

EXAMPLE

Summary of Assessment Findings [EDUCATIONAL SUPPORT ADMINISTRATIVE DEPARTMENT] – Annual Goal

[DATE]

Goal:

The department will significantly update its website in order to meet customer demand and be more user-friendly

Assessment Findings

Office Meetings – During our regularly scheduled office meetings, staff have reported that customers cannot find information on the department’s website and that it is too difficult to navigate. Some of the suggestions of our staff were 1) to look at [DEPARTMENT] websites from other institutions to find what works and what doesn’t; 2) to create a small focus group with some of our customers to determine their need in a website; and 3) to seek assistance from the University’s webmaster in the updating of our website.

Focus Groups – Our department brought in a small group of students and a small group of parents to interview. According to the students, some of our information was outdated, some links did not work, and important information was not on the main page but buried under “rabbit holes.” Parents said that the site was just too confusing to navigate and that it assumed customers already knew the business processes of the department.

Benchmarking – Looking at various [DEPARTMENT] website from other institutions, we found similar patterns among those sites that we believed were strong. We have gone over these features with the web builder in our department as well as the University’s webmaster. We are planning to incorporate many of these features into our site.

Satisfaction Survey –The office has incorporated a short survey for all customers to complete at the end of their transactions. According to our most recent data since changes were made to our website, our customers are very satisfied with information posted on-line. We will continue to monitor progress.

Actions Taken:

1. Change department’s website to include more information and make it more user-friendly
2. Continue to monitor user feedback on the new website