

Card Sort Summary and Recommendations

for The UNT Division of Student Affairs

Executive Summary

With the rapid growth of the student body at the University of North Texas (UNT), students have new and far reaching resources provided by the Division of Student Affairs (DSA). The purpose of conducting the card sort for DSA was to determine some useful categories to feature their 28 departments and offices. The usability test targeted active students, the primary users of the DSA website.

The goals were to determine from the student's perspective what kind of names, labels, groups, or categories could work for the DSA Marketing team in presenting their numerous departments and offices, and what could work to aid the navigation and usability of the DSA website.

The students created three main groups from departments and offices:

- **DSA**, a “central,” “broad,” and “governing” group,
- **Student Life**, a group reflecting the active, extracurricular, and fun opportunities DSA provides to enhance a student's lifestyle and social network, and
- **Student Services**, a group reflecting the academic and professional services DSA provides for a student's growth and well-being.

Because students relate to these three labels in relation to the services of DSA, I recommend featuring the departments and offices of DSA using similar groupings and labels.

Methodology

I conducted 6 open card sorts with students who were taking breaks around the University Union. All users sorted printed cards the size of business cards. Each student was asked to sort 30 cards: one labeled UNT, one labeled Division of Student Affairs, and 28 labeled with the departments and offices of the DSA.

During the session, I noted student observations pertaining to the grouping of the departments, and after the session, the students were asked to offer a name for each of the groups they created.

Participants

The participants came from a variety of academic disciplines, and the sessions took place at the University Union on tables, the floor, or other places active students hang out during the day.

- Every student had used the UNT website.
- One student was an active graduate student and 5 were active undergraduates.
- 3 students were male, and 3 students were female.

Each student was given the opportunity to enter a raffle to win a prize provided by the DSA.

Evaluation

As I led and monitored the session, I looked for the following information:

- Does the student make any comments relevant to the grouping?
- Are any cards consistently grouped together?
- Are any cards separated from the groups?
- What is common about the student labels for the groups?
- Does the student stumble in sorting any of the cards?

Results

Three main groups were created from the card sort with Student Services further broken up into two groups.

DSA

Division of Student Affairs
Student Affairs Administration
Dean of Students

Student Life

Student Activities
Recreational Sports
SGA
Greek Life
Housing and Residence Life
UPC
Dining Services
University Union

Student Services I

Orientation and Transition
Center for Leadership and Services
Counseling and Testing
Student Alumni Association

Student Services II

Career Center
Student Money Management
Student Health and Wellness
Student Legal Services
Student Veteran Services
Office of Disability
SARC

The three main groups from departments and offices:

- **DSA**, a “governing” group,
- **Student Life**, a group reflecting the extracurricular lifestyle DSA provides, and
- **Student Services**, a group reflecting DSA’s academic and professional services.

Student Services was further broken up into two subgroups as students articulated quantitatively through strong correlations in grouping and qualitatively by the labels and comments during the session. Students consistently distinguished between the services by those that affected their academic journey (Orientation, Center for Leadership, and Student Alumni) and their professional success and well-being (Career Center and Student Health). See Appendix for the correlation matrix and the correlation chart.

Strongest Correlations

Departments	Correlation	Significance
Career Center & Student Money Management Center	.833 (5 out of 6)	A grouping significant to how students view DSA and it role in aiding them in their professional and financial future.
Greek Life & Recreational Sports	.833 (5 out of 6)	A grouping significant to how students view DSA and its role in aiding their active and extracurricular university experience.

Students created the strongest correlations between Career Center and Student Money Management Center and between Greek Life and Recreational Sports.

The students created two outliers from the grouping, the TRIO programs, a department aimed toward high school recruitment, and Auxiliary Services, an unfamiliar name to the students for a department that manages dining, residences, and locations such as the Gateway Center and The Coliseum.

