

2008 District Web Site Key Performance Indicators

Summary

The district Web site has many audiences with diverse needs:

- Current students
- Future students
- Employees
- Future employees
- Business and community members

The current district Web site home page is designed to try and meet the needs of all the audiences.

This Web site supports the colleges by:

- promoting their educational programs
- providing links to important Web services such as eCampus and eConnect
- referring Web visitors to the college sites
- providing students with a self-service mechanism (Right Now Technologies Frequently Asked Questions) that reduces the number of students who call the colleges with questions (However, according to our annual District Web Site Survey, only 30% of the student population is aware of and uses RNT FAQs.)
- providing links to critical services such as eCampus and eConnect
- serving as a clearinghouse of council-approved, current and accurate districtwide content

Terms

- Hits - Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.
- Pages - Any displayed page. You can specify for each profile the types of files that qualify as a page. These settings can be changed by the WebTrends administrator.
- Visitor - The IP address, domain name or cookie of the visitor.
- Visits - Number of visits to this page. A visit is a series of actions that begins when a visitor views the first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is 30 minutes. This time limit can be changed by the system administrator.
- Views - Number of times this page was viewed by visitors.

Top-Level Stats

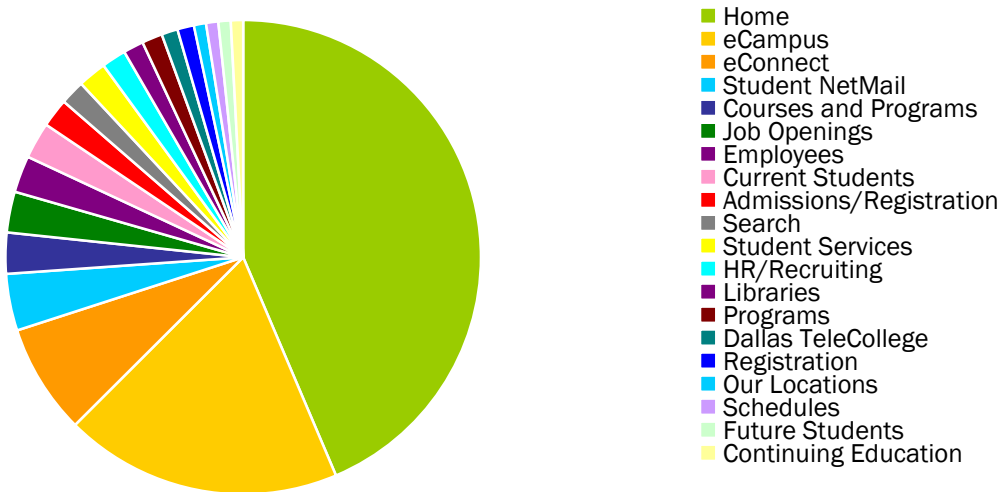
Total Visits	8.56 million
Total Visitors	4.4 million
FAQs Viewed*	262,072

* *This is roughly equivalent to calls avoided because visitors found the answers to Frequently Asked Questions themselves.*

