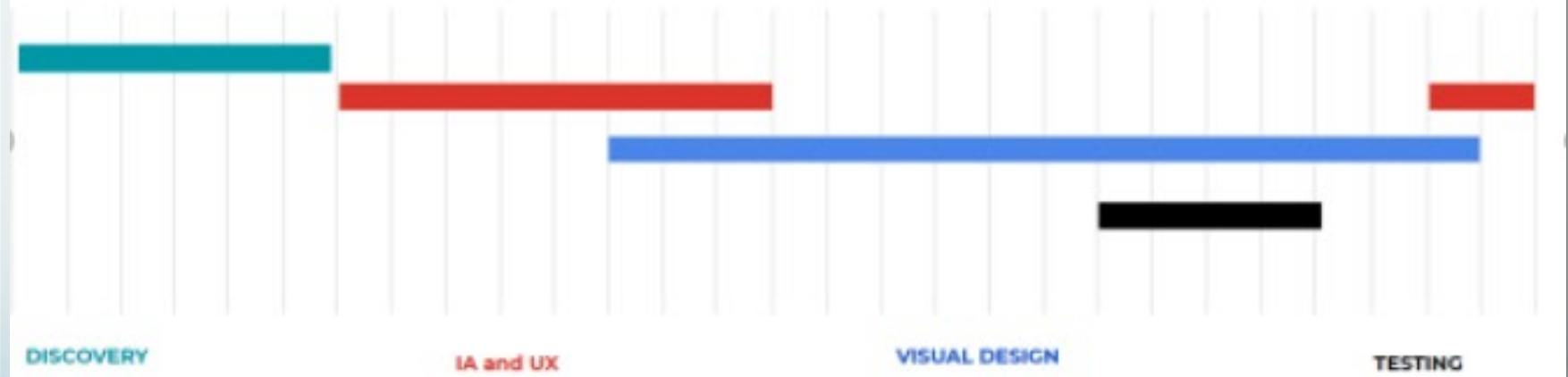


GP Homepage Workgroup

Timeline



Discovery Phase Completed

- Strategic Questionnaire by GP Workgroup members
- Stakeholder Interviews
 - 4 sessions
 - SRJC faculty, staff, managers from a variety of district locations, departments, and student-facing responsibilities
 - 40 slots, 29 signups, 28 participants
- Student Focus Groups
 - 2 sessions (one specifically for Spanish speakers)
 - *24 slots, 24 signups, 12 participants (9 in Spanish session)*
- Student Survey
 - Over 200 responses; open for one week
 - Currently reviewing results

Feedback from Student Focus Group

“There’s lots of stuff, easy to get lost, at first a little hard to navigate until I got into a groove with it. Lots of clicking around.”

“The hardest part of the process of getting started at SRJC was just being a first generation student, I didn’t have the past experience of applying for financial aid or even navigating a computer...I think the website and student portal both still need a lot of work.”

Feedback from Stakeholder Interviews

“We have to sit there and show students where to click next and next and next. If I send 200 emails about applying for a degree and how to do it, I’ll get 120 back with questions.”

“[I’d like to see] A visual representation of the student journey. I’m not a visual expert, but I’m very visual. If you’re here for a piece (learn a language, gain a skill, get a degree), I’d like to see a visual guide that’s simple but has those connections.”

Student Survey

Santa Rosa Junior College is developing a new guided student journey section for the website. Our first step is to gather input from individuals across the college to inform the project strategy.

As a current student, your perspective is critical. We would greatly appreciate your help in improving the user experience for both prospective and current students. Your feedback will be foundational to our work. Your answers and personal information are confidential.

This survey should take approximately 7-10 minutes to complete.

* 1. Which of these describes you? (Check all that apply.)

- | | |
|--|---|
| <input type="checkbox"/> I started at SRJC immediately after high school | <input type="checkbox"/> I'm changing careers |
| <input type="checkbox"/> I started at SRJC with a break before college | <input type="checkbox"/> I want to learn a new skill |
| <input type="checkbox"/> I started college somewhere else | <input type="checkbox"/> I'm a high school student taking dual enrollment classes |
| <input type="checkbox"/> I'm looking to transfer to a 4 year college or university | <input type="checkbox"/> I'm an English Language Learner |
| <input type="checkbox"/> I'm a working adult | <input type="checkbox"/> I didn't complete the semester |
| <input type="checkbox"/> I'm a first-generation college student | |
| <input type="checkbox"/> Other (please specify) | |

Student Survey

Top Contact Points for Students

1. Counseling
2. Financial Aid
3. Faculty Member

Rated hardest to find information was

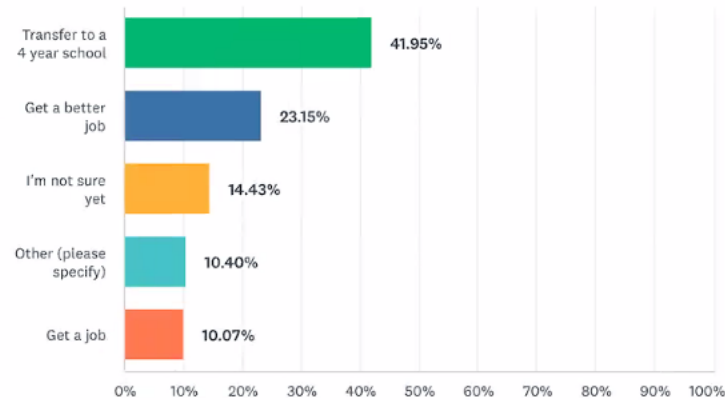
1. Choosing an area of study
2. Finding the support I need
 - Paying for college
 - Tutoring
 - Food resources
 - Health services

Student Survey

Student Survey - Q6

What are your plans after you finish at SRJC?

Answered: 298 Skipped: 0



Moving to IA & UX Phase

Information Architecture and User Experience Design

- Student Survey
 - Reviewing Responses
- Strategy Report
 - Reviewing & Editing Strategy Report
 - Creating User Personas based on Strategic Report
- Design Strategy
 - Visual representation of student journeys