



# HSE Schools Website: User Survey Report

June 2019

## Executive Summary

Six months following the deployment of [hseschools.org](http://hseschools.org), the district conducted a stakeholder survey to determine the extent to which the new website meets user needs. Over eleven hundred submissions were received, the vast majority from parents/guardians of current students. Respondents report varying levels of satisfaction with website navigation, content, and clarity. Particularly insightful were the over fifteen hundred open text responses, which revealed the site features most valued and needed by HSE families. This report describes these high-value features, and makes recommendations for website improvements to address parent concerns.

## **Essential Question**

To what extent do visitors to [hseschools.org](http://hseschools.org) report design and content that fosters usability and enables them to find desired information?

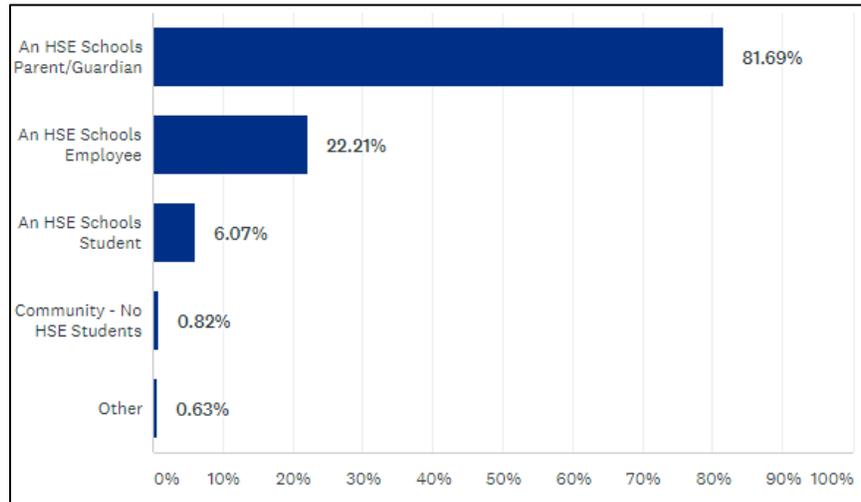
## **Data Source & Collection**

- Data gathered via the *HSE Schools Website Survey*
- Survey Monkey platform used for data collection
- Survey window: May 8 – June 10, 2019
- Survey notification: Skylert to families and survey link on [hseschools.org](http://hseschools.org)
- 1,113 responses collected

## Results

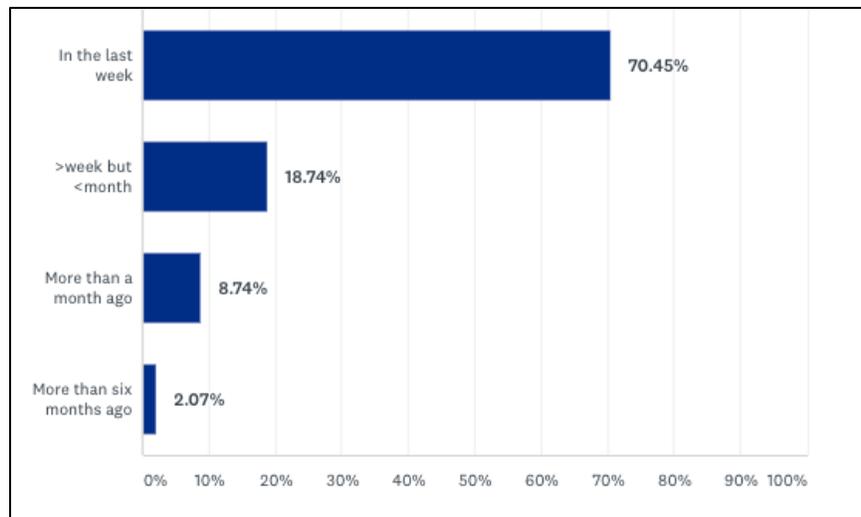
### Who responded to this survey?

*The vast majority of respondents were HSE parents/guardians and/or employees.*



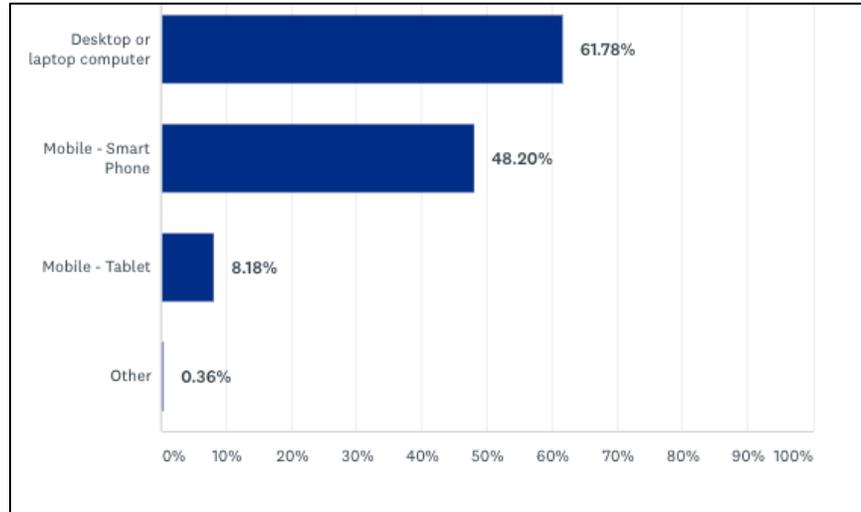
### How recently did respondents last access hseschools.org?