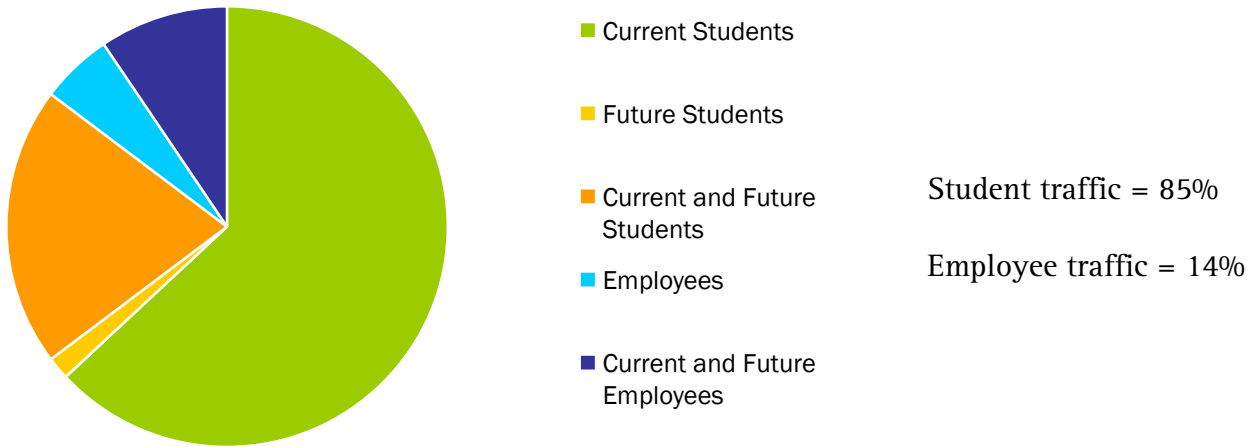
Top 20 District Web Site Pages

Top 20 Pages	Visits	Primary Audience
1. Home page	3,874,299	All audiences
2. eCampus	1,656,436	Students, current
3. eConnect	684,197	All audiences
4. Student NetMail	663,987	Students, current
5. Courses and Programs	247,412	Students, future and current
6. Job Openings	246,854	Employees, future and current
7. Employees	224,166	Employees, current
8. Current Students	207,095	Students, current
9. Admissions/Registration	176,392	Students, future and current
10. Search	159,487	All audiences
11. Student Services	155,534	Students, current
12. HR/Recruiting	152,150	Employees, future and current
13. Libraries	134,405	All audiences
14. Programs	121,823	Students, future and current
15. Dallas TeleCollege	107,633	Students, future and current
16. Registration	92,069	Students, future and current
17. Our Locations	79,557	All audiences
18. Schedules	73,149	Students, future and current
19. Future Students	70,518	Students, future
20. Continuing Education	66,316	Students, future and current

Top 20 Pages



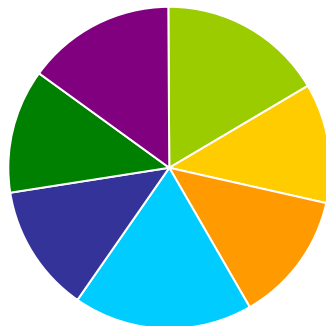
Primary Audiences



College Program Page Visits

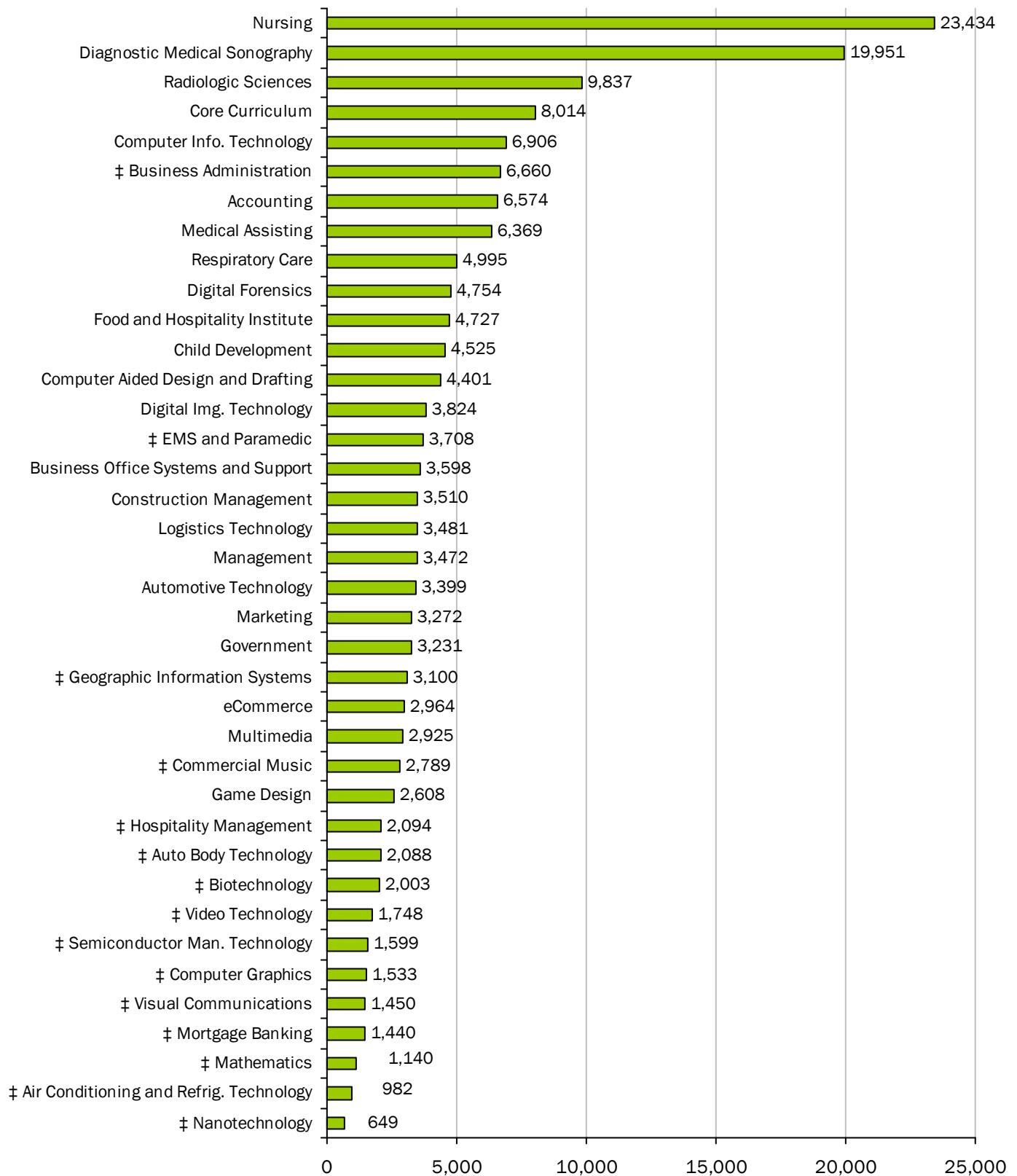
the number of visits in 2008 to the "[program pages by college](#)" index pages