Recommendations

Currently, DSA succeeds at relating the services each department provides, but as the departments and offices increase, along with the services they provide, the student body could be overwhelmed by the growing complexity of the DSA website. Because the card sort reveals that students relate to three main labels in relation to the services of DSA, I recommend the following:

- Featuring the departments and offices of DSA using similar groupings and labels to DSA, Student Life, and Student Services.
- Using subgroups for Student Services to appeal to the academic and professional concerns of students.
- To reexamine how TRIO programs and Auxiliary Services can be incorporated on the DSA website.

Conclusion

The open card sort offered a way to directly engage the user of the DSA website. providing an opportunity to understand how students view and organize the many services the DSA departments provide. With a new and simplified way of classifying the departments, DSA, Student Life, and Student Services, the DSA marketing team can communicate and orientate students to the division using relatable labels formed by the students that DSA serves.

Appendix

Correlation Matrix of Percentages

6	1 Auxiliary Services	2 Career Center	3 Center for Leadership and Service	4 Counseling & Testing Services	5 Dean of Students	6 Dining Services	7 Greek Life	8 Residence Life	9 Office of Disability Accommodations	10 Orientation and Transition Programs	11 Recreational Sports	12 SARC (Substance Abuse Resources)	13 Student Activities Center	14 Student Affairs Administration	15 Student Health and Wellness Center	16 Student Legal Services	17 Student Money Management Center	18 Student Veteran Services	19 TRIO Programs	20 University Union	21 Division of Student Affairs	22 UNT	23 VP for Student Affairs Office	24 NT40	25 Student Government Association	26 North Texas in D.C. (NTDC)	27 Office of Spiritual Life	28 Distinguished Lecture Series	29 Student Alumni Association	30 University Program Council	
card 1	0	0.333	0.167	0.333	0.167	0.5	0	0.167	0.167	0.333	0	0.5	0.167	0.167	0.167	0.5	0.333	0.5	0.333	0.333	0	0.167	0.167	0	0.167	0.5	0.167	0.5	0.167	0.5	
card 2	0.333	0	0.667	0.5	0.167	0.167	0.167	0	0.333	0.5	0.167	0.5	0.5	0.167	0.5	0.5	0.833	0.667	0.333	0.333	0.167	0.167	0.333	0	0.167	0.167	0.167	0.667	0.333	0.167	
