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PROJECT TIMELINES

RED ROOSTER DESIGN TIMELINE

**PLANNING**

- **Project Kick-off Call**
  - January 21, 2021
- **ASSESSMENT OF ANALYTICS**
  - Analyze example sites
  - Gather current site maps
  - Create web surveys
  - Assess web analytics
  - Gather survey responses
  - Create survey responses
- **CREATION OF USER PERSONAS**
  - Creation of new site maps
  - Gather site map feedback
- **CREATE WIREFRAMES**
  - Create wireframes
  - Determine template types
  - Create design concepts
  - Gather feedback
- **GATHER FEEDBACK**
  - Gather feedback
  - Make design updates
  - Gather feedback
  - Make design updates
- **APPROVE DESIGNS**
  - Approve designs
  - Create home page
  - Gather feedback
  - Make updates
  - Create secondary template pages
  - Gather feedback
  - Create remaining templates

**DESIGN**

- **Start Phase**
  - March 8, 2021
- **DEVELOPMENT**
  - End Phase
  - April 16, 2021

**DEVELOPMENT**

- **Start Phase**
  - April 19, 2021
- **HAND OFF FILES**
  - Red Rooster Project End Date
  - May 28, 2021
INSTITUTIONAL AND WEBSITE REDESIGN GOALS

Goals for the website redesign that align with the institutional goals:

Promote Student Success
- Feature student success stories to incoming students, similar to the Southwestern College example
- Create structured pathways for students to more easily define and choose the direction of their educational journey
- Make student support services more easily accessible on the website. One comment in the survey feedback was that counseling was difficult to find on the website, and student services was mentioned several times in the survey. So by giving student services more visibility we are also showing the students the support they will receive along their journey.

Accessibility
- This will be a high priority and all pages will pass the ADA compliance checkers
- Making sure that campus accessibility information is easy to find for students needing to make arrangements for all types of accessibility issues.

Workforce and Economic Development
- Create structured pathways for students to more easily define and choose the direction of their educational journey
- Feature student success stories that show how certain programs meet the needs of regional employers including non-credit, dual enrollment and transfer students.
- Feature CTE programs prominently on the website

Technology
- Make technology resources and information more readily available and visible on the website. And provide updates of technology capabilities to the students and community via the web.
- Improving the website itself along with the technology it uses will also help to support the programs, services and mission of the College.

Communication
- Improving the website will also create a platform for better communication to all constituents. This can be done in a number of ways including the updated calendar of events, improvements of the news section, and addressing the structural issues of the website to make information easier to find.

Total Work Environment
- The website can also increase visibility for professional development resources for faculty and staff. These resources could include facilities, equipment and tools needed for effective work and learning.

Other notes about the site and how it can assist in supporting the mission of the college:
- The website should promote the diverse educational and workforce needs of the community. This can be done by making the website a reflection of that diverse community and promoting the SJCC values of opportunity, equity and social justice. Social justice corresponds with equity and opportunity to promote equal opportunity in education and services.
- The website should mirror the guided pathways concept of student success as a journey to achievement by attaining milestones. This is also in alignment with the tagline of “to inspire success one student at a time.”
- The website should have two types of sections, one for people who want to choose a path specific to the type of student they are, and one for the people who would like to choose what to study. We may take the approach of “I want to be a”, or “I want to do...” That makes more of a statement about the end goal and mirrors the student success journey as opposed to asking a question of “what am I interested in”.

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Recommendations Overview

After navigating throughout the SJCC website, creating user personas for the target audiences, completing tasks within the site for these personas, and identifying pain points, we have created a list of recommendations.

- The main target audience is prospective students, so we should consider the prospective student mindset, which is focused on viewing programs and degrees, financial aid information, admissions, etc. We recommend making the main top navigation geared toward prospective students. We also recommend adding drop downs. Adding drop downs will make the information easier to find. The user will not have to guess where to find a link and it will bring many of the secondary level navigation items to the top level. A left navigation can be added to the interior pages that is section specific.

- With the main navigation geared towards the prospective student, add an audience-based navigation to cover your internal users and people who are looking for task-based items, like current students, faculty, etc. There is also no need to have a future students section if the entire site is geared towards future students.

- Add a call to action navigation with the items request info, visit, apply and give.

- Add a quick links navigation for items that are frequently accessed like MyWeb, Canvas, directory, etc.

- Add breadcrumbs to the pages to make it easier find figure out where you are and to link back to other areas from where you’ve been.

- Update the design to make it more modern by widening the site to full-width and adding high-quality images along with using a mobile-friendly framework, like Boostrap with a mobile-first approach.

- Move the other campus locations to the footer

- The logo needs to link to the home page and that will also free up space to remove home from the main menu. The home link is no longer used in most main navigations for this reason.

- We recommend moving the accessibility statement to its own page and add a link to it in the footer.

- Create a newsroom that is a showcase for stories about the college. You can use an RSS feed to pull those stories onto the home page. The current news is a list and the last posted news item is from August 2020.

- Expand the content on the home page to include featured stories for students, faculty, and alumni. Add a calendar of events to the home page. Possibly include a video, if you have the resources to make one.

- With the use of the new Omni CMS, ensure that the information is up to date. Another way to do this is to make sure you are not duplicating the information unless absolutely necessary. If you do have to put the information in more than one place, use the technology available in the CMS to try and edit the content once with the use of assets or RSS feeds.
• Utilize the OU Campus Search to make the search tool more user-friendly.

• Put an emphasis on the program options by creating a guided pathways section and highlight it on the home page. Cross-reference information like student services.

• Create a more interactive, possibly sortable, list of degree options.

• Make the program information consistent. Utilizing the catalog as a way to pull the information and to allow the user to find information in one place. Make it easy for the user to find things like program description, admission requirements, program length, career info, deadlines, prerequisites, and cost of attendance; adding in calls to action for each program.

• Make section titles user-friendly. Avoid institutional acronyms and abbreviations. It may save space, but prospective users might not know what those represent.

• Links to external website should open in a new window and have an icon. Any links that open as a PDF or Word Document should also have an icon to indicate the file type.

• The menus should not be alphabetized but instead listed in order of importance or most visited.

• If you do use accordions or drop downs in your navigation, be sure to use an icon to indicate that the section will expand to show sub-navigation item.

• Reduce the overall number of links in the navigations. It makes it hard to find information.

• Make sure the A-Z list is up to date and comprehensive.

• Give more visibility to the top visited pages like ESL, transcripts, counseling, etc.

• For the non-English speakers, provide better tools for accessing the information in their native languages.

Ways to manage the content in Omni CMS:

• Assets (academic calendars, tuition information)
  Assets allow the user to edit once and publish everywhere

• Syndication (research and news)
  You can add an RSS feed to any folder in Omni CMS and pull that feed to other areas of the website.

• Sub-committees
  This is for content that needs to be agreed upon by a group consensus.

• User-management
  You can give access to certain folders or files for content that may need to be managed by users outside of the content group.

• Academics (catalog)
  The catalog software will be utilized to manage academic information in one place.
OTHER NAVIGATION TYPES

Audience Navigations:
• Current Students
  • Student Services
  • Register for classes
  • Schedule of Classes
  • Check my email
  • Find an advisor
  • View degree check sheets
  • Pay my bill
  • Help Desk
  • Academic Calendar
  • Academic Catalog
  • Online learning resources

• Faculty/Staff
  • Check my email
  • Find policies & procedures
  • Degree check sheets
  • Faculty handbook
  • Academic Calendar
  • Academic Senate
  • Faculty Association
  • Classified Senate
  • Committees
  • Faculty Online Learning Resources
  • Guided Pathways
  • Latino Education Association
  • Professional Development Center
  • Resources
  • Student Learning Outcomes

• Alumni
  • Share what I’ve been up to
  • Read about other Alumni
  • Donate
  • View alumni events
  • Take a non-credit class
  • Find discounts/perks

• Parents & Families
  • Campus safety
  • Tuition & fees
  • Degree programs
  • Pay my bill

Footer links & info:
• Emergency Information
• Privacy Policy
• Disclaimer
• Accessibility Statement
• Accreditation
• Employment
• Copyright Info
• Address, phone
• Logo
• Contact Us
• Social media icons

Quick Links Navigation:
• MyWeb
• Canvas
• Virtual Campus
• A-Z List
• Directory
• News
• Events
• Campus Maps
• Academic Catalog
• Academic Calendar
• Schedule of Classes
• Library
• Bookstore
• Employment

Calls to Action Navigation:
• Request Info
• Visit
• Apply
• Give
FULL SITE MAP

ADMISSIONS & AID
• Admissions
  • Admission Requirements (before you apply)
    • Freshman, Transfer, etc.
    • High School Students
      • Middle College
      • Dual Enrollment
      • Forms
    • International Students
  • Application Process (apply)
  • What’s Next (after you apply/admitted students)
• Transcripts
• Forms
• Matriculation
• Contact

• Tuition & Fees
  • Estimated Cost of Attendance
  • Net Price Calculator
  • Billing and Payments
  • Contact