Brookhaven	1,552
Cedar Valley	1,114
Eastfield	1,221
El Centro	1,664
Mountain View	1,210
North Lake	1,161
Richland	1,395
TOTAL	9,317



Program Pages by Program

the number of visits in 2008 to each [program page](#) (total = 173,754)

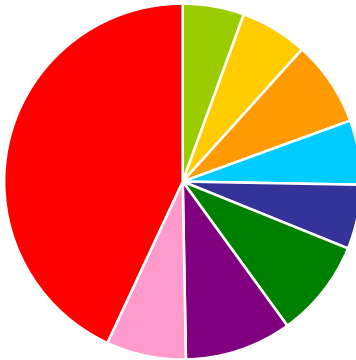


‡ indicates a program page published within the last year (full-year data not available)

Calendar Visits

the number of visitors in 2008 to [location-specific calendars](#) on the district Web site (see sidebar on left of page)

Board of Trustees	2,059
Brookhaven	1,668
Cedar Valley	1,742
District	12,745
Eastfield	2,359
El Centro	1,722
Mountain View	1,668
North Lake	2,669
Richland	2,884
TOTAL	29,516



Percentage of Referrals to College Web Sites From District Web Sites

College	Percentage	Tool
Brookhaven	7.35%	Web Trends
Cedar Valley	7%	Awstats
Eastfield	Unavailable	Unavailable
El Centro	3.9%	Awstats (full yr n/a)
LCET	Unavailable	Unavailable
Mountain View	Unavailable	Unavailable
North Lake	4.4%	WebSTAT
Richland	9.25%	Google Analytics

Goals for 2009

1. Get multiple links to RNT FAQs on the college Web sites to help raise the visibility of the FAQs among students and to help reduce calls to the colleges.
2. Work with the Districtwide Web Action Team (DWAT) and the Marketing/Communications Council to develop a standard set of Key Performance Indicators for all the location Web sites to enable the college presidents to have consistent data for decision-making.
3. Encourage all locations to use the same analytics tools for all district Web sites to enable better decision-making.
4. Move toward a “portal” model of Web site development, which provides a different doorway into the Web site for each audience. Each portal will be customized to fulfill the needs of a specific audience and show them the links and information that are most important to them.
5. Review Web stats, conduct research and interview stakeholders to determine the top information and services needed by each audience. Use this information when designing the new portals. (Note: This has already been done for the employee portal.)
6. Develop a Future Student portal that enables us to track the conversion rate of Web visitors to students (from initial contact through admission and registration).