card 3	0.167	0.667	0	0.333	0.5	0.167	0.167	0	0.667	0.333	0.167	0.167	0.5	0.5	0.167	0.333	0.5	0.5	0.333	0.5	0.167	0.5	0	0.333	0.167	0.5	0.5	0.667	0.5	0.333	
card 4	0.333	0.5	0.333	0	0.333	0.167	0.333	0.333	0.333	0.333	0.333	0.5	0.5	0.333	0.667	0.667	0.333	0.833	0.167	0	0.333	0	0.167	0.167	0.333	0	0.333	0.5	0.167	0	
card 5	0.167	0.167	0.5	0.333	0	0.333	0	0.167	0.5	0.167	0	0.333	0.5	0.667	0.167	0.167	0.167	0.167	0.167	0.5	0.5	0.167	0.5	0.167	0.333	0.167	0.5	0.333	0.5	0.5	
card 6	0.5	0.167	0.167	0.167	0.333	0	0.167	0.5	0.167	0.167	0.167	0.167	0.167	0.167	0	0.333	0.167	0.333	0.167	0.667	0	0.667	0.167	0.167	0.167	0.5	0	0.333	0.167	0.333	
card 7	0	0.167	0.167	0.333	0	0.167	0	0.5	0	0.167	0.833	0.167	0.333	0.167	0.167	0	0	0.167	0.333	0	0.333	0.167	0.167	0.333	0.667	0.333	0.333	0.333	0.167	0	
card 8	0.167	0	0	0.333	0.167	0.5	0.5	0	0	0.167	0.5	0.167	0.167	0.167	0.167	0.167	0	0.167	0	0.167	0.167	0.5	0	0.5	0.333	0.333	0.167	0	0	0	
card 9	0.167	0.333	0.667	0.333	0.5	0.167	0	0	0	0.5	0	0.167	0.333	0.667	0.5	0.667	0.5	0.5	0.333	0.333	0.5	0.167	0.833	0	0.167	0.167	0.5	0.333	0.833	0.667	
card 10	0.333	0.5	0.333	0.333	0.167	0.167	0.167	0.5	0	0.333	0.333	0.167	0.333	0.167	0.333	0.5	0.667	0.667	0.5	0.333	0.167	0.333	0.333	0.5	0	0.167	0.167	0.167	0.667	0.5	0.333
card 11	0	0.167	0.167	0.333	0	0.167	0.833	0.5	0	0.333	0	0.167	0.333	0.167	0.167	0	0	0.167	0.333	0	0.167	0.333	0	0.333	0.667	0.333	0.167	0.333	0	0	
card 12	0.5	0.5	0.167	0.5	0.333	0.167	0.167	0.167	0.167	0.333	0.167	0	0.5	0.333	0.5	0.333	0.5	0.333	0	0.333	0.167	0	0.167	0	0.167	0.333	0.333	0.333	0.167	0.167	
card 13	0.167	0.5	0.5	0.5	0.5	0.167	0.333	0.167	0.333	0.167	0.333	0.5	0	0.5	0.333	0.167	0.333	0.333	0.167	0.333	0.333	0	0.167	0.167	0.5	0.167	0.333	0.5	0.167	0.167	
card 14	0.167	0.167	0.5	0.333	0.667	0.167	0.167	0.167	0.667	0.333	0.167	0.333	0.5	0	0.333	0.333	0.333	0.167	0.167	0.333	0.5	0	0.667	0	0.333	0.167	0.5	0.333	0.667	0.667	
card 15	0.167	0.5	0.167	0.667	0.167	0	0.167	0.167	0.5	0.5	0.167	0.5	0.333	0.333	0	0.667	0.667	0.5	0	0.167	0.5	0	0.333	0.167	0.167	0	0.333	0.333	0.333	0.167	
card 16	0.5	0.5	0.333	0.667	0.167	0.333	0	0.167	0.667	0.667	0	0.333	0.167	0.333	0.667	0	0.667	0.833	0.167	0.167	0.333	0.167	0.5	0	0.167	0.167	0.5	0.5	0.333	0.5	