• Financial Aid
  • Types of Aid
  • Eligibility
  • How to Apply
  • Forms & Information
  • Contact

• Plan a Visit (when campus opens)
  • Campus Visits
  • Campus Events
  • Virtual Tours

ACADEMICS
• Academic Programs (program sort and pathways page)
  • For each individual program page, create a quick overview format to show the program type, format (Online, on campus, etc.), time to complete, credit hours, etc.
  • An RFI form
  • Cross-reference:
    • Requirements
    • How to apply
    • Application deadlines
    • Career information
    • Courses
    • Link to department website
    • Contact Information
    • Link to degree plans
• Link to the catalog
• Link to student services

• Career Education
• Honors Program
  • Phi Theta Kappa
• Special Population Programs
  • Metas
  • Umoja
• Pathway to Law School

• Academic Guidance
  • Academic Counseling
  • Assessment Center
  • Career/Transfer Center
  • Job Placement Center
  • Learning Resources Center
  • SparkPoint
  • CARR Program
  • Puente Project

• Academic Resources
  • Academic Calendar
  • Academic Catalog
  • Degree Plans
  • Online Learning
  • Schedule of Classes
  • Register for Classes
  • Library
  • Bookstore
  • Disabilities Support Program & Services (DSPS)
  • Extended Opportunity Program & Services (EOP&S)

• Divisions & Departments
  • Business & Workforce Development
    • List All Departments with the following pages for each:
      • Academic Programs
      • Academic Resources
      • Faculty & Staff
      • About
  • Humanities & Social Science
    • List All Departments with the following pages for each:
      • Academic Programs
      • Academic Resources
      • Faculty & Staff
      • About
  • Language Arts
    • List All Departments with the following pages for each:
      • Academic Programs
      • Academic Resources
• Faculty & Staff
• About
• Library, LRC, and Distance Education
  • List All Departments with the following pages for each:
    • Academic Programs
    • Academic Resources
    • Faculty & Staff
    • About
• Mathematics and Science
  • List All Departments with the following pages for each:
    • Academic Programs
    • Academic Resources
    • Faculty & Staff
    • About

• International Education
  • How to Apply
  • Programs of Study
  • English Resources
  • Pre-Arrival
  • Post-Arrival
  • Forms
  • Maintaining F-1 Status
  • Employment
  • Traveling Abroad
  • Health Insurance

CAREER EDUCATION
• Programs
• Non-credit Courses
• Work Experience
• Partnerships
• Career Development Services
• Business & Workforce Development Counseling
• Contact

STUDENT LIFE
• Maps & Directions
• Parking

• Get Involved
  • Things to do on Campus
  • Student Organizations
  • Associated Student Government
  • Clubs

• Health & Wellness
  • Student Health Services
  • Mental Health Resources
• Campus Safety
  • Emergency Information
  • Safe Zone
  • Title IX
  • District Police Department
  • Campus Security Report
  • Safety Tips

• Student Support Programs
  • Child Care Resources
  • Advocacy Leadership for imMigrant Access Support and Services (ALMASS)
  • California Work Opportunity and Responsibility to Kids (CalWorks)
  • Cooperative Agencies Resources for Education (CARE)
  • Foster Youth Success Initiative (FYSI)
  • Guardian Scholars
  • Male Summit
  • Student Accessibility Services
  • Service Learning
  • Veterans

• Student Affairs
  • Student Code of Conduct
  • Title IX

ATHLETICS

ABOUT SJCC
• Location (Maps, Directions and Parking)
• Directory
• Offices & Services
• Campuses, Centers and Extensions
• Mission & Vision
• Diversity & Equity
• Leadership & Governance
• Accreditation
• Annual Reports
• College Plans and Program Review
• History
• Contact
Name: Elena
Age: 18
Gender: Female
Race: Latinx
Student Identity: Prospective Student (aspires to be an Immigration Lawyer)

Tasks:                     Institutional Goal Alignment:
• Starting College career, but needs ESL course to start________________________Cultural Competence
• How do I get financial aid?_________________________________________Student Success
• What kind of courses can I take?_____________________________________Student Success
• How do I apply?____________________________________________________Student Success

Observations:

Starting College career, but needs ESL course to start:
• English as a Second Language (ESL) is one of the top search terms on the site, but there is no link to ESL information on any of the pages’ navigation.
• Searching for ESL and the first option takes me to https://www.sjcc.edu/academics/departments-divisions/esl which is only click-accessible by going to Academics -> Departments-Divisions, and then selecting ESL. I would not think to navigate two layers down to access core curriculum information.
• Might also be worth considering that searching for “ESL” requires knowing that the term exists, and what to search for. If English is not your primary language it creates challenges when searching. Searching for “English” brings up two resources prior to a relevant ESL link.

How do I get financial aid?
• In searching for how to pay for school, under the Future Students navigation there is nothing about financial aid. The only information on the page is below the fold in the “Six Easy Steps...” section where Step 06 is to Pay for Your Classes. Without knowing the cost, and options for aid, a student may not be sure he/she wants to begin the application process.
• Only after beginning a search for classes do you find the Financial Aid and Scholarship information under the Current Students -> On Campus Resources. Now a student can go back to the Future Students and see that it exists there as well. For something as business critical as Financial Aid, would not anticipate it be hidden this well.

What kind of courses can I take?
• If this student wanted to be an Immigration Lawyer for example, they might want to find some classes that will get them started there. As the student is now searching for classes, Schedule of classes doesn’t work for these needs. The information can be found in the College Catalog, but the browser navigation back buttons keep taking the user off the page after looking at the required courses.
• However, the information provided in the College Catalog path is different than the “Pathway to Law School Program” found when searching for “Lawyer” in the search box. Now the student isn’t sure which path to follow.

How do I apply?
• Despite challenges searching the site, and in finding a course of study, the student is ready to apply, and there is an option for a Printable Application on the Pathway to Law School Program site. The printed application requires the user to already be a student at SJCC.
• Back on the main SJCC page there are several paths to apply as a new student. Main page link, Future Student page, and in the footer link as the first link. Clicking “Apply” in the footer expands the whole section, but there is no indication that there is hidden content that might expand.
Name: Connie  
Age: 19  
Gender: Female  
Race: Asian  
Student Identity: Prospective Student (aspires to be a hair stylist)

Tasks:  
- How long to be a certified Cosmetologist?  
- How do I get contacted by the school?  
- When are deadlines for enrollment for fall classes?  
- How do I apply?

Institutional Goal Alignment:  
- Student Success  
- Communication  
- Student Success  
- Student Success

Observations:

How long?  
- Searching “Cosmetology” returns good results and the first link has a lot of information  
- Entire program is $6000  
- Takes 1,600 hours of classes (At 40 hours per week, that’s 40 weeks, so less than a year to get certified.)  
- Program costs are in one of the top options, but then again down below there is a different cost link to a PDF where if you add the cost up it is $5,127 for California Residents (Out of state costs are significantly more expensive)

Getting Contacted?  
- Connie has lived in California for a couple of weeks, but all of her mail still goes to her parents’ house in Nevada – She needs help to know if she is a California Resident or not as it makes a big difference in the cost  
- Contact us has all of the departments listed so she called Cosmetology and there is a message saying to go to the website (Modify the contact us page with the link to the department if the preferred method of contact is email)  
- Three failed click navigations later (Academic Programs, College Catalog, Degrees…) and I just searched for Cosmetology again  
- Do I just email the Division Counselor to determine in-state tuition eligibility?

Deadlines  
- No information on Academic Calendar for Fall 2021  
- Cannot click to find any details on when is the deadline for fall classes enrollment and need to coordinate with my employment  
- Searching for “deadline” got me to an international student page where the admission deadline is 7/15/21 for fall classes (Does that apply the same for California residents?)  
- No information found on deadline for application for Fall besides in the internal student section

How do I apply  
- Information on application is discoverable on multiple sections for Cosmetology  
- Routing to a static PDF for an application seems challenging  
- No access to a printer, nor understanding of PDF forms, will create an application roadblock  
- PDF says to keep Yellow copy as proof  
- Who do I send the PDF to? Where does it go?  
- Filled in the information on the website (https://www.sjcc.edu/BusinessWorkforceDivision/Documents/CosmetologyApplicationForm.pdf) am I done?
Name: Monica  
Age: 26  
Gender: Female  
Race: Latinx  
Student Identity: Current Student (studying Kinesiology)

Tasks:  
- I want to see what groups I can join on campus  
- How can I contact my professor?  
- Where is the campus map?  
- How do I see my current courses and schedule?  

