

January 24, 2022

AISHA JACKSON
Vice Chancellor Information Technology Services

MARK DELOS REYES DAVIS
Vice Chancellor University Relations

Re: Senate Feedback on Web Improvement Program Surveys

Dear Aisha and Mark,

The Academic Senate has reviewed your request for feedback on two surveys related to the UCSC Web Improvement Program: 1) a survey for internal stakeholders regarding the UCSC gateway site and 2) a survey for visitors to the UCSC gateway site. Our committees on Affirmative Action and Diversity (CAAD), Development and Fundraising (CDF), Information Technology (CIT), and Research (COR) have responded. The Senate greatly appreciates the spirit of shared governance, and the opportunity to opine on this and future requests for feedback on the Web Improvement Program, a project that affects the representation of, and access to, many areas of academia that are within the purview of the Academic Senate.

Reviewing committees noted that these two surveys are solely focused on the UCSC home page, and do not address the redevelopment of department and program home pages. However, based on CIT's report of recent Standing Guest consultations with VCIT Jackson, we expect that this is the first of several requests for Senate feedback on the multifaceted plans for the UCSC Web Improvement Program project. CAAD also noted that the survey does not address important Diversity, Equity, and Inclusion (DEI) issues such as web accessibility, or consider how the website is encouraging and/or showcasing a welcoming and diverse community. Further, the review request did not highlight any potential plans or strategies to ensure that the survey is distributed to a diverse sample beyond the standard faculty/staff, alumni, and visitor cohorts. Reviewing committees additionally recommended the inclusion of more category options on the survey for internal stakeholders such as "graduate students", "undergraduate students", "post docs", "researchers", etc.

We have enclosed the individual committee responses, which highlight additional questions and/or areas that are in need of attention and/or revision. However, the Senate is concerned that the questions and overall design of these surveys as drafted may not result in data that is easy to analyze, interpret or make actionable. In order to ensure the overall effectiveness of these surveys, the Senate strongly recommends that Information Technology Services (ITS) and University Relations (UR) work with UCSC's Institutional Research, Assessment, and Policy Studies (IRAPS) to formulate and/or hone survey questions and overall survey design. As CIT noted, many of our Senate committees have worked closely with IRAPS to develop and launch campus surveys, including the Senate IT Campus Priority surveys launched in 2018 and 2020. IRAPS was instrumental in ensuring that these surveys were effective in providing both the Senate and campus administration with the essential data needed to guide recommendations, plans, projects, and

resource allocations. As such, the Senate recommends that ITS and UR work with IRAPS to optimize the questions on these two surveys so that the results may be easily utilized to tailor the UCSC Web Improvement Program to our campus's unique needs.

As the committee responses note, we recognize that designing an effective survey is no small undertaking. The Academic Senate appreciates the time and consideration that has been (and will continue to be) put in to ensure that these surveys and the overall UCSC Web Improvement Program adequately serve our campus's community and mission. We look forward to further continued collaboration and opportunities to provide feedback on the UCSC Web Improvement Program.

Sincerely,

A handwritten signature in black ink that reads "P. Gallagher". The signature is written in a cursive style with a long horizontal flourish extending to the right.

Patty Gallagher, Chair
Academic Senate

Encl: Senate Committee Responses

cc: Kirsten Silva Gruesz, Chair, Committee on Affirmative Action and Diversity
Karen Holl, Chair, Committee on Development and Fundraising
Peter Alvaro, Chair, Committee on Information Technology
Michael Hance, Chair, Committee on Research

January 20, 2023

Patty Gallagher, Chair
Academic Senate, Santa Cruz Division

Re: Web Improvement Program Survey and Universal Prompt

Dear Patty,

The Committee on Affirmative Action and Diversity (CAAD) reviewed the surveys to assess “needs and expectations” of internal stakeholders and site visitors with regard to the UC Santa Cruz homepage. Overall, we have concerns about the general design of the survey, particularly in terms of survey questions aligning with stated aims, and we suggest consulting with IRAPS if this has not been done. In some cases, the questions/available responses seem more appropriate for experts in institutional branding and website design than for stakeholders and visitors who may not have the experience to provide the information requested. (For example, questions such as, “How well does the current website showcase UC Santa Cruz community and character in a clear and captivating manner?” may not address stakeholders’ needs and expectations.) Furthermore, many of the survey questions are vague (such as asking how satisfied one is with the “effectiveness” of the current website) or written as multiple questions (“What do you think makes UCSC unique **and** how might we best convey this on the UC Santa Cruz gateway website?”).

We have three concerns that pertain to Diversity, Equity and Inclusion (DEI) issues. The first is that the survey does not address web accessibility. (For example, the survey might ask, “If you are using a screen reader or assistive technologies, how accessible is the gateway website?”). Second, there is no information in the materials provided about strategies and goals for distributing the survey to a diverse sample beyond the clustering of faculty/staff, alumni, and other visitors. Intentional sampling for diverse identities and abilities will be crucial for ensuring that information gathered serves the needs of the entire community. Finally, the survey does not explicitly consider how the university website is showcasing or communicating a welcoming and diverse community. This question may have been implied in the response option, “I think I could belong and thrive at UC Santa Cruz,” however, in the absence of more data about respondent identities this response would not illuminate how effective the website is on that score.