card 17	0.333	0.833	0.5	0.333	0.167	0.167	0	0	0.5	0.667	0	0.5	0.333	0.333	0.667	0.667	0	0.5	0.167	0.333	0.333	0.167	0.5	0	0	0.167	0.167	0.5	0.5	0.333	
card 18	0.5	0.667	0.5	0.833	0.167	0.333	0.167	0.167	0.5	0.5	0.167	0.333	0.333	0.167	0.5	0.833	0.5	0	0.333	0.167	0.167	0.167	0.333	0	0.167	0.167	0.167	0.667	0.333	0.167	
card 19	0.333	0.333	0.5	0.167	0.167	0.167	0.333	0	0.333	0.333	0.333	0	0.167	0.167	0	0.167	0.167	0.333	0	0.333	0.167	0.167	0.333	0.167	0.5	0.167	0.167	0.5	0.333	0.5	
card 20	0.333	0.333	0.333	0	0.5	0.667	0	0.167	0.333	0.167	0	0.333	0.333	0.333	0.167	0.167	0.333	0.167	0.333	0	0.167	0.5	0.333	0.167	0.333	0.333	0.167	0.333	0.333	0.5	
card 21	0	0.167	0.5	0.333	0.5	0	0.333	0.167	0.5	0.333	0.167	0.333	0.5	0.5	0.333	0.333	0.167	0.167	0.167	0	0	0.667	0.167	0.167	0	0.667	0.167	0.667	0.333	0.167	
card 22	0.167	0.167	0.167	0	0.167	0.667	0.167	0.5	0.167	0.333	0.333	0	0	0	0.167	0.167	0.167	0.167	0.5	0	0.167	0.167	0	0	0.167	0.167	0	0.333	0	0.167	0.167
card 23	0.167	0.333	0.5	0.167	0.5	0.167	0.167	0	0.833	0.5	0	0.167	0.167	0.667	0.333	0.5	0.5	0.333	0.333	0.333	0.667	0.167	0	0	0.167	0.167	0.667	0.333	1	0.667	
card 24	0	0	0	0.167	0.167	0.167	0.333	0.5	0	0	0.333	0	0.167	0	0.167	0	0	0	0.167	0.167	0.167	0.167	0	0	0	0.333	0.333	0.167	0.167	0	0
card 25	0.167	0.167	0.333	0.333	0.333	0.167	0.667	0.333	0.167	0.167	0.667	0.167	0.5	0.333	0.167	0	0.167	0.5	0.333	0.167	0	0.167	0.333	0	0.167	0.333	0.5	0.167	0.333	0.333	
card 26	0.5	0.167	0.167	0	0.167	0.5	0.333	0.333	0.167	0.167	0.333	0.333	0.167	0.167	0	0.167	0.167	0.167	0.167	0.333	0	0.333	0.167	0.333	0.333	0	0.167	0.333	0.167	0.333	
card 27	0.167	0.167	0.5	0.333	0.5	0	0.333	0.167	0.5	0.167	0.167	0.333	0.333	0.5	0.333	0.167	0.167	0.167	0.167	0.667	0	0.667	0.167	0.333	0.333	0.167	0	0.167	0.667	0.333	
card 28	0.5	0.667	0.5	0.5	0.333	0.333	0.333	0	0.333	0.667	0.333	0.333	0.5	0.333	0.333	0.5	0.5	0.667	0.5	0.333	0.167	0.167	0.333	0.167	0.5	0.333	0.167	0	0.333	0.333	
card 29	0.167	0.333	0.667	0.167	0.5	0.167	0.167	0	0.833	0.5	0	0.167	0.167	0.667	0.333	0.5	0.5	0.333	0.333	0.333	0.667	0.167	1	0.167	0.167	0.167	0.667	0.333	0	0.667	
card 30	0.5	0.167	0.5	0	0.5	0.333	0	0	0.667	0.333	0	0.167	0.167	0.667	0.167	0.333	0.333	0.167	0.5	0.5	0.333	0.167	0.667	0	0.333	0.333	0.333	0.333	0.667	0	