Institutional Goal Alignment:  
- Expand Partnerships  
- Communication  
- Campus Safety  
- Student Success

Observations:

Joining Groups:
- Navigated to Academics -> Departments and tried to click on Kinesiology because I assumed I could find some groups under the department  
- Kinesiology has no clickable link and apparently no department page  
- On-Campus resources doesn’t have any info for me under Current Students  
- Student Life has some information, but nothing on groups unique to Kinesiology  
- Understand that Covid has caused challenges here, but placeholders might be a good idea

Contact Professor:
- There is no Kinesiology page to explore under departments and I can’t remember his name off the top of my head  
- Faculty and staff directory allows me to filter on Kinesiology  
- Find Devin Aye’s email address  
- A search for “aye” on the site does not return any relevant results  
- Provide a structured way to contact faculty and staff if possible

Campus Map:
- Having not been on campus at all since Covid need to find out where my classes will be in the future  
- Campus map is under the Discover SJCC section – Straightforward  
- Lot of different starting points to get people to campus, but I just want an address I can put in my GPS  
- Interactive campus map is just a link to Google maps…?  
- Would not recommend linking in the footer to the campustours.com website as an alternative to having your own map, directions and parking page.

Current Courses:
- Have to assume that MyWeb will take me to my classes as I cannot find any navigation link to go to my classes  
- The Class Schedule tool has challenges and needs to be retooled  
- Couple of different possible paths to take to get to MyWeb, but given that it is one of the most searched terms, it should move to be higher in visibility
Name: Carol
Age: 20
Gender: Female
Race: Asian
Student Identity: Current Student (studying Cosmetology, but wants to move into Dentistry)

Tasks:  

Institutional Goal Alignment:
• When are finals? Communication
• What classes are offered in Dentistry? Student Success
• Are there any Lectures or Concerts I can attend? Expand Partnerships
• How do I see my current courses and schedule? Student Success

Observations

When are Finals?
• Academic calendar tells me that the English final is on 5/14, but no details on any courses in Cosmetology
• Finding Cosmetology page is a challenge as already demonstrated
• Navigated to the Cosmetology page and looked at the spring start schedule of classes
• Google Doc page which gives me courses for last year, and next year
  • Why are courses from last year still on the sheet?
  • If it is spring start, why does it show fall first?
• Might be available on MyWeb/Canvas, but cannot find any info on SJCC

Dentistry Classes
• Looking to know if Carol might like the career path, but it is all or nothing on Dentistry and she can’t add classes here and there
• Dental Assisting landing page says it is the #1 program in the nation, but then directly under it has an award from 3 years ago
• The “new student” link sends me to the main application page, but Carol is an existing student
• Can enter Spring or Fall, but dates would be a nice clarification
• Orientation link for 1/20 is now over a month out of date
• Do I just talk to the counselor to get enrolled?

Concerts and Activities
• Know that there is a massive impact to campus activities in a global pandemic
• Discover SJCC does not give me any information that the campus is closed or open
• I can request a campus tour through a Google form
• Community tab has a link to the Art and Lecture Series that is from Spring of 2019 (Says to go the Events section for details, but there is no events section)
• This page (https://www.sjcc.edu/community/art-lecture-series) is outdated
• Community tab takes me to a landing page that tells me the track is open

Current Courses
• Might be redundant to continue addressing this with each persona, but it is obviously an important topic to consider
• Schedule of classes link is probably how folks are getting to MyWeb/Canvas since it appears to be the path of least resistance, but they are on the page for over a minute and a half to scroll down
• Clicking through to some .asp sites with just a straight word doc basically
Name: Michelle  
Age: 24  
Gender: Female  
Race: Latinx  
Student Identity: Current Student

Tasks:                     Institutional Goal Alignment:  
• How do I get to my Online course?_______________________________Student Success  
• When is the campus closed for holiday?___________________________Communication  
• Is there WiFi I can use on Campus?_______________________________Technology  
• Where do I get my course materials?____________________________Student Success

Observations

Online Course Content  
• Main page has no obvious selections for Online course content (Two steps below the fold there is a section saying the campus is open Online)  
• The “Open” link in the campus is closed section takes me to a broken link (https://www.sjeccd.edu/Pages/PageNotFoundError.aspx?requestUrl=http://www.sjeccd.edu/virtual-campus)  
• Navigating to Current Students gives me an option, again below the fold, to go to the Virtual Campus  
• Virtual Campus landing page has Links to MyWeb, Canvas, and some Zoom information (This is a much more solid navigation page, and the transition from sjcc.edu to this is jarring)  
• Online Learning and Resources link on the left is dated  
• When clicking the Online distance learning link from the home page, it takes me to the schedule of classes as opposed to the Online learning and resources page.

Campus Holidays  
• From the current students tab I am able to see the Academic Calendar and it lays out the information  
• There are two timelines presented which could create confusion if I only see the top section and I need information for Spring vs Winter classes  
• The winter class section is a month old at this point  
• Include the Holiday Calendar and the Instructional Calendar on one page (Going to two separate PDFs to try and align dates is challenging)  
• Presenting calendar dates in a table is difficult to digest the data

WiFi On Campus  
• In the main navigation slideshow there is a link to information on Free WiFi  
  • This is a really interesting program, but tough to find if you don’t immediately notice it in the slideshow  
• Searching for WiFi gives me several old links relevant to on-campus support  
• The fifth link down indicates that International students can get a free Xfinity WiFi hotspot through AT&T  
  • Following the link is to the International Students page and there is no information on hotspots  
• Top Covid-19 link has an option to take you to the SJCC Covid-19 page, but it simply redirects to the Current Students page  
• Cannot find any information on the site about free WiFi for students even though it is offered

Course Materials  
• Library links tell me the library is closed and I get an external link to the Online library (I can reserve digital course textbooks here through a Google Form)  
• Seems more attention should be paid to course materials in an entirely virtual campus
Name: Lizbeth  
Age: 17  
Gender: Female  
Race: Latinx  
Student Identity: High School Student

Tasks:  
- What classes can I take while still in High School?  
- Do my credits transfer to UCLA?  
- Can I take remote or night classes?  
- Can AP courses count for college credit?

Institutional Goal Alignment:  
- Student Success

Observations

High School Class Offerings
- Future Students -> High School tells me that I don’t need to worry about placement tests and seems to be the overriding message (If placement tests aren't needed, why is there a placement test?)
- My High School transcript and GPA are all I need to get started (If a prospective student is a Junior in high school, do they start at the same place?)
- Clicking on the self-guided placement feels a little nebulous for this decision process if the goal is bringing those HS students in
- There is a three-step process to apply for a current or future HS student and some information on costs at the bottom of the page (These need to be surfaced if the goal is recruiting new HS students)

Transfer Credits
- No information specific to a high school student that I can find
- Future students page has information on applying, but do not see transfer information
- UC Bound link on the side bar takes me to a UC specific page (A lot of information to digest here and it isn’t very clear – Lots of if/then and combinations)
- Link for assist.org in the 4th bullet is not a link
- The transfer center resources (Future Students -> On Campus -> Career Transfer Center) on the side navigation are outdated (Events) confusing (Transfer to a CSU) or empty (Transfer to a Private)

Remote or Evening Classes
- Campus is virtual only for current semester, but no information for Fall 2021
- In the Class Schedule section below the fold of Future Students -> Schedule of Classes there is a link for “Late Start Courses”
  - Some of these are evening classes, but looks like they are late in the semester instead of late in the day
  - http://evcwebs.sjeccd.edu/schedule/spring/sjcc-late-start.asp
- Searching for “night classes” gives no actionable information – Minor annoyance that the search result “header” has a Virtual Campus ghost text
- Navigating to College Catalog to try and find some information on night classes shows this to be essentially a table of contents page? Not what I think of for a College Catalog

AP Courses
- No clear information accessible on AP course credit nor transfer information
- Searching for “AP credit” and the first link is a PDF from 2014
- Future Student -> On-Campus Resources -> Career/Transfer center is not at all an intuitive location for transfer information
- HS student persona has been challenging, specifically transfers/credits
Name: Michael  
Age: 20  
Gender: Male  
Race: Asian  
Student Identity: Prospective Student (aspires to obtain a STEM degree)

Tasks:  
- Need an ESL course to get started  
- Can I start my engineering degree at UC here?  
- Can I live on campus?  
- How do I apply?  

Institutional Goal Alignment:  
- Cultural Competence  
- Student Success

Observations

ESL Info  
- Translation link at the top of the page by search works to translate the Future Students navigation  
- Clicking on Assessment center gives me month-old information on the Assessment office availability  
- ESL Placement test takes me to a form page for the Test Request  
- Changing Language to Spanish does not change the language of the questions (If Chinese is a frequent contributor to your student population, it needs to be an option)  
- Need to exercise caution with acronyms, particularly for non-native English speakers

Engineering/STEM Info  
- Future Students -> Degrees tells me that I can get an Associate of Science transfer degree at the bottom of the page  
- Note – No consistent text justification for the section “cards”  
- Clicking on Degrees/Certificates and presented with a lot of information (Advised to “explore our advising sheets” but no direction to those advising sheets)  
- GE requirements is the only section with STEM information, but the acronyms don’t clarify info (Two links for PDFs that are complex and challenging, specifically for ESL student)  
- A search for “engineering” shows several outdated links, but link 4 takes me to a math and science page where engineering is “coming soon” (https://www.sjcc.edu/AdministrativeServices/Pages/MATHEMATICS-SCIENCE.aspx) (Why is this under Administrative services?)