*Most respondents visited hseschools.org in the week prior to taking the survey.*



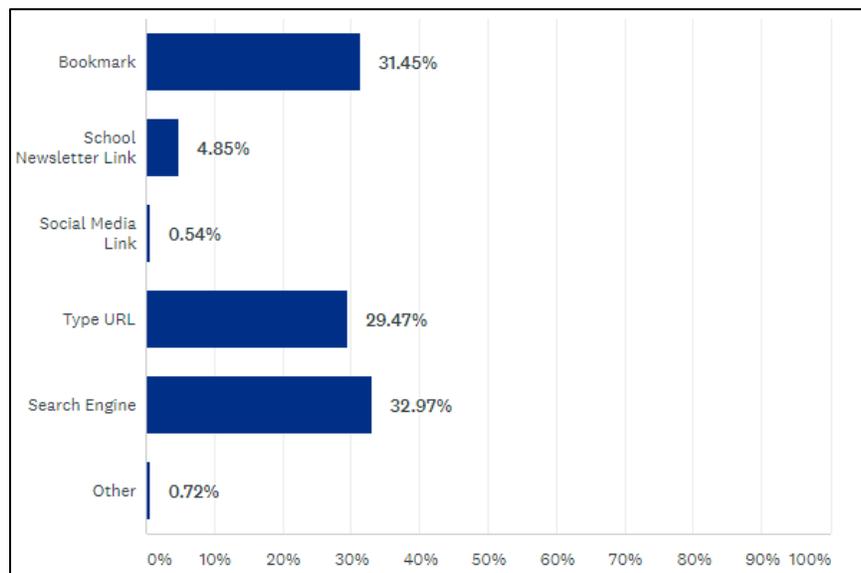
### What device do visitors use to access hseschools.org?

*The highest number of users access the website via computer, followed closely by smartphones.*



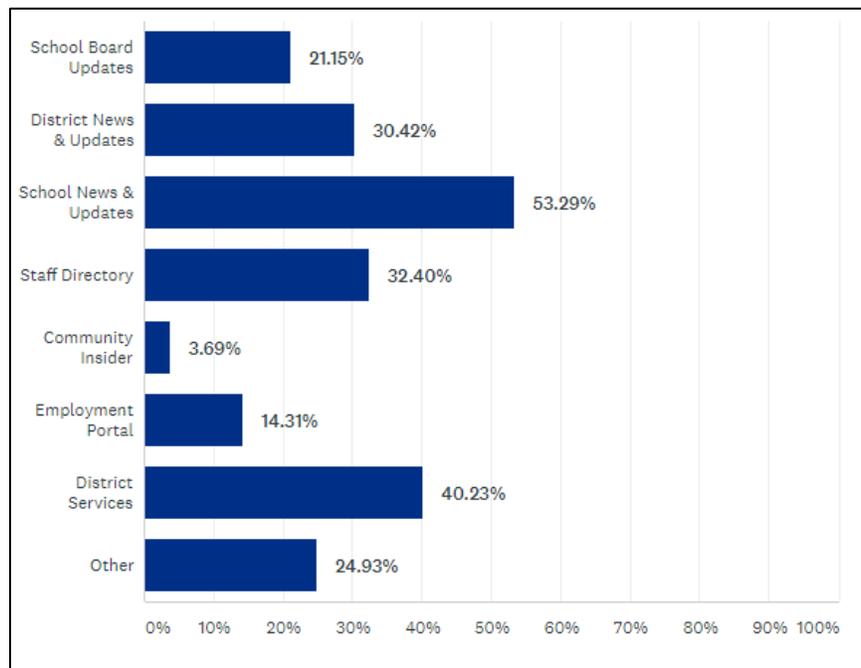
### How do users reach hseschools.org on their device?

*Most users reach the site via search engine, bookmarks, and/or the URL.*



## What brings visitors to hseschools.org?

Visitors come to the website for a wide variety of reasons. In addition to the choices listed, **25% of respondents wrote in an 'other' response** (listed below).

