



# DSA WEB

## Analytics & Updates

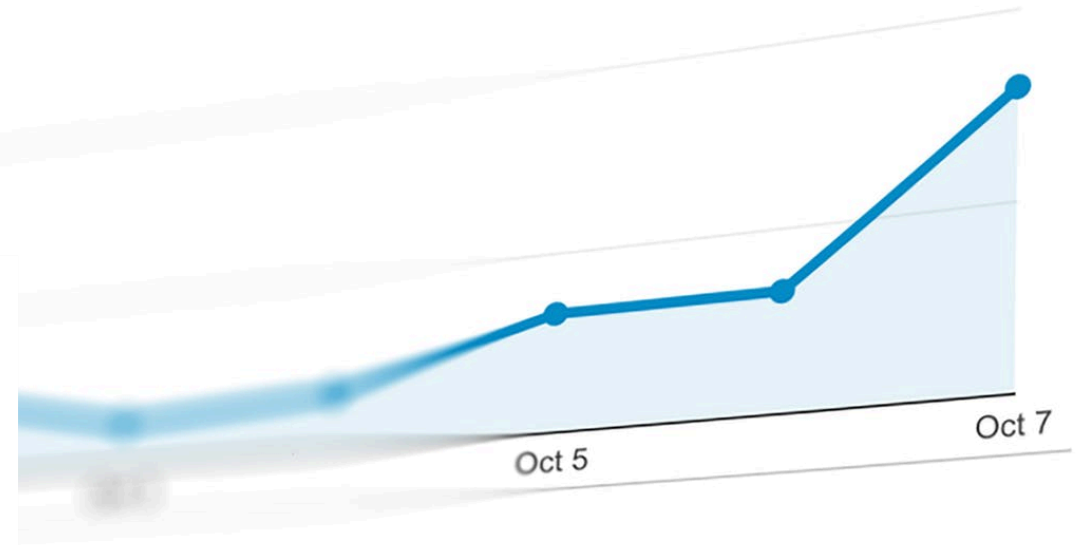
UNT DIVISION OF STUDENT AFFAIRS



# ANALYTICS

We want to be intentional and strategic moving forward for our users. Instead of placing what we think people want to see, why not look at the facts first?

User Experience needs to be one of our main focuses moving forward to ensure that our students are getting the information they are looking for.



■ New Visitor   ■ Returning Visitor



100%  
100%  
100%

# UNION Analytics

<https://studentaffairs.unt.edu/university-union>

In planning for a new homepage for the Union we used Analytics to help us identify the most used pages and paths in order for us to create the new navigation.

Examples:

## Yearly views for home page links:

- [University floor plans](#)- 8,986 views
- [Visit the Union](#)- 5,901 views
- [Marketing in the Union](#)- 947 views (More than the forms page)



# UNION

## Analytics Cont.

### Yearly tab views:

- [About Us](#)- 1,262 views ( Lost and Found and Staff are the most viewed on this tab, more so than the About Us tab)
- [Things to do](#)- 1,203 views ( Union Gallery, Ticket Sales, Art Workshops, Exhibit your work are all higher viewed than the Things to do tab)
- [Plan an Event](#)- 7,001 views (This is the highest viewed tab, department, student-organization, general public are the next highest viewed)
- [Retail and Dining](#)- 7,544 views ( This is the highest viewed tab, design works, wells fargo, mainframe, atms are the next highest)
- [Visit](#)- 661 views ( Lowest viewed tab, In the union & parking are higher viewed)
- [Contact Us](#)- 1,202 views



# STRATEGIC WEB DESIGN

USING ANALYTICS - EXAMPLE

## Department X

### Research with Analytics:

#### Top 10 pages viewed:

- Various Programs, About, Staff, Contact
- Based on analytics, their programs are the most viewed. Also, finding that people are not engaging in the program pages, which could mean there isn't much to them.
- **Problem:** Department has only added news stories in the past 6 months, not adding any new content to other pages. Department is focusing on News when other more visited pages are left behind. News isn't even in the top 10 pages viewed. News is also visited mostly from an email link, so this shows that people aren't using the home page or main navigation to get to the news stories, should it be high priority?



# STRATEGIC WEB DESIGN

## USING ANALYTICS - EXAMPLE

- **Solution:** Department needs to put primary focus into developing their Program pages with more information and showcasing them on the home page. News is still important and viewed but there needs to be a switch in focus for what is needed for web. Maybe news isn't the first thing highlighted and programs are instead. News can be lower on the page or still accessed from the page tabs.
- Anyone interested in gathering analytics for their own departments please email me: [kara.ottinger@unt.edu](mailto:kara.ottinger@unt.edu)



# UPDATES

## VIDEO BLOCK

<https://studentaffairs-dev.unt.edu/buildings/college-inn>

## SPOTLIGHTS

<https://studentaffairs.unt.edu>

<https://studentaffairs.unt.edu/push>

## CALENDARS

### Internal DSA

<https://studentaffairs.unt.edu/about-us/staff/dsa-internal-calendar>

### Main DSA

<https://studentaffairs.unt.edu/events>

### UNT

<https://calendar.unt.edu/>



## Student Spotlight

*Featuring: Neelema Parwani*

"Admission to the university has provided me with a platform to not only acquire skills but also establish contacts with outstanding faculty, who are mentors to students which will aid in gaining the knowledge and experience required in my field of study."

[Read More](#)

# FOCUS GROUP

What questions would you like to ask our students?

## Examples of past questions:


- Do you know who the Division of Student Affairs is or what it entails?
- What is your favorite source to look for resources at UNT?
- If you were looking for medical attention at UNT where would you go? Would you find a department, search a website or reach out to another resource?
- Where do you search for events happening at UNT?
- Have you visited the Division of Student Affairs website (<https://studentaffairs.unt.edu>) before? If so, how did you find out about it?
- What top resources are you looking for as a UNT student?
- Which department/program websites/social media do you visit the most often?
- How do you prefer to be communicated to by UNT for resources provided?







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# THANK YOU

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