Living on Campus  
- Future Student -> On-Campus Resources has no information on housing  
- Only after searching for housing and then going to International Students page do I find that SJCC does not offer on-campus housing (Need to consider if this is an oversight, or a good assumption that people know this information)

Applying  
- 12 Minute video for applying to the school which was published three years ago (Most information still appears relevant, but pages and click locations do not align)  
- CCC apply is a PDF from 2018 as well  
  - Most information is correct, but dated  
  - The second instruction on the apply now PDF is not correct for the current site  
- Need to plan for living documents and simplified processes as it can be challenging to maintain new information as sites and plans change
Name: Memo
Age: 22
Gender: Male
Race: Latinx
Student Identity: Prospective Student (aspires to study nursing and needs wheelchair accessible classes)

Tasks:                                    Institutional Goal Alignment:
• Is the campus wheelchair accessible? __________________________ Accessibility
• Can I take a virtual tour? ________________________________ Technology
• How much does it cost for a Nursing certification? _______________ Student Success
• What options are there for working on campus? _________________ Student Success

Observations

Accessibility
• Assume that the campus adheres to ADA requirements
• Search for “wheelchair” returns PDF link to 21-year-old document as the third result – Accessibility to the library (https://www.sjcc.edu/AcademicAffairs/Documents/II.B.20%20Library%20Policy%20Disabled%20Access.pdf)
• Minutes from a 2018 meeting say that the SAS office is now inaccessible to people in wheelchairs
• Student Accessibility Service office is not accessible to its core audience (per the site)
• No information that I can find on classroom accessibility

Virtual Tour
• With no info on accessibility a virtual tour could give info, but the “Virtual Tour” option on the Future Students page is empty
• Discover SJCC has a virtual tour video (3:54) that specifically calls out that the library entrance is on the second floor with drone footage going up stairs
• The video itself is well edited and provides a wealth of information
• Interactive Campus Map is a link to maps.google.com

Nursing Certification
• Not able to find any information through clicking links about nursing in the Future Students page
• Nothing on the Degrees/Certificates page about Nursing
• “Nursing” is a top 10 search term and I cannot find any information on if the school offers nursing courses
• There is a link when searching to workshop from 2019 that indicates a nursing program: https://www.sjcc.edu/Events/Pages/Nursing-Workshop0221-6297.aspx

Work/Study
• No information on Future Students for any work study programs
• It is not a commonly searched term, but employment aligns with institutional goals and isn’t on the site
• Employment link above the search bar leads to an off-site site for employment on campus
• Additionally, no information on the top level of the Future Student page for financial aid
• On-Campus Resources -> Financial aid has some information finally
• Job placement center under the On-Campus resources might help, but it appears to be a computer lab, basically
Name: John  
Age: 18  
Gender: Male  
Race: White  
Student Identity: Current Student (finished his first semester and needs counseling for his next year)

Tasks:  
• How do I get counseling service? Student Success  
• I’d like to see the work my peers have done Student Success  
• How do I get my transcript? Student Success  
• How do I see my current courses and schedule? Student Success

Institutional Goal Alignment:

Observations

Counseling
• Top 10 search term and is not on the main page, nor on the Current Students page  
• Scrolling down below the fold there is a Counseling Information card (Goes to Counseling Department landing page)  
• As one of the most searched for, and visited, pages there are challenges with this page  
• An image that is not clickable dominates the main view  
• ESL and Pre-requisite forms are the first links  
• Third link is to an external PDF that was update six months ago  
• The third bullet point has 5 links to the same page in one sentence  
• What is the goal of the Counseling Department? (Move this up in the page for clarity)  
• Contact us sidebar still looks like there are office hours in the student center

Academic Work
• Success Stories under Discover SJCC is at least 6 years old  
• There are no other examples I can find on the site of successful stories of students or faculty

Transcript
• The most searched item (outside of MyWeb and Canvas) and there is no link under Current Students for a transcript  
• After searching it is under Current Students -> Admissions and Records Office -> Transcripts  
• The first link under Option 1 (image of TranscriptsPlus) is not a working link: https://www.credentials-inc.com/tplus/?ALUMTRO001282 is dead  
• Google search for TranscriptsPlus redirects to credentials-inc.com, which is also dead  
• Under option 2 it says that beginning March 17 the Admissions office will be closed  
• From the transcript page, it appears I can only call to get my transcript  
• Calling the number on the site, 847-716-3005, tells me the office is closed on the weekend, and only open 8:00AM to 8:00PM EST (Hours for customer service listed on the page are incorrect per the recorded message)  
• I would be frustrated as a student if this is the process I had to go through for my transcript

Current Schedule
• From the main page, I click on Class Schedule  
• Opens a new tab to Current Students -> Schedule of classes  
• This is how to get new classes, not existing class schedule  
• Interactive college catalog image is from 2017-2018 year  
• Have to assume MyWeb has the information I need as it is the only viable link on the page
Name: Richard
Age: 19
Gender: Male
Race: White
Student Identity: Current Student (wants to finish his Associate’s Degree as soon as possible)

Tasks: Institutional Goal Alignment:
• Where can I go to see my grades? ___________________________Student Success
• How can I get more credit hours? ___________________________Student Success
• How can I graduate sooner? ________________________________Student Success
• How do I see my current courses and schedule? ______________Student Success

Observations

Current Grades
• After navigating to Current Students -> Online Learning and reading in the MyWeb section that this is where grades will be posted
• Have to read past the “Are Online Classes Right for You?” section, which says that it isn’t for everyone
• Dead link to Moodle and a reference to Canvas as the solution going forward from 2016
• MyWeb is the most searched term on the site, and there is no link to it on the main page
• Canvas is the second most searched term and no link on the main page
• No link to either MyWeb nor Canvas on the Current Students page either
• Are these the two most important sites to a current student?
• There is a persistent Virtual Campus link under the main navigation, but it gets hidden

More Hours
• Current Students -> Schedule of classes the first link on the page is a video from March 2020 on how to register online
• Current Students -> Schedule of classes and then clicking on the main link to find classes takes me to the scheduler
• Important Links to the right is a duplication of the main navigation
• Do I need to see a mission statement as an Important Link? Is that critical for current students?

Graduate Sooner
• As one of the Pathways goals, I would anticipate finding information on how to accelerate my degree path
• No specific information on how to take more classes or how to graduate sooner
• On-Campus resources for Counseling would make sense
• On-Campus is a misnomer since all is virtual

Current Schedule
• Same issues with current schedule as other paths have taken
• Scrolling to the bottom of the Schedule of Classes page has documents from 2014 classes
• What relevance does this have for a current student?
• Clicked on Mission Statement in the “important links” section and it takes me to Discover SJCC
• Actual mission statement is well below the fold

The user personas were generated based on the SJCC college demographic information and represent the ratio of gender, age, race, and student type represented at the college and surrounding community. We chose not to include faculty, staff, alumni or parents because they will have their own audience specific pages.
APPENDIX

Web Survey Results
Inspirational and Peer Institution Website Examples
Google Analytics Overview
Original Site Maps
WEB SURVEY RESULTS

A web survey was sent to all current students, faculty and staff on Thursday, February 11 at 10:00 am. Below is the compiled information from that survey. We received 216 responses.

What is your affiliation with SJCC? (select one)

211 responses

- Current student: 70.6%
- Faculty: 16.1%
- Staff: 12.8%
- STUDENT, FORMER FACULTY: }
What is the reason you visited the website? (select all that apply)

208 responses

- Admissions information: 117 (56.3%)
- Degree programs offered: 111 (53.4%)
- Financial aid information: 78 (37.5%)
- Schedule of classes: 91 (43.8%)
- College news and events: 104 (50%)
- Transfer: 3 (1.4%)
- Directory: 1 (0.5%)
- Multiple areas: 1 (0.5%)
- Counseling services: 1 (0.5%)
- All the above: 1 (0.5%)
- Faculty/staff page - myweb: 1 (0.5%)
- Canvas, outlook, etc.: 1 (0.5%)
- Career Education updates: 1 (0.5%)
- College Catalog: 1 (0.5%)
- Tutoring and Library: 1 (0.5%)
- Student services program: 1 (0.5%)
- Library: 1 (0.5%)
- Academic calendar: 1 (0.5%)
- My Web for Faculty: 1 (0.5%)
- Academic calendar, resources, contact information: 1 (0.5%)
- ALL THINGS COLLEGE: 1 (0.5%)
- Catalog information: 1 (0.5%)
- Course outlines of...: 1 (0.5%)
- Academic calendar, & current student se...: 1 (0.5%)
- College Resources: 1 (0.5%)
- Counseling, Transcript delivery: 1 (0.5%)
- Canvas: 1 (0.5%)
- Log onto canvas: 1 (0.5%)
- Enrollment updates: 1 (0.5%)
- Library: 1 (0.5%)
- Textbook/bookstore information: 1 (0.5%)
- Student support resources: 1 (0.5%)
- Myweb access: 1 (0.5%)
From which sources do you receive college news, events and information? (select all that apply)

