

TENNESSEE.EDU WEBSITE SURVEY TRENDS

OVERVIEW:

The University of Tennessee System Office of Communications and Marketing is currently redesigning and realigning the Tennessee.edu website. As part of this process, we are surveying website stakeholders to determine how they currently use the site, and how they would like to use the site in the future.

INTERNAL AUDIENCES

The internal audience survey was administered to a random sample of 671 UT employees across the system representing a cross section of faculty and exempt and non-exempt staff as well as more than 200 employees that had completed the UT Leadership Institute. We had a 14% response rate.

Audience Breakdown

UT System Non-Exempt Staff – 1%

UT System Exempt Staff – 33%

Campus/Institute Non-Exempt Staff – 11%

Campus/Institute Exempt Staff – 82%

Faculty – 44%

General

- 70% visit the site regularly or frequently
- 79% of respondents said the current site is moderately easy to extremely easy to use
- 40% said the current site meets their needs very well, with 50% saying it meets their needs moderately well
- 100% felt the current site was easy to use and understand

Top Current Uses

1. 65% - policies and procedures
2. 57% - payroll information
3. 55% - facts about the UT System and its campuses and institutes
4. 40% - compensation information
5. 35% - insurance information
6. 35% - administrative closings
7. 32% - employee and organizational development
8. 30% - strategic plan updates
9. 29% - other benefits information
10. 27% - updates on other campuses/institutes

What Internal Users Would Like to See on the Site

- 84% - strategic plan updates
- 68% - information about resources and services available through UT's campuses and institutes
- 52% - information on key initiatives
- 43% - history and facts
- 41% - job postings
- 33% - information about how UT is advancing our state

Top Tools Needed

- PowerPoint Templates
- Fact sheets
- Electronic stationary template
- Electronic signature template
- Invitation template
- Nametag template

Additional Ideas for Improvement

- Directory to search all campuses/institutes
- Ability to check email from the site
- More information from Board of Trustees meetings beyond the notes (maybe make the transcript from the webcast available)
- Map of the state with all locations shown
- Place to help students and parents pick a campus
- Overview of system as a whole – scholars, awards, etc.
- The system's role on our campus
- Update on campus/institute strategic plans
- It needs to be focused more on external audiences with more curb appeal. Super simple to navigate. Internal users have different needs and should be secondary.
- Better search engine

Additional Comments

- Design it for mobile first.
- Make it distinctive from campuses and institutes
- Current site is very Knoxville centered
- Limit the use of "system" and take ownership of "University of Tennessee"
- Make it accessible
- "Sell" us. Why are we a great System?
- Really not sure what the point of the site is supposed to be
- Seems a bit busy

EXTERNAL AUDIENCES

The external audience survey was administered to UTAA volunteer leader groups.

General

- 49% visit Tennessee.edu regularly or frequently
- 100% of respondents said the current site is moderately easy to extremely easy to use
- 60% said the current site meets their needs very well, with 36% saying it meets their needs moderately well
- 100% felt the current site was easy to use and understand

Top Current Uses

1. 67% - facts about the UT System and its campuses and institutes
2. 65% - updates from the campuses and institutes
3. 36% - information on UT System initiatives other than the strategic plan
4. 26% - strategic plan updates
5. 19% - information about how UT is advancing the state

What External Users Would Like to See on the Site

- 81% - information about resources and services available through UT's campuses and institutes
- 64% - history and facts
- 53% - more information on key initiatives
- 53% - job postings
- 50% - information about how UT is advancing our state and beyond
- 47% - strategic plan updates

Additional Ideas for Improvement

- Improve graphic design
- Add a Donate button to make it easy to contribute
- Better search engine that searches campus and institute sites too
- Would like to see more news from campuses and institutes on the stie