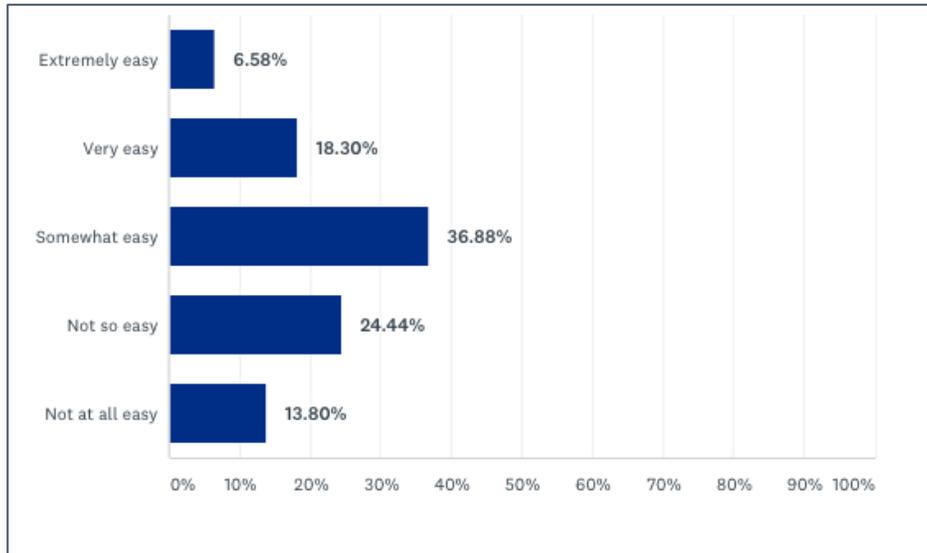


### Most Frequent Write-in Responses (n=277)

- Information on school events
- Calendar, event calendar, school calendar, district calendar,
- Athletics, athletic calendars, athletic schedules, sports/athletic schedule
- Lunch menus, 'how to pay for lunch', lunch info
- Skyward, link to Skyward
- Canvas, link to Canvas
- Attendance number, attendance line
- Testing schedules
- School hours and activities
- School course offerings

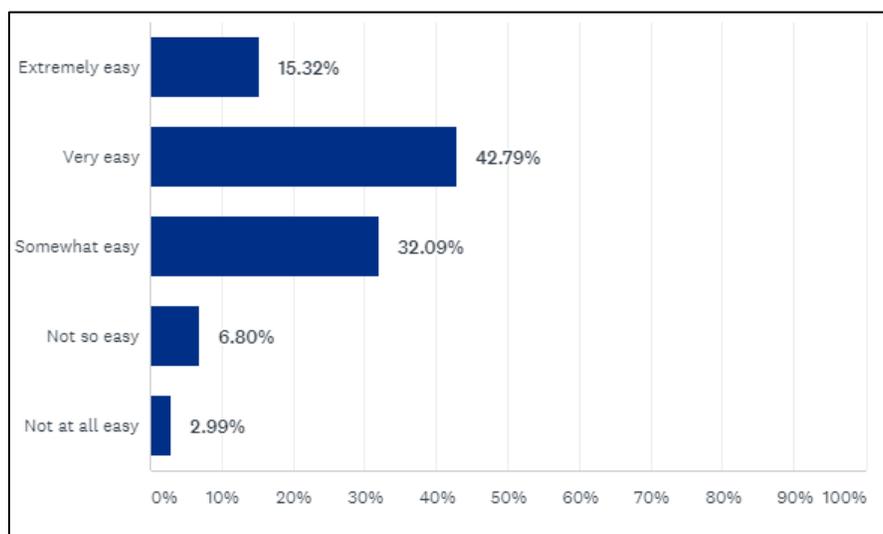
### How easily can visitors find information on hseschools.org?

*25% of respondents reported finding information “extremely” or “very” easily; 38% answered “not so easy” or “not at all easy”.*



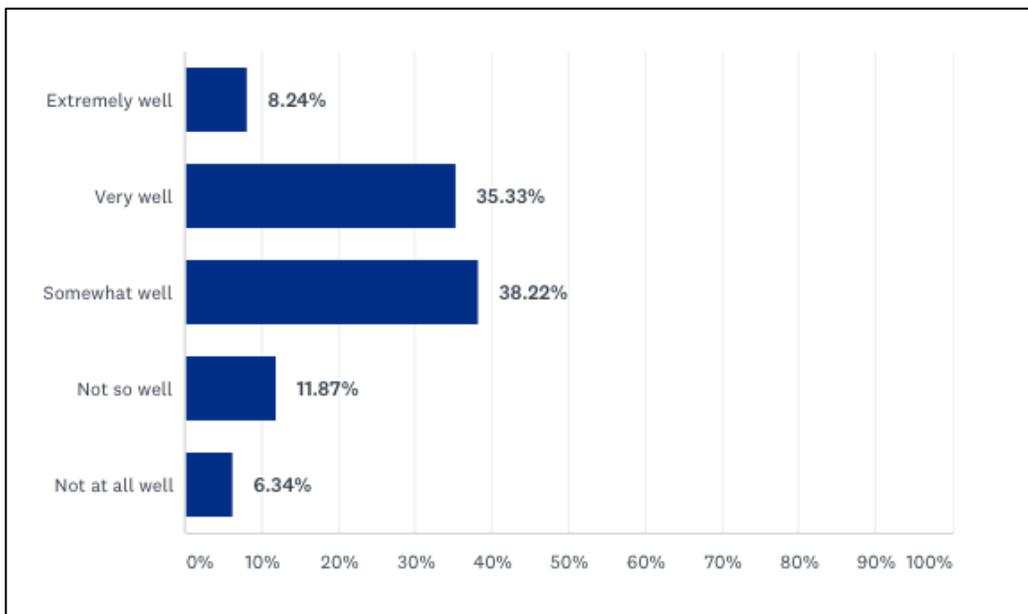
### How understandable is the information found on hseschools.org?

*Nearly 60% of respondents find the information on hseschools.org to be “extremely” or “very” easy to understand. Another 32% believe the material is “somewhat” easy to understand.*



### How well do respondents believe the new website meets their needs?

*The majority of respondents believe the website meets their needs at least somewhat well. Over 40% believe that the site meets their needs very well or extremely well.*



### Open Response Questions & Results

#### 1. What other information would you like to see added to hseschools.org? (n=479)

School Level	District Level (in addition to school level)
<ul style="list-style-type: none"> <li>Up-to-date event information, schedules &amp; news</li> <li>Staff email addresses &amp; phone numbers</li> <li>Attendance phone lines made more prominent</li> <li>Up-to-date sport, club, and extracurricular information</li> <li>Printable lunch menus; lunch prices</li> <li>Lunch and other payments portal</li> </ul>	<ul style="list-style-type: none"> <li>Administrative roles/responsibilities (i.e., who to contact for ___)</li> </ul>

**If you have had specific problems finding what you are looking for when you visit hseschools.org, please share them here. (n=679)**

### **Problems Most Frequently Reported**

- Staff directory inadequate – email addresses not visible
- General navigation difficulty (not intuitive, not consistent from school to school, get bumped back to district, etc.)
- Unable to find current info for upcoming events, schedule changes, etc.
- Information on sports, clubs, and extracurriculars not up-to-date
- Lunch portal (menus and payments) difficult to use
- Search returns inaccurate or incomplete information
- Video on front page means important info is under the fold & adds to slow loading

**Do you have any comments about how we can improve hseschools.org? (n=430)**

<b>Top Requests</b>
<ul style="list-style-type: none"><li>• Keep it current</li><li>• Update school happenings each week (For example, “THIS WEEK AT SES...”)</li><li>• Enable better functionality between district and school pages</li><li>• Improve the staff directory – organization, email addresses</li><li>• Return to a PDF lunch calendar &amp; provide easier access to payment options</li><li>• Provide reports on accountability &amp; transparency in spending (re: referendum)</li><li>• Add drop down menus to help in navigation</li></ul>

## **Discussion**

The vast majority of respondents to the HSE Schools Website Survey were parents/guardians of current students. As such, their responses reflect the needs of families already within the school system. Parents who responded to this survey do not want ‘marketing’ from their school district website: they want timely, accurate information to ease the burden on busy families. The parents reflected here prioritize *current weekly information* and the ability to *take-care-of-business* online. They want a website with clear links to the things they return to again and again, and they want to trust that the information on their school’s website is the most updated version of anything.

As with any new web interface, users face a learning curve as they adapt to an unfamiliar design, different layouts, and new navigation pathways. Many survey respondents seem to have made the shift to the new HSE Schools web portal with minimal issues. Many are somewhat satisfied, and with a few changes or additions will be very satisfied. The following recommendations address the most commonly cited problems and make each school’s web portal a dynamic hub of timely information and resources.

### Recommendations:

1. Continue improvements to the staff directory. List email addresses, positions, and departments of staff so that parents may locate them by school, department, grade, or subject.
2. Keep each school’s home page updated daily/weekly. Develop a consistent “THIS WEEK AT (NAME OF SCHOOL)” template to be a dynamic go-to for busy parents. Consider a ‘building webmaster’ stipend position at each school to ensure dynamic, updated sites.
3. Consider dropdown menus to assist in user navigation.
4. Review the lunch portal connection to see if adjustments are possible that would make it easier to add lunch account funds and/or to print lunch menus.
5. Research options that may result in the *Search* feature returning more accurate results to users’ queries.