210 responses

- Website (sjcc.edu) 122 (58.1%)
- Email 182 (86.7%)
- Faculty/staff 83 (39.5%)
- Word of mouth 35 (16.7%)
- Social media 34 (16.2%)
- No info received 3 (1.4%)
- Canvas, my web 3 (1.4%)
- EOP&S 1 (0.5%)
- Text from Jaguar 1 (0.5%)
- Text 1 (0.5%)
- Supervisors calendar 1 (0.5%)
- Messages from classes 1 (0.5%)
- Division/department meetings 1 (0.5%)
- Googling specific information 1 (0.5%)
- My friend 1 (0.5%)
- Former Yahoo! group 1 (0.5%)
Which frequently accessed features would you use the most? (select all that apply)

<table>
<thead>
<tr>
<th>Feature</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Directory</td>
<td>92</td>
<td>44%</td>
</tr>
<tr>
<td>News and events</td>
<td>78</td>
<td>37.3%</td>
</tr>
<tr>
<td>Maps</td>
<td>43</td>
<td>20.6%</td>
</tr>
<tr>
<td>A-Z List</td>
<td>40</td>
<td>19.1%</td>
</tr>
<tr>
<td>Academic catalog</td>
<td>134</td>
<td>64.1%</td>
</tr>
<tr>
<td>Academic calendar</td>
<td>153</td>
<td>73.2%</td>
</tr>
<tr>
<td>Canvas</td>
<td>2</td>
<td>1%</td>
</tr>
<tr>
<td>Library</td>
<td>2</td>
<td>1%</td>
</tr>
<tr>
<td>register classes</td>
<td>1</td>
<td>0.5%</td>
</tr>
<tr>
<td>Info and resources in general</td>
<td>1</td>
<td>0.5%</td>
</tr>
<tr>
<td>Schedule of classes</td>
<td>1</td>
<td>0.5%</td>
</tr>
<tr>
<td>Degrees and Certifications</td>
<td>1</td>
<td>0.5%</td>
</tr>
<tr>
<td>How to apply, classes</td>
<td>1</td>
<td>0.5%</td>
</tr>
<tr>
<td>counseling department</td>
<td>1</td>
<td>0.5%</td>
</tr>
<tr>
<td>My Web</td>
<td>1</td>
<td>0.5%</td>
</tr>
<tr>
<td>Access my web</td>
<td>1</td>
<td>0.5%</td>
</tr>
<tr>
<td>Programs easy access</td>
<td>1</td>
<td>0.5%</td>
</tr>
<tr>
<td>(metas, eops, fina...)</td>
<td>1</td>
<td>0.5%</td>
</tr>
<tr>
<td>Billing, grades, enrolled</td>
<td>1</td>
<td>0.5%</td>
</tr>
<tr>
<td>courses</td>
<td>1</td>
<td>0.5%</td>
</tr>
<tr>
<td>Updated international education webpage</td>
<td>1</td>
<td>0.5%</td>
</tr>
<tr>
<td>Counseling, Transcript</td>
<td>1</td>
<td>0.5%</td>
</tr>
<tr>
<td>delivery information</td>
<td>1</td>
<td>0.5%</td>
</tr>
<tr>
<td>myweb &amp; canvas</td>
<td>1</td>
<td>0.5%</td>
</tr>
<tr>
<td>MyWeb enrollment</td>
<td>1</td>
<td>0.5%</td>
</tr>
<tr>
<td>information/census</td>
<td>1</td>
<td>0.5%</td>
</tr>
<tr>
<td>search bar</td>
<td>1</td>
<td>0.5%</td>
</tr>
<tr>
<td>Student support resources</td>
<td>1</td>
<td>0.5%</td>
</tr>
</tbody>
</table>
How do you prefer to request information on a website? (select all that apply)

208 responses

- Contact form: 83 (39.9%)
- Telephone: 74 (35.6%)
- Direct email: 159 (76.4%)
- Chat: 97 (46.6%)
- Text: 2 (1%)
- On the website itself: 1 (0.5%)
- Zoom: 1 (0.5%)
- Chat, but with a live person: 1 (0.5%)
- Not a bot: 1 (0.5%)
- I like direct email attached to the con...: 1 (0.5%)
- videos: 1 (0.5%)
- Text messages: 1 (0.5%)
- Contact form only if it allows attachme...: 1 (0.5%)

What would you like to see featured on the home page? (select all that apply)

207 responses

- News and events: 125 (60.4%)
- Student/faculty spotlights: 86 (41.5%)
- Degrees/programs: 125 (60.4%)
- Student life: 83 (40.1%)
- Social media feed: 129 (62.3%)
- Library: 2 (1%)
- Directory: 1 (0.5%)
- Schedule of classes and...: 1 (0.5%)
- Academic Calendar...: 1 (0.5%)
- Faculty resources where it has all the ...: 1 (0.5%)
- Everything like sports: 1 (0.5%)
- How to apply for the college: 1 (0.5%)
- Academic calendar: 1 (0.5%)
- Guided Pathways; Who can help with ques...: 1 (0.5%)
- all student services links: 1 (0.5%)
- application information: 1 (0.5%)
- Student Accomplishments: 1 (0.5%)
- Resources for basic needs: 1 (0.5%)
- ATHLETICS: 1 (0.5%)
- myweb & canvas access: 1 (0.5%)
- student support resources: 1 (0.5%)
Please tell us any suggestions you have for improving the usefulness of our website including what information would bring you back to the website regularly.

Easier to find things through search

The library archives

Better calendar. Easier to locate calendar.

A basic design would make it easy to navigate. Less color maybe. It seems complicated now.

Need to be more streamlined and less cluttered.

Faculty and employee pictures to increase familiarity. Updated directory of faculty/staff.

I think the website is so out of date as is a lot of the information on it. There is so much scrolling-definitely not mobile friendly and so much of the information is out of date. I have to use google to find anything-navigation is completely non intuitive. Take a look at Foothill.edu-so much easier to use and to find info. Updated website can’t happen soon enough. Our current website makes sjcc look out of date and not very professional

The website looks good

Make it simple. It is complicated now for me

The website needs a better CRM. The crm is a mess. Whoever cataloged your website only did a mediocre job. The search button if it’s tied to google analytics can repair the crm also, but the lack of search features leads me to believe that the SEO wasn’t fully utilized either. Please invest in proper SEO tactics, google response via analytics and If you’re using Wordpress for your CRM, then update it with proper terminology to make the SEO collaborate with the CRM platform. if this is pure html/css then bootstrap your website so that you can create a more modern build. if your current developer is unable to perform the tasks you may get in touch with me. my student email is dosa6077@stu.evc.edu I have been involved in web development (full stack) since 1994.

In layman’s terms, it’s difficult to find what you’re actually looking for. The website should allow for better, more clear navigation without feeling the need to use the site map (a-z index) as often as I do.

I think the desktop version of the website should have the middle column expand to fit the screen, there is a lot of empty and wasted space on the sides of several pages. Otherwise I think the school website has a great upkeep especially compared to others that I’ve used.

Fill in forms that can be submitted directly from website. Forms that cannot be submitted directly, should include direct mailing address that includes; Dept., address, attn: person, etc. These suggestions lend well in these contactless times

Keeping it up to date. A lot of the information tends to be from a few years ago. Also I’ve always felt
the cartoon picture on the home page of the students with masks on looks like the students are apprehensive or depressed. I wonder if we can incorporate a more positive image with masks/cartoon images.

A comprehensive calendar with all the events, meetings, and important dates marked. An easy to access forms and resources for faculty. The most current news about the campus and each and every department. More useful information and less flashy, promotional type material. Thank you!
An academic tips and resources blog

The current website is not user friendly nor easy to search. I go to google and often do a search for something I’m trying to find at SJCC, rather then search our home page. Students often are looking for MyWeb or Canvas links, and they need to scroll all the way down to the bottom of our page to find what they are looking for.

Less clutter on the website.

I would like to see the catalog, schedules (even though I know you can see and search that on MyWeb), academic calendar, and events. I would also love it if the faculty directory had professional portraits because while we are not on campus, it’s hard to put a face to a name.

search tool directing to current page. I currently use google to search.

Search engines needs improvement and accuracy.

I believe there is no need for improvements, for the moment.

Too many options on menu, too many items

The side navigation has been the best and the easiest way to access any department or app.

It is crazy and frustrating to me and I’m sure everyone using the site that to get to the most used areas like canvas or myweb that it moves around in the first 5 seconds as stuff loads etc. Insane! Fix it for everyone that has to use sjcc.edu services.

Based on the information gathered from this survey, a de-cluttered and streamlined homepage could be beneficial.

User friendly, nice colors, not a busy/crowded

Trying to locate certain programs offered by the college. Going through too many steps to get to the requested information takes time.

Make sure department and program information is up to date!!

