

6. **Other:** What information do you think is most important to include on an academic department page? Select all that apply.

Response	Value	Frequency	Percent	Graph
	-	106	91	
Processes for students (e.g. how to meet with the dean)	-	1	1	
office hours; faq, department (chair)/division office location; uniform format for all depts so easy to learn/find	-	1	1	
Contact information	-	1	1	
A contact person if students have questions	-	1	1	
Instructor's email addresses for students and colleagues	-	1	1	
The A-Z faculty directory should be compulsory	-	1	1	
Events related to the field i.e. math competition, etc...	-	1	1	
Campus Safety Information; take a look at how Foothill College has their Campus Safety icon right on the Home page	-	1	1	
Contact name, email, phone, location, and hours; *Links* to dept. faculty/staff directory, degree/certif. requirements, etc. Main page can have student/alumni story	-	1	1	
questions are about physical location, hours, contact info phone number, email address,	-	1	1	
<b>Total Valid</b>		116	100	

# Website Redesign - Employees

8. Your primary role:

Response	Value	Frequency	Percent	Graph
Faculty member	1	63	54	
Classified professional	2	33	28	
Administrator	3	12	10	
Community member	4	0	0	
Retiree	6	2	2	
Other:	7	5	4	
<b>Total Valid</b>		115	99	
<b>Missing</b>		1	1	
<b>Total</b>		116	100	

8. Other: Your primary role:

Response	Value	Frequency	Percent	Graph
	-	112	97	
Classified staff & Student	-	1	1	
Student Assistant	-	1	1	
Student intern	-	1	1	
Counseling faculty	-	1	1	
<b>Total Valid</b>		116	100	

# Website Redesign Survey - Employees

## 1. How often do you visit the De Anza website (not MyPortal or Catalyst)?

- More than once a day
- Daily
- Weekly
- Monthly
- A few times a year
- I never visit the De Anza website

## 2. What are your main reasons for using the website? Select all that apply.

- Academic calendar/important dates
- Catalog/schedule
- Department/program information
- Library resources
- Admissions-related information
- Counseling/advising information
- Financial aid information
- De Anza news/events
- Governance group information
- College/district forms
- Updating my faculty page
- Updating a department or program page
- Accessing MyPortal
- Other:

## 3. How often do you visit MyPortal (not the website)?

- More than once a day
- Daily
- Weekly
- Monthly
- A few times a year



I never visit MyPortal

**4. How easy is it to find what you are looking for on the De Anza website (not MyPortal)?**

- Very easy
- Easy, takes a few clicks
- Requires some effort
- Hard, takes a long time
- Very hard

**5. Which of the following best describes how you look for information on the De Anza website?**

- I use the website search box first
- I navigate using the A-Z directory
- I navigate using headings and menus
- I use the search function when I cannot find what I am looking for through navigation
- I use a search engine like Google or Yahoo

**6. What information do you think is most important to include on an academic department page? Select all that apply.**

- Program information/description
- Degree/certificate requirements
- Faculty/staff directory
- Resources
- Awards/recognitions
- Student/alumni stories
- Other:

**7. How would you suggest improving the De Anza College website?**

**8. Your primary role:**

- Faculty member
- Classified professional

- Administrator
- Community member
- Retiree

Other: