

SDSU Department of Educational Leadership Website Survey

Introduction

We are graduate students in the Department of Educational Technology, tasked with conducting an evaluation of the [Department of Educational Leadership](#) website. We're particularly interested in learning your impressions of the site's content, format, and navigational structure.

We ask that you complete this survey based on your own experiences with the site. We will be sharing our analysis of results with the EDL Faculty Coordinator, Dr. George Cameron; Department Chair, Dr. Patti Chance and former Chair, Dr. Kathy Cohn; but both your anonymity and confidentiality are completely assured.

The information you provide will assure that EDL features an intuitive, robust website where students, prospective students, faculty and staff can find the data they need and get a sense of how the department and its several programs engage/benefit the community.

The survey should take you approximately 10-15 minutes to complete. Additional comments where noted, are not required but are helpful.

If you have any questions about the survey or the study itself, please feel free to contact us directly - [Steve Corbett and Janet Saman](#).

This survey will be accessible through Friday, July 31st.

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EDL Survey

* 1. Which of the following best describes your association with the EDL program?

- EDL program graduate
- New master's or administrative credential student (Fall 09)
- New doctoral student (Fall 09)
- Current master's or credential student
- Current doctoral student
- Faculty/lecturer
- Staff

2. How familiar are you with the EDL website?

	Very familiar		Somewhat familiar		Not familiar at all
Please choose.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. For what reason(s) do you access the EDL website? (Please rank the following, with #1 being your primary reason.)

	1	2	3	4	5	6	7	8	9	10	11
Downloading forms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reviewing class schedules	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reviewing course descriptions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reviewing registration information (including timelines and costs)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reviewing the department's mission and vision	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Learning more about the EDL program's reach into the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Learning more about the specific program in which I'm enrolled	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Browsing questions about the program that others have asked (FAQs)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Getting information about faculty/lecturers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Locating information about other sites and related school programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please specify for "Other"

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4. Based on your overall experience with the EDL website, which statement best describes how you feel about its navigational structure?

- I can easily find what I am looking for, no matter where I am on the site.
- I often have a hard time locating what I need.
- I occasionally can't find what I'm looking for.
- I really don't understand how the pages are organized.

Provide comments if desired:

5. Based on your experience with the EDL website, please indicate how easy or difficult it is to locate the following:

	Easy to locate		Somewhat difficult to locate		Cannot locate
Forms (i.e.; application, recommendation, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Application requirements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Registration information (including requirements, timelines and costs)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Programs offered by EDL	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Class schedules	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Course descriptions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information about faculty/lecturers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Frequently Asked Questions (FAQ)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information and links to other sites related to EDL and SDSU	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Provide comments if desired:

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6. Based on your experience with the EDL website, please rate the clarity of specific content featured on the EDL website (i.e., is it simple and easy to understand?):

	Very clear		Somewhat clear		Confusing / Not clear at all
Application requirements	jñ	jñ	jñ	jñ	jñ
Registration information (including requirements, timelines and costs)	jñ	jñ	jñ	jñ	jñ
Programs offered by EDL	jñ	jñ	jñ	jñ	jñ
Class schedules	jñ	jñ	jñ	jñ	jñ
Course descriptions	jñ	jñ	jñ	jñ	jñ
Department's mission and vision	jñ	jñ	jñ	jñ	jñ
Information about the EDL program's reach into the community	jñ	jñ	jñ	jñ	jñ

Provide comments if desired:

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7. Please rate the following aspects of the site.

	Well done		Adequate		Needs improvement
Relevance (How pertinent or germane is the information to you?)	jñ	jñ	jñ	jñ	jñ
Currency (Is the information recent/timely?)	jñ	jñ	jñ	jñ	jñ
Branding (Does the website structure and tone showcase EDL/make it stand out from other leadership programs?)	jñ	jñ	jñ	jñ	jñ
Aesthetics (Does the website - the home page in particular - draw you in?)	jñ	jñ	jñ	jñ	jñ
Readability (Is the site easy to read and understand?)	jñ	jñ	jñ	jñ	jñ
Navigability (Is the navigation intuitive?)	jñ	jñ	jñ	jñ	jñ
Organization (Is the information logically structured?)	jñ	jñ	jñ	jñ	jñ
Layout (Is there consistent look from page to page?)	jñ	jñ	jñ	jñ	jñ
Site interactivity (Does the site allow you to search, provide feedback, fill out an online form, post to a discussion board or forum?)	jñ	jñ	jñ	jñ	jñ
Interface (Can you to explore the website easily and locate the information you need?)	jñ	jñ	jñ	jñ	jñ
Use of media (Do the images, videos and animation, etc. enhance the overall experience?)	jñ	jñ	jñ	jñ	jñ
Attractiveness (How aesthetically pleasing is the site?)	jñ	jñ	jñ	jñ	jñ

Please explain any Needs Improvement ratings. What are the problems/issues of which we should be aware?

8. You are a prospective student interested in Educational Leadership, and the EDL site is your initial source of information about the department. What are your first impressions of the Department and the programs it offers? What "message" does the website send?

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9. Select the statement below that best describes what you would do after visiting the site.

"I would be motivated to apply to the SDSU EDL program over others."

"I would be hesitant to research the SDSU program further."

"I would be dissatisfied and start looking at other EDL programs."

Provide comments if desired.

10. What content (areas, themes, topics, information) not already on the EDL website would you like to see featured in the future?

11. What features or functionality (areas, themes, topics, information) not already on the EDL website would you like to see featured in the future?

12. If you could improve the appearance of the site, what would you recommend? Please be specific.

13. Based on your review of the site, what do you think is unique or different about the SDSU EDL department (i.e. - what is its brand image?). Choose three words or phrases.