With the current website I don’t get a coherent picture of how things are organized, how they relate to each other.

hire my company to help with the overall design, look and usability. Thank you (408)489-0468

Easier access,
Update faculty information every semester.

Have the site be visually appealing. Have an uncluttered, well-organized site. If the site needs to serve multiple audiences that don’t overlap, give each audience their own area where they can find the things they need. Assume that people visiting the site do not know any of our jargon and have things written in plain language - the kind of language you would hear if you got a call at work. Provide easy translation to other languages (Spanish, Vietnamese, etc.). Make things so easy to find, you never need to use the search box; Or make things so easy to find, you never get lost in the wrong part of the site.

Hopefully the new site will be easier to manage and all the links will be updated to the current ones instead of the old/outdated or broken links.

The removal of old news information when students search for particular information so that they have access to the correct and current events/news.

Adding Admissions and Records in the current students tab

An easily visible search field is always incredibly useful for site navigation:)

Easier access to canvas

It’s best to input class schedule and myweb account at homepage as well so it’ll be easier for new students. Also, can SJCC offer more sociology classes? Thanks

Services & Events listings geared for students Student have a hard time finding services

Easy to read and update calendar; short videos; easy to navigate; better search; fewer drop down menus.

a listing for the bookstore manager

Keep it up to date. Last semester, I had an instructor who told us to check the scholarship page and write an essay to satisfy one of the scholarships, but much of the info was from 2017 or even earlier.

My students do not appear to search for information, financial, loaner equipment & books, calendar. Links should be on the home page to increase the odds of their learning about these services

Not a fan of the dark gray background, too dark

It is sometimes hard to get a counseling service.

Put a link to the library at the top of the page. Colleges usually have the library link more easily accessible.

From DMA and PHOTO department’s perspective, I want to see the department pages feature faculty contact/bio, up-to-date student work showreel/gallery and student interviews about what makes our program great.

The overall design and aesthetic is very outdated. It would be nice to see a more collected look while also catering to student work, art, and pictures in vibrant colors. The website also needs to have updated information on all of its pages.
If the website was more user friendly and not so text heavy. Would make the experience 10x better.

Can we adopt a modern CMS that is responsive and easy to use that allows department content owner/developers to easily edit their content? FHDA has used one that works really well. Please consider.

A more comprehensive and better organized sidebar menu. The current website layout makes it very difficult to find specific information within departments such as: academic calendar, veterans resources, counseling information.

Please make the website user friendly! It is so hard to find information on it right now.

Update information frequently (tuition, events, holidays, etc.); clear & organized categories
It can be a little difficult to navigate through the website, specifically when trying to find counseling services

More fun facts of the month. History sports health fun facts would be a good idea

The biggest issue I have is that there isn’t really a section detailing how to transfer transcripts from other schools to SJCC. Depending on the other institution, I may need a contact name, address, phone number, or email address. I wasn’t able to find any of that information in an obvious way on the web page.

It’s not very user friendly. It looks very busy and outdated, and it doesn’t match my how i usually navigate the website. Use more white, and may the school colors as accents.

Information about student assistance, tutoring and free resources.

Website is very confusing. Too much on one page. Keep it simplistic, with drop down menus for specific information on each area.

Would love to have access to these from the home page:
Admissions
Financial Aid
Athletics
Class catalog
Calendar of events

There is no cohesion. If I need to find the METAS website, I will google sjcc metas. Same with any other department. There needs to be more connectiveness . The user interface is lacking.

The current website is nice but giving it a more modern feel would be nice & highlighting classes offered & teacher biographies & SJCC history and highlights- maybe showing old pictures of SJCC in the past - and highlighting famous alumni - would attract me more

The website search feature needs to find items on the college website so that people don’t have to leave the site and go to Google just to find items on our own site.

Suggest that student and staff email to be at top of screen than scrolling to end of screen.

The next Academic calendar year to plan for class registrations
Maybe make it more mobile friendly

Easy access to the information i need

Gives you clear directions on how to find what classes are needed for any reason

The interface needs to be easy to follow and have icon, links that are accurate and lead to content page in search of.

Highlights of student, staff and faculty stories

The website design seems outdated. I’d suggest looking at other city college websites with more modern pages. I think this might help attract students.

Very good for me

The Library should be directly accessible by being in the top line and also have an easy direct link such as http://www.sjcc.edu/library

Have the schedule of classes easily accessible. Simplify things. Currently, To find anything I type SJCC.edu and what I need on google.

PHILOSOPHICAL UPGRADE, TALK “CULTURAL HEGEMONY” (GRAMSCI) AND ALSO EMBRACE THE ACADEMIC BUSINESS, WITH KINDNESS AND RESPONSIBILITY.

I like to see more students’ event/life on the home page, and also what ASG is currently working on. I know we have a webpage (https://www.sjccasg.org/) for that, but I would hope school promote it more. The Quick Links on the right side of the page loads slowly and jumps when content above is loaded. Can we place Quick Links at the top so it loads first?

Make the frequently assessed links more easily reachable. Right now, to get to Canvas, I have to scroll down the page to reach it.

Taxonomy and layout by student needs vs. current setup (see other universities), improved search, chat, simpler URLs for individual pages, calendar
INSPIRATIONAL AND PEER INSTITUTION WEB SITE EXAMPLES

INSPIRATIONAL WEB SITES

Cornell: https://www.cornell.edu/

Home page elements:
- Task Nav
- Audience Nav
- Main nav with dropdowns, open on hover
- Slider
- News and events
- More News blocks
- Social feed
- Video

Brown: https://www.brown.edu/

Home page elements:
- Audience nav dropdown
- Main nav with dropdowns, open on hover
- Sticky Nav
- Hero video
- News with tabs for featured and recent
- Feature blocks
- Academics section with changing text and images on rollover
- Testimonial video blocks
- Social media section, not a feed
- Audience based section with a drop-down menu and tabs where the content changes based on the audience you choose. It’s a lot of content condensed into a small area.

Stanford: https://www.stanford.edu/

Home page elements:
- Audience nav
- Main nav with no dropdown
- Static hero image
- News
- Events
- Academics
- Testimonial
- Research
- Testimonial
- Campus Life
- Admission
- About
- Sticky nav
Southwestern College:  https://www.swccd.edu/

Home page elements:
  • Audience Nav
  • Main nav with drop downs
  • People spotlight
  • Sticky icons
  • Announcement section for dates and deadlines
  • Student types
  • Programs & Services buttons
  • Locations
  • News & social
  • Events
  • CTA

West Hills College:  https://www.westhillscollege.com/

Home page elements:
  • Task Nav (myWestHills, schedule, search, apply)
  • Main nav with drop downs
  • Hero Video
  • News & Events
  • Interest Grid
  • Financial Aid Information
  • Quickpath information
  • Stats
  • Student types
  • CTA

Catalog example:  https://catalog.ccc.edu/
PEER INSTITUTIONS

Mission College:  https://missioncollege.edu/

- OU Campus CMS
- Bootstrap Framework

Home page elements:
- Task nav
- Main nav with dropdowns
- Small hero image that changes on reload
- Sticky contact form
- Student type dropdown (takes you to another page)
- Program dropdown (takes you to another page)
- COVID info
- Financial aid
- Degrees and career pathways (accordions and tables)
- Large graphic for registration assistance
- Admissions
- Working professionals
- Online classes
- Event list
- Social media feeds
- Logos with guided pathways page
- Nav: Apply, Programs & courses, paying for college, Student services, campus life, community, about
- Notes: It is geared toward a mixture of audiences

De Anza College:  https://www.deanza.edu/

- OU Campus CMS
- Bootstrap Framework

Home page elements:
- Audience nav
- Task nav
- Main nav no dropdowns
- Looping video (seems too quick) geared toward prospective students
- Three types of students (degree seeking, transfer or workforce), more text on hover
- Degree page is a filter-able table
- Slider to show resources, student life and opportunities
- News section
- Events section
- Very large slider with social icons
- Back to top button
- Chat
West Valley College:  

- OU Campus CMS
- Bootstrap Framework

Home page elements:
- Audience navigation with dropdowns
- Quick links with dropdowns
- Main nav with no dropdowns
- Sticky nav
- Slider
- Chat
- Another audience section with tabs to change the content underneath
- Block of links with resources for online, student services, free student resources, online faculty
- News
- Facts
- Events
- Discover section with a grid of images and links
- Social media feed
- Back to top button

Foothill College:  

- OU Campus CMS
- Bootstrap Framework

Home page elements:
- Task Nav
- Audience Nav
- Main Nav no dropdowns
- Sticky Nav
- Slider
- Another audience section with tabs to change the content underneath
- What's happening carousel
- Events and news
- People spotlight
- Featured program section
- Back to top button
GOOGLE ANALYTICS OVERVIEW

There is a tracking code at the top level of the SJCC page, and there is tracking for the index.html location. There was a change made in March 2020 that impacted some of the tracking, so that data has been combined for the sake of clarity.

