LASC WEBSITE FOCUS GROUP DATA
Los Angeles Southwest College
Data Collected November 5 – 16, 20012

Faculty, staff, and student focus groups were held in November, 2012 to obtain ideas and opinions from LASC constituents regarding how access and navigation could be improved in the new LASC website. The participants were as follow:

Faculty (face to face focus groups)

- 2 scheduled focus groups
- 22 faculty participants
- Participants included: present and past Senate President; AFT President; DSPS Coordinator; FYE Coordinator; Technology Committee; Curriculum Chair; Program Review Chair; Librarian; Writing Center Coordinator; Staff Development Coordinator; Bridges to Success Coordinator; Student Success Center Faculty; IT Manager; Arts & Humanities Faculty; EFL,CSIT, CAOT and Non-Credit Faculty

Faculty Online Focus Groups

- 16 participants

Student (face to face focus groups)

- 3 scheduled focus groups
- 38 participants
- Participants included: ASO president and Executive board

Student Online Focus Groups

- 78 participants

Staff (face to face focus groups)

- 2 Scheduled Focus Groups
- 3 participants

Staff Online Focus Groups

- 5 participants

TOTAL PARTICPANTS = 162 faculty/ students/ staff

FACULTY/ STUDENT RESPONSES

1. What do you use the website for most?

Faculty Responses

- Email
- Directory
- Class schedule
- Enrollment and other Forms

Student Responses

- Class Schedule
- Student Info (Transcripts/ Grades/ Registration)
- Financial Aid
- Library/ Research
- Transfer Info

2. What does the website do well?

Faculty Responses

- Schedule of Classes
- Email
- SLO's

Student Responses

- Unofficial Transcripts
- Access Personal Info
- Provides Info for Students/ Catalog
- Transferable Classes/ Graduation info

3. How can the website navigation be improved for its users?

Faculty Responses

- Layout
- Easy Navigation (3 click rule)
- Functioning Search Box
- Current/ Up to date Information
- Comprehensive Directory (A-Z)

Student Responses

- 24/7 Access (registration)
- Compatible with other Browsers/Speed
- IGETC/ CSU checklist
- Frequently asked Questions/ Help Link
- Tutoring Hours/Link

4. What features would you like to have available on the website that are not there now?

Faculty Responses

- Directory for Faculty / Department Info
- New student Link
- Student Resource Link
- ETUDES Link

Student Responses

- Chat/ IM with Counselors/ Financial Aid
- Links to Student Support (Tutor/ IGETC CSU checklist/ Order Transcripts and Books Online/Scholarships/ Job Info/ Pay fees at sister campuses)
- Class Availability/ Detailed Class info(Prerequisites)/ Waitlist Info/ Filter System
- Mobile App

5. What is the most important change LASC can make to its website to improve navigation and access to information for everyone who interacts with it?

Faculty Responses

- Keep Current
- Easy Navigation
- A-Z Directory
- Functional Search Box/ FAQ's Link

Student Responses

- Mobile App
- Faculty/ Department Info
- Navigation/ Category Tabs
- Live Chat/ IM
- Important Info/ Links in Bold and Centered
- Campus Map with Pictures of All Buildings

Participants previewed 5 top ranked community college websites. Top 2 favorites are highlighted

  ➢ **Pima Community College www.pima.edu**
  ➢ Community College of Denver www.ccd.edu
  ➢ Central Piedmont Community College www.cpcc.edu
  ➢ **North Seattle Community College www.northseattle.edu**
  ➢ Washtenaw Community College www.wccnet.edu

Faculty and Student Responses

6. When you viewed the homepages, what did you like most about the sites?

- Drop Down Menu
- Clarity/ Organized
- Visually Appealing
- Orientation Link
- Student Centered

7. What did you like least about these sites?

- Cluttered/Unorganized/ Too Busy
- Colorless
- Not inviting
- Small font

Faculty Responses Only (From 1 face to face faculty focus group)

8. What do you want to see on your webpage?

- Contact Info/ Office Hours/ Office Location /adjunct faculty info
- Include classes taught in addition to current
- Links to program classes from faculty page
- Links to tutorials for classes listed/ Interactive Instruction
- Picture of each Faculty member with Department and Programs listed