We realize that designing a wide-ranging survey is a large task, and we look forward to seeing a revised version.

Sincerely,



Kirsten Silva Gruesz, Chair
Committee on Affirmative Action and Diversity

cc: Peter Alvaro, Chair, Committee on Information Technology
Karen Holl, Chair, Committee on Development and Fundraising
Roger Schoenman, Chair, Committee on Academic Freedom
Michael Hance, Chair, Committee on Research

December 12, 2022

PATTY GALLAGHER, Chair
Academic Senate, Santa Cruz Division

Re: Senate Consultation on Web Improvement Program and Universal Prompt

Dear Patty,

On behalf of the Committee on development and Fundraising, I would like to share the following observations regarding the Web Improvement Program and Universal Prompt.

1. For the UCSC users, under Question 1, it seems like a missing option is "student".
2. The open-ended questions should be optional - at least questions 6-8.

CDF appreciates having the opportunity to provide feedback.

Sincerely

/s/

Karen Holl, Chair
Committee on Development and Fundraising

cc: Kirsten Silva Gruesz, Chair, Committee on Affirmative Action and Diversity (CAAD)
Roger Schoenman, Chair, Committee on Academic Freedom (CAF)
Peter Alvaro, Chair, Committee on Information Technology (CIT)
Abraham Stone, Chair, Committee on Library and Scholarly Communication (COLASC)
Michael Hance, Chair, Committee on Research (COR)

January 20, 2023

Patty Gallagher, Chair
Academic Senate

Re: Web Improvement Program Survey

Dear Patty,

During its meeting of January 11, 2023, the Committee on Information Technology (CIT) reviewed Vice Chancellor for Information Technology (VCIT) Aisha Jackson's request for feedback on two surveys related to the UCSC Web Improvement Program: 1) survey for internal stakeholders regarding the UCSC gateway site and 2) survey for visitors to the UCSC gateway site. Members noted that these surveys are solely focused on the UCSC home page, and do not address the redevelopment of department and program home pages. However, based on recent Standing Guest Consultations with VCIT Jackson, our committee is hopeful that this is the first of several requests for Senate feedback on the multifaceted plans for the UCSC Web Improvement Program project.

Members raised concerns that the questions as drafted on these two surveys may not result in data that is easy to analyze, interpret or make actionable. For instance, some of the draft questions have multiple questions within one question (e.g. #3 on Internal Stakeholder Survey), and conflate the needs of multiple audiences and cohorts. In order to optimize the effectiveness of these surveys, CIT strongly recommends that ITS work with UCSC's Institutional Research, Assessment, and Policy Studies (IRAPS) to formulate and/or hone survey questions and overall survey design. CIT worked closely with IRAPS to develop and launch the Senate IT Campus Priority surveys launched in 2018 and 2020. IRAPS was instrumental in ensuring that these surveys provided both the Senate and campus administration with helpful data to guide IT recommendations and resource allocations. Likewise, CIT recommends that ITS work with IRAPS to optimize the questions on these two surveys so that the results may be easily utilized to tailor the UCSC Web Improvement Program to our campus's needs.

Thank you for the opportunity to provide feedback.

Sincerely,



Peter Alvaro, Chair
Committee on Information Technology

cc: Karen Holl, Chair, Committee on Development and Fundraising
Roger Schoenman, Chair, Committee on Academic Freedom
Kirsten Silva Gruesz, Chair, Committee on Affirmative Action and Diversity
Michael Hance, Chair, Committee on Research

December 9, 2022

PATTY GALLAGHER, Chair
Academic Senate, Santa Cruz Division

Re: Review of Draft Research Plan: UCSC.edu Feedback Surveys

Dear Patty,

The Committee on Research (COR) has had the opportunity to review and discuss the DRAFT Research Plan: UCSC.edu Feedback Surveys submitted to the Senate for review by Aisha Jackson, Vice Chancellor of Information Technology (VCIT) and has the following observations to share.

In the "survey for internal stakeholders":

Question #1: This could include more categories, for example graduate students, undergraduates, postdocs. It may also benefit from a distinction between researchers and faculty, since they may have different needs.

In the "survey for visitors":

Question #1: Why are current staff/faculty included as an option, if this is for visitors?

Question #4: It is not indicated what scale the respondent should use to rate the indicated topics. We imagine this will become clear on implementation, but we note it here for completeness.

Both surveys:

Question #4 (and subsequent questions): These questions request direct feedback about the website, so it might be better to preface it by something like "please open the gateway website in a new window, and answer the following questions."

Sincerely

/s/

Michael Hance, Chair
Committee on Research

cc: Kirsten Silva Gruesz, Chair, Committee on Affirmative Action and Diversity (CAAD)
Roger Schoenman, Chair, Committee on Academic Freedom (CAF)
Karen Holl, Chair, Committee on Development and Fundraising (CDF)
Peter Alvaro, Chair, Committee on Information Technology (CIT)
Abraham Stone, Chair, Committee on Library and Scholarly Communication (COLASC)