The data captured here is from February 2, 2020 – February 8, 2021 and represents 2,425,012 pageviews with an overall average time on page of 1 minute and 10 seconds (70.3 seconds). Bounce rate averages ~50% for the main pages and drops to ~30% once all pages are considered.

DEMOGRAPHICS

The site is primarily visited by English speakers (97.03%) with Spanish speakers a distant second (1.1%) and wrapped up by Vietnamese (0.97%) and Chinese (0.9%).

<table>
<thead>
<tr>
<th>LANGUAGE</th>
<th>VISITORS</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>385154</td>
<td>97.03%</td>
</tr>
<tr>
<td>Spanish</td>
<td>4355</td>
<td>1.10%</td>
</tr>
<tr>
<td>Vietnamese</td>
<td>3870</td>
<td>0.97%</td>
</tr>
<tr>
<td>Chinese</td>
<td>3567</td>
<td>0.90%</td>
</tr>
</tbody>
</table>
Similar to the language breakdown, the majority of visitors to the site are based in the United States (93.25%) with India (0.95%), Germany (0.62%), Vietnam (0.53%), and China (0.51%) rounding out the top 5 countries.

<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>VISITORS</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>376470</td>
<td>93.25%</td>
</tr>
<tr>
<td>India</td>
<td>3826</td>
<td>0.95%</td>
</tr>
<tr>
<td>Germany</td>
<td>2501</td>
<td>0.62%</td>
</tr>
<tr>
<td>Vietnam</td>
<td>2147</td>
<td>0.53%</td>
</tr>
<tr>
<td>China</td>
<td>2071</td>
<td>0.51%</td>
</tr>
<tr>
<td>Philippines</td>
<td>1554</td>
<td>0.38%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>1334</td>
<td>0.33%</td>
</tr>
<tr>
<td>Canada</td>
<td>1210</td>
<td>0.30%</td>
</tr>
<tr>
<td>Mexico</td>
<td>816</td>
<td>0.20%</td>
</tr>
</tbody>
</table>

Visitor's Country

- United States, 93.25%
- India, 0.95%
- Germany, 0.62%
- Vietnam, 0.53%
- China, 0.51%

United States, India, Germany, Vietnam, China
We begin to see a more variability as we look at the browser visitors are using when accessing the site. There is a reasonable split between Chrome (47.35%) and Safari (41.72%) and then rounded out by Edge (2.9%), Firefox (2.51%), and finally by Internet Explorer (1.78%).

<table>
<thead>
<tr>
<th>BROWSER</th>
<th>VISITORS</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chrome</td>
<td>189061</td>
<td>47.35%</td>
</tr>
<tr>
<td>Safari</td>
<td>166600</td>
<td>41.72%</td>
</tr>
<tr>
<td>Edge</td>
<td>11569</td>
<td>2.90%</td>
</tr>
<tr>
<td>Firefox</td>
<td>10008</td>
<td>2.51%</td>
</tr>
<tr>
<td>Internet Explorer</td>
<td>7117</td>
<td>1.78%</td>
</tr>
<tr>
<td>Safari (in-app)</td>
<td>5169</td>
<td>1.29%</td>
</tr>
<tr>
<td>Samsung Internet</td>
<td>3575</td>
<td>0.90%</td>
</tr>
<tr>
<td>Android Webview</td>
<td>2671</td>
<td>0.67%</td>
</tr>
<tr>
<td>Mozilla Compatible Agent</td>
<td>1266</td>
<td>0.32%</td>
</tr>
<tr>
<td>Mozilla</td>
<td>532</td>
<td>0.13%</td>
</tr>
</tbody>
</table>
For mobile browsing, iOS is favored (79.67%) to Android (19.91%) and there are some users accessing with Windows Phones (0.4%).

<table>
<thead>
<tr>
<th>OPERATING SYSTEM</th>
<th>VISITORS</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>iOS</td>
<td>131194</td>
<td>79.67%</td>
</tr>
<tr>
<td>Android</td>
<td>32788</td>
<td>19.91%</td>
</tr>
<tr>
<td>Windows</td>
<td>651</td>
<td>0.40%</td>
</tr>
<tr>
<td>(not set)</td>
<td>10</td>
<td>0.01%</td>
</tr>
<tr>
<td>Windows Phone</td>
<td>8</td>
<td>0.00%</td>
</tr>
<tr>
<td>BlackBerry</td>
<td>6</td>
<td>0.00%</td>
</tr>
<tr>
<td>Tizen</td>
<td>4</td>
<td>0.00%</td>
</tr>
<tr>
<td>Nintendo WiiU</td>
<td>2</td>
<td>0.00%</td>
</tr>
</tbody>
</table>

![Pie chart showing operating system usage]
Analytics identifies the majority of site visitors as female (54.03%) vs male (45.97%).

<table>
<thead>
<tr>
<th>GENDER</th>
<th>USERS</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>48518</td>
<td>54.03%</td>
</tr>
<tr>
<td>Male</td>
<td>41273</td>
<td>45.97%</td>
</tr>
</tbody>
</table>

Finally, for the demographics we want to breakdown the Visitors’ age groups. The majority are age 18-24 (28.41%), but followed closely by 25-34 (27.97%).

<table>
<thead>
<tr>
<th>AGE</th>
<th>USERS</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>24140</td>
<td>28.41%</td>
</tr>
<tr>
<td>25-34</td>
<td>23768</td>
<td>27.97%</td>
</tr>
<tr>
<td>35-44</td>
<td>12849</td>
<td>15.12%</td>
</tr>
<tr>
<td>45-54</td>
<td>11004</td>
<td>12.95%</td>
</tr>
<tr>
<td>55-64</td>
<td>7447</td>
<td>8.76%</td>
</tr>
<tr>
<td>65+</td>
<td>5767</td>
<td>6.79%</td>
</tr>
</tbody>
</table>
Now we want to take a look at the browsing behavior of SJCC visitors. The top page that is not a root directory is Current Students – Schedule of Classes (5.59%) followed by Future Students – Apply Now (4.89%).

<table>
<thead>
<tr>
<th>PAGE</th>
<th>VISITS</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>/index.html</td>
<td>503,126</td>
<td>20.38%</td>
</tr>
<tr>
<td>/</td>
<td>181,351</td>
<td>7.34%</td>
</tr>
<tr>
<td>/current-students/schedule-of-classes</td>
<td>138,122</td>
<td>5.59%</td>
</tr>
<tr>
<td>/future-students/apply-now</td>
<td>120,796</td>
<td>4.89%</td>
</tr>
<tr>
<td>/home</td>
<td>80,813</td>
<td>3.27%</td>
</tr>
<tr>
<td>/current-students</td>
<td>80,604</td>
<td>3.26%</td>
</tr>
<tr>
<td>/academics</td>
<td>70,873</td>
<td>2.87%</td>
</tr>
<tr>
<td>/future-students/schedule-of-classes</td>
<td>68,715</td>
<td>2.78%</td>
</tr>
<tr>
<td>/current-students/register-for-classes</td>
<td>64,760</td>
<td>2.62%</td>
</tr>
<tr>
<td>/future-students</td>
<td>48,465</td>
<td>1.96%</td>
</tr>
<tr>
<td>/future-students/admissions-and-records-office</td>
<td>35,642</td>
<td>1.44%</td>
</tr>
<tr>
<td>/academics/academic-calendar</td>
<td>32,871</td>
<td>1.33%</td>
</tr>
<tr>
<td>/current-students/library</td>
<td>29,641</td>
<td>1.20%</td>
</tr>
<tr>
<td>/Counseling/Pages/Counseling0731-3247.aspx</td>
<td>28,709</td>
<td>1.16%</td>
</tr>
<tr>
<td>/academics/degrees-certificates-and-employment/degrees-certificates</td>
<td>27,672</td>
<td>1.12%</td>
</tr>
<tr>
<td>/faculty-staff</td>
<td>26,396</td>
<td>1.07%</td>
</tr>
<tr>
<td>/academics/degrees-certificates-and-employment</td>
<td>25,593</td>
<td>1.04%</td>
</tr>
</tbody>
</table>

The total number of views represented here is 2.4M so there are a lot of pages that are sparsely visited.
Let’s begin with a breakdown of the site visits in the ribbon. The first link, Discover SJCC (1.87%) has the lowest views of any site on the ribbon, but current students (22.52%) and future students (18.31%) both have a relatively high share of total page views.

