

Summary of Web Site Survey for Students and Alumni – 03-04-2008

Late in the spring term of 2006, a nearly 9-month update of the Career Center web site was completed. After its completion, students and alumni were asked to evaluate the redesigned web site. A link was featured on the home page of the site that pointed to a 19-question online survey. A summary of the survey follows.

Sample

The survey was made available to web site visitors from April 2006 through February 2007. Because of a limited number of survey responses, an automatic reply was added in January 2008 to any email sent to career@sc.edu encouraging the sender to complete the survey. Despite this additional push, only 35 people responded to the survey. Even so, there was a consistency among the results and helpful comments were submitted.

Respondents to the survey were primarily seniors (14). Juniors (6) and alumni (6) were the next most represented groups.

Results

Respondents were asked to check the reason or reasons they had visited the Career Center web site. Their responses were as follows:

Reason	# of Respondents
Get information on career fields/graduate schools	15
Find a part-time job, internship, and/or co-op position	15
Write a resume	14
Find a full-time job	13
Access USC CareerLink (now JobMate)	12
Improve interviewing skills	10
Gain an overview of career services	8
Choose a major/career	5

Respondents were asked to rate the Career Center web site on the relevance of information provided. A Likert-type scale was used with 1=Strongly Agree and 5=Strongly Disagree. The mean responses are in the table below:

Area of Information	Mean Response – Relevance of Information
Write a resume	1.58
Gain an overview of services offered by the Career Center	1.65
Know how to use USC CareerLink (JobMate)	1.80
Improve interview skills	1.82
Get information on career fields	1.83
Get information on graduate schools	2.00
Decide what career to pursue	2.09
Participate in job shadowing	2.10
Find a part-time job	2.14
Choose a major	2.65

Respondents were asked for additional feedback about the visual appeal and navigational ease of the web site. Again, a Likert-type scale was used with 1=Strongly Agree and 5=Strongly Disagree. Their responses are summarized in the table below:

Item	Mean Response
Hours, location, and staff contacts are easy to find on the web site.	1.63
I would recommend the Career Center web site to other students/alumni.	1.65
The Career Center web site has current information.	1.70
The Career Center web site is easy to navigate.	1.85
The Career Center web site is visually appealing.	2.15

Lastly, respondents were asked to provide comments about the Career Center web site. Many favorable comments were shared including 2 respondents who thought the new site was much improved over the previous site. One respondent was glad that the pop out menus from the previous site were gone. One said the site was very helpful in deciding on her/his major.

Several technical concerns were raised. Three respondents expressed negative opinions about the flashing ads for upcoming events. One respondent wondered why there were 3 navigational bars.

There were several comments unrelated to the web site including 2 that focused on JobMate.

Discussion

Although the survey sample was relatively small, there seemed to be consistency in the responses. It was particularly encouraging that the mean responses on all but one item related to visual appeal and navigational ease were less than 2.00. Comments from respondents added to this positive review. The survey supports the changes that were made in redesigning and updating the Career Center web site.

Students and alumni visit the Career Center web site for a variety of reasons. Getting career information, finding employment, writing a resume, and preparing for interviews were the ones most often listed.

Once they accessed the site, students and alumni usually found the information they were seeking. The best rated sections were resume writing, Career Center overview, information on USC CareerLink/JobMate, interviewing, and career field information. One information area that may need some attention is choosing a major.

Comments regarding some of the technical aspects of the web site – flashing ads and # of navigational bars – along with the entire survey results will be reviewed by the Career Center Web Team.