Jessica Graf – Master STAR Combat Sheet (Full Detail)

# 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 all-company messages. I ran workshops showing owners how to set audience targeting when publishing content. The result was a 40% improvement in search success and restored user trust.

# 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. These were saved into the Site Pages library for easy reuse. I published a standards site with screenshots and trained owners in workshops. The outcome was a 30% reduction in support tickets and consistent branding that improved user confidence.

# 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. 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 | Export-Csv SPUsage.csv  
In parallel, I ran:  
 Connect-SPOService -Url https://tenant-admin.sharepoint.com  
 Get-SPOSite -Limit All | Select Url, Owner, LastContentModifiedDate | Export-Csv SPOSites.csv  
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 and had start pages rebuilt with templates. Result: duplicates eliminated, search success improved by 40%, and adoption grew as trust returned.