<table>
<thead>
<tr>
<th>MAIN NAVIGATION</th>
<th>VIEWS</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discover SJCC</td>
<td>45457</td>
<td>1.87%</td>
</tr>
<tr>
<td>Current Students</td>
<td>546164</td>
<td>22.52%</td>
</tr>
<tr>
<td>Future Students</td>
<td>444044</td>
<td>18.31%</td>
</tr>
<tr>
<td>Academics</td>
<td>329197</td>
<td>13.58%</td>
</tr>
<tr>
<td>Athletics</td>
<td>N/A</td>
<td>0.00%</td>
</tr>
<tr>
<td>Faculty/Staff</td>
<td>54900</td>
<td>2.26%</td>
</tr>
</tbody>
</table>
DISCOVER SJCC

High Level:
• Total Views – 45,457
• Average Time on Pages – 1:27
• Bounce Rate – 70%
<table>
<thead>
<tr>
<th>LOCATION</th>
<th>TOTAL VIEWS</th>
<th>UNIQUE</th>
<th>TIME ON PAGE</th>
<th>BOUNCE %</th>
<th>BOUNCE %</th>
</tr>
</thead>
<tbody>
<tr>
<td>discover-sjcc</td>
<td>45457</td>
<td>38464</td>
<td>87.20</td>
<td>70.28%</td>
<td>100</td>
</tr>
<tr>
<td>Main Page</td>
<td>16239</td>
<td>13645</td>
<td>39.30</td>
<td>27.60%</td>
<td>35.72%</td>
</tr>
<tr>
<td>sjeccd-milpitas-extension</td>
<td>7036</td>
<td>5953</td>
<td>99.66</td>
<td>41.07%</td>
<td>15.48%</td>
</tr>
<tr>
<td>administrative-services</td>
<td>4599</td>
<td>3938</td>
<td>135.09</td>
<td>68.83%</td>
<td>10.12%</td>
</tr>
<tr>
<td>administration-and-leadership</td>
<td>4398</td>
<td>3729</td>
<td>157.33</td>
<td>71.40%</td>
<td>9.68%</td>
</tr>
<tr>
<td>contact-us</td>
<td>3811</td>
<td>3470</td>
<td>128.41</td>
<td>60.15%</td>
<td>8.38%</td>
</tr>
<tr>
<td>campus-map-directions-parking</td>
<td>3487</td>
<td>2677</td>
<td>140.91</td>
<td>71.40%</td>
<td>7.67%</td>
</tr>
<tr>
<td>accreditation</td>
<td>1566</td>
<td>1371</td>
<td>74.05</td>
<td>85.60%</td>
<td>3.45%</td>
</tr>
<tr>
<td>presidents-office</td>
<td>1335</td>
<td>1157</td>
<td>142.20</td>
<td>65.10%</td>
<td>2.94%</td>
</tr>
<tr>
<td>college-plans-and-program-review</td>
<td>943</td>
<td>849</td>
<td>60.23</td>
<td>91.19%</td>
<td>2.07%</td>
</tr>
<tr>
<td>sexual-misconduct-title-ix</td>
<td>824</td>
<td>639</td>
<td>93.98</td>
<td>69.23%</td>
<td>1.81%</td>
</tr>
<tr>
<td>master-plan-bond-documentation</td>
<td>323</td>
<td>253</td>
<td>73.32</td>
<td>60.53%</td>
<td>0.71%</td>
</tr>
<tr>
<td>community</td>
<td>313</td>
<td>273</td>
<td>110.58</td>
<td>77.12%</td>
<td>0.69%</td>
</tr>
<tr>
<td>annual-reports</td>
<td>238</td>
<td>204</td>
<td>83.23</td>
<td>82.35%</td>
<td>0.52%</td>
</tr>
<tr>
<td>success-stories</td>
<td>175</td>
<td>165</td>
<td>115.88</td>
<td>76.79%</td>
<td>0.38%</td>
</tr>
<tr>
<td>campus-safety</td>
<td>116</td>
<td>103</td>
<td>131.02</td>
<td>75.36%</td>
<td>0.26%</td>
</tr>
</tbody>
</table>

**Total Views**

- **sjeccd-milpitas-extension**: 15.48%
- **administrative-services**: 10.12%
- **administration-and-leadership**: 9.68%
- **contact-us**: 8.38%
- **campus-map-directions-parking**: 7.67%
- **accreditation**: 3.45%

**Diagram**

- sjecd-milpitas-extension: 15.48%
- administrative-services: 10.12%
- administration-and-leadership: 9.68%
- contact-us: 8.38%
- campus-map-directions-parking: 7.67%
- accreditation: 3.45%
CURRENT STUDENTS

High Level:
• Total Views – 546,164
• Average Time on Pages – 2:29
• Bounce Rate – 54.38%

Note: As with the Discover SJCC page the side bar is alphabetical and the most clicked pages are not at the top.

<table>
<thead>
<tr>
<th>LOCATION</th>
<th>TOTAL VIEWS</th>
<th>UNIQUE</th>
<th>TIME ON PAGE</th>
<th>BOUNCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>current-students</td>
<td>546164</td>
<td>431213</td>
<td>129.63</td>
<td>54.38%</td>
</tr>
<tr>
<td>schedule-of-classes</td>
<td>156014</td>
<td>127616</td>
<td>104.83</td>
<td>28.81%</td>
</tr>
<tr>
<td>on-campus-resources</td>
<td>90106</td>
<td>71054</td>
<td>135.26</td>
<td>58.08%</td>
</tr>
<tr>
<td>Main Page</td>
<td>87975</td>
<td>65971</td>
<td>108.85</td>
<td>59.79%</td>
</tr>
<tr>
<td>register-for-classes</td>
<td>64760</td>
<td>50723</td>
<td>136.00</td>
<td>48.37%</td>
</tr>
<tr>
<td>library</td>
<td>43679</td>
<td>28257</td>
<td>119.61</td>
<td>52.27%</td>
</tr>
<tr>
<td>support-programs</td>
<td>21132</td>
<td>17906</td>
<td>125.04</td>
<td>64.47%</td>
</tr>
<tr>
<td>degrees-certificates-and-employment</td>
<td>18135</td>
<td>15362</td>
<td>141.83</td>
<td>55.68%</td>
</tr>
<tr>
<td>college-catalog</td>
<td>13917</td>
<td>11469</td>
<td>161.48</td>
<td>50.43%</td>
</tr>
<tr>
<td>academic-calendar</td>
<td>11957</td>
<td>10595</td>
<td>135.31</td>
<td>78.08%</td>
</tr>
<tr>
<td>international-students</td>
<td>11313</td>
<td>9197</td>
<td>91.43</td>
<td>56.65%</td>
</tr>
<tr>
<td>online-learning-resources</td>
<td>7724</td>
<td>6785</td>
<td>104.40</td>
<td>51.75%</td>
</tr>
<tr>
<td>assessment-center</td>
<td>4720</td>
<td>3778</td>
<td>215.79</td>
<td>56.55%</td>
</tr>
<tr>
<td>index.html</td>
<td>4275</td>
<td>3565</td>
<td>150.41</td>
<td>67.19%</td>
</tr>
<tr>
<td>student-life</td>
<td>3951</td>
<td>3334</td>
<td>100.41</td>
<td>79.95%</td>
</tr>
</tbody>
</table>

Total Views

- schedule-of-classes: 28.57%
- on-campus-resources: 16.50%
- Main Page: 16.11%
- register-for-classes: 11.86%
- library: 8.00%
- support-programs: 3.87%
FUTURE STUDENTS

High Level:
• Total Views – 444,044
• Average Time on Pages – 2:11
• Bounce Rate – 58%

<table>
<thead>
<tr>
<th>LOCATION</th>
<th>TOTAL VIEWS</th>
<th>UNIQUE</th>
<th>TIME ON PAGE</th>
<th>BOUNCE</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>future-students</td>
<td>444044</td>
<td>352707</td>
<td>131.01</td>
<td>58.06%</td>
<td>100%</td>
</tr>
<tr>
<td>apply-now</td>
<td>120796</td>
<td>89857</td>
<td>190.96</td>
<td>60.51%</td>
<td>27.20%</td>
</tr>
<tr>
<td>schedule-of-classes</td>
<td>68727</td>
<td>59283</td>
<td>337.41</td>
<td>57.04%</td>
<td>15.48%</td>
</tr>
<tr>
<td>admissions-and-records-office</td>
<td>62440</td>
<td>50684</td>
<td>197.71</td>
<td>59.04%</td>
<td>14.06%</td>
</tr>
<tr>
<td>Main Page</td>
<td>48468</td>
<td>37716</td>
<td>26.74</td>
<td>71.55%</td>
<td>10.92%</td>
</tr>
<tr>
<td>on-campus-resources</td>
<td>43531</td>
<td>33970</td>
<td>122.52</td>
<td>64.38%</td>
<td>9.80%</td>
</tr>
<tr>
<td>degrees-certificate-and-employment</td>
<td>27258</td>
<td>23357</td>
<td>149.52</td>
<td>46.35%</td>
<td>6.14%</td>
</tr>
<tr>
<td>international-students</td>
<td>22838</td>
<td>17491</td>
<td>102.33</td>
<td>45.02%</td>
<td>5.14%</td>
</tr>
<tr>
<td>academic-calendar</td>
<td>11102</td>
<td>9885</td>
<td>149.18</td>
<td>79.02%</td>
<td>2.50%</td>
</tr>
<tr>
<td>assessment-center</td>
<td>9406</td>
<td>7429</td>
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**ACADEMICS**

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SEARCH TERMS

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