Jessica Graf – Master STAR Combat Sheet

# Q1: How have you used personalization to improve relevance on a homepage?

Boardroom STAR:  
At MERP, our homepage was a wall of links and employees said it wasn’t useful. I needed to make it relevant. I enabled SharePoint audience targeting, mapped it to Entra ID groups, and trained owners to tag content for their audiences. HR saw policies, engineers saw dashboards, execs saw KPIs. Adoption stabilized, and search success improved by 40%.  
  
Deep-Dive STAR:  
At MERP, the intranet homepage was static. Everyone saw the same links whether they were HR or engineering, and adoption fell. My task was to personalize the experience using only native SharePoint. I enabled audience targeting in the hub and site settings, then validated Entra ID security groups, creating dynamic groups on the `department` attribute where needed. On the homepage, I configured the News and Quick Links web parts to target those groups and left the Hero web part global for company-wide updates. Then I ran workshops showing content owners how to set the “Audience” property on pages before publishing. The result was clear: staff said the homepage finally felt relevant, analytics showed a 40% improvement in search success, and adoption stopped dropping.

# Q2: What is your approach to implementing continuity, branding, and templating?

Boardroom STAR:  
At Carollo Engineers, every site looked different. I was tasked with creating a consistent experience. I registered the portal as a hub, enforced a JSON corporate theme, built page templates, and ran co-design workshops. Support tickets dropped 30%, employees said navigation felt seamless, and leaders praised the professional brand.  
  
Deep-Dive STAR:  
At Carollo, each department had its own SharePoint site with random layouts and colors. Employees said it felt like different systems. My task was to standardize branding. I registered the corporate portal as a hub in the SharePoint Admin Center and connected departmental sites so they inherited shared navigation and branding. I created a JSON corporate theme in the Theme Generator, uploaded it in the Admin Center, and set it as default. I then built page templates with Hero, News, Quick Links, and People web parts and saved them into the Site Pages library. I created an “Intranet Standards” site with examples and ran workshops with owners where we rebuilt their pages using the templates. The result: navigation tickets dropped 30%, staff described the intranet as seamless, and leadership praised the consistent look.

# Q3: What challenges have you faced aligning all sites to a standard design such as within hub sites?

Boardroom STAR:  
At CDPH, we had hundreds of abandoned or inconsistent sites. Employees didn’t trust the intranet. I built an inventory with Graph API and SPO PowerShell, archived inactive sites, and connected active ones to a hub with consistent templates. The result: duplicates gone, search success up 40%, and adoption grew.  
  
Deep-Dive STAR:  
At CDPH, SharePoint and Teams sprawl was rampant — hundreds of sites, many with no owners. Staff said they couldn’t trust it. My task was to consolidate. I registered a Graph API app with `Sites.Read.All` and `Reports.Read.All`, authenticated with `Connect-MgGraph`, and pulled 30-day usage with `Get-MgReportSharePointSiteUsageDetail -Period D30`. In parallel, I ran `Get-SPOSite -Limit All | Select Url, Owner, LastContentModifiedDate` in SPO PowerShell. I combined both datasets in Power BI, flagged sites inactive for 180+ days, and worked with departments to archive them using `Set-SPOSite -LockState NoAccess`. Active sites were associated with the new hub, inherited the theme, and had start pages rebuilt with templates. I co-designed with resistant departments to show search success improvements. Result: duplicates eliminated, search success improved by 40%, and adoption grew as trust returned.

# Q4: Walk through your process for designing a SharePoint site.

Boardroom STAR:  
At Hanger, sites were outdated and confusing. I created a repeatable 5-step process: Discover, Design, Build, Pilot, Scale. At each step I engaged stakeholders, built templates, and tied permissions to AD groups. The result: approval cycles cut 50% and intranet adoption reached 90%.  
  
Deep-Dive STAR:  
At Hanger, users complained about confusing sites. Leadership asked me to redesign with a process we could repeat. I followed five steps. In Discover, I interviewed stakeholders, exported content with `Get-SPOWeb`, and reviewed search logs. In Design, I mapped IA in Visio, chose a Communication site, and wireframed Hero, News, Quick Links, and Events. In Build, I created the site in Admin Center, applied the corporate theme, set Owners/Members/Visitors using Entra ID groups, and configured web parts. In Pilot, I launched with one department, gathered feedback via Microsoft Forms, and refined. In Scale, I published templates, created a champions network, and built a Power BI dashboard that flagged pages untouched for 90+ days. At Hanger this process cut travel approvals by 50% and drove 90% adoption in the first year.

# Q5: How do you balance leader approvals with empowering content owners?

Boardroom STAR:  
At MERP, leaders wanted oversight for global news but departments needed speed. I set up a hybrid model: global posts required exec approval via Power Automate, department content published immediately. Leaders had visibility, owners kept agility, and adoption improved.  
  
Deep-Dive STAR:  
At MERP, leaders insisted on approving company-wide announcements, but site owners needed to publish FAQs and dashboards quickly. My task was to balance both. I added a “Scope” choice column in the Site Pages library with Global or Department. I built a Power Automate flow: when a page was created with Scope=Global, the flow triggered an approval to HR and executives, and on approval it auto-published and logged the details into a SharePoint list. Pages tagged Department bypassed the flow and went live immediately. This gave leaders oversight for sensitive news while owners retained speed for local updates. Result: compliance and agility coexisted, leadership trusted the process, and content owners felt empowered to keep sites fresh.