Correlation Matrix of Raw Data

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
card 1	0	2	1	2	1	3		1	2	2		3	1	1	1	3	2	3	2	2		1			1	3	1	3	1	3	
card 2	2	0	4	3	1	1	1		1	2	3	1	3	3	1	3	3	5	4	2	2	1	1	2		1	3	1	4	2	1
card 3	1	4	0	2	3	1	1		4	2	1	1	3	3	1	2	3	3	3	3	2	3	1	3		2	1	3	3	4	1
card 4	2	3	2	0	2	1	2	2	2	2	2	3	3	2	4	4	2	5	1		2		1	1	2	1	3	3	4	2	1
card 5	1	1	3	2	0	2		1	3	1		2	3	4	1	1	1	1	1	3	3	1	3	1	2	1	3	2	3	3	3
card 6	3	1	1	1	2	0	1	3	1	1	1	1	1	1	1	2	1	2	1	4		4	1	1	1	3	2	1	2	1	2
card 7	0	1	1	2	0	1	0	3			1	5	1	2	1	1		1	2		1	2		2	1	1	2	2	2	1	2
card 8	1	0	0	2	1	3	3	0		1	3	1	1	1	1	1		1		1	1	3		3	2	2	1				
card 9	1	2	4	2	3	1	0	0	0	3		1	2	4	3	4	3	3	2	2	3	1	5		1	1	3	2	5	4	2
card 10	2	3	2	2	1	1	1	1	1	3	0	2	2	1	2	3	4	4	3	2	1	2	2	3		1	1	1	4	3	2
card 11	0	1	1	2	0	1	5	3	0	2	0	1	2	1	1			1	2		1	2		2	4	2	1	2			
card 12	3	3	1	3	2	1	1	1	1	2	1	0	3	2	3	2	3	2		2	1		1		1	2	2	2	1	1	1
card 13	1	3	3	3	3	1	2	1	2	1	2	3	0	3	2	1	2	2	1	2	2		1	1	3	1	2	3	1	1	1
card 14	1	1	3	2	4	1	1	1	4	2	1	2	3	0	2	2	2	2	1	1	2	3		4		2	1	3	2	4	4
card 15	1	3	1	4	1	0	1	1	1	3	3	1	3	2	2	0	4	4	3		1	3		2	1	1	2	2	2	1	
card 16	3	3	2	4	1	2	0	1	4	4	0	2	1	2	4	0	4	5	1	1	2	1	3			1	1	3	3	2	2
card 17	2	5	3	2	1	1	0	0	3	4	0	3	2	2	4	4	0	3	1	1	2	2	1	3			1	1	3	3	2
card 18	3	4	3	5	1	2	1	1	3	3	1	2	2	1	3	5	3	0	2	1	1	1	2		1	1	1	4	2	1	1
card 19	2	2	3	1	1	1	2	0	2	2	2	2	0	1	1	0	1	1	2	0	2	1	1	2	1	3	1	1	3	2	3
card 20	2	2	2	0	3	4	0	1	2	1	0	2	2	2	1	1	2	1	2	0	1	3	2	1	2	2	1	2	2	2	3
card 21	0	1	3	2	3	0	2	1	3	2	1	1	2	3	3	2	2	1	1	1	0		4	1	1		4	1	4	2	1
card 22	1	1	1	0	1	4	1	3	1	2	2	0	0	0	0	1	1	1	1	3	0	0	1	1		2		1	1	1	1
card 23	1	2	3	1	3	1	1	0	5	3	0	1	1	4	2	3	3	2	2	2	4	1	0		1	1	4	2	6	4	4
card 24	0	0	0	1	1	1	2	3	0	0	2	0	1	0	1	0	0	0	1	1	1	1	0	0	2	2	1	1	1	1	1
card 25	1	1	2	2	2	1	4	2	1	1	4	1	3	2	1	0	0	1	3	2	1	0	1	2	0	2	2	3	1	2	2
card 26	3	1	1	0	1	3	2	2	1	1	2	2	1	1	0	1	1	1	1	2	0	2	1	2	2	0	1	2	1	2	1
card 27	1	1	3	2	3	0	2	1	3	1	1	2	2	3	2	1	1	1	1	1	4	0	4	1	2	1	0	1	4	2	1
card 28	3	4	3	3	2	2	2	0	2	4	2	2	3	2	2	3	3	4	3	2	1	1	2	1	3	2	1	0	2	2	2
card 29	1	2	4	1	3	1	1	0	5	3	0	1	1	4	2	3	3	2	2	2	4	1	6	1	1	1	1	4	2	0	4
card 30	3	1	3	0	3	2	0	0	4	2	0	1	1	4	1	2	2	1	3	3	2	1	4	0	2	2	2	2	2	2	4

Strong Correlations for the DSA Departments and Offices

DSA	5+ CLS Dean of Students ODA Student Affairs Administration Student Money Management Center VP for Student Affairs Office Office of Spiritual Life Student Alumni Association	UNT University Union	5+ (Housing and) Residence Life University Union	Student Activities	5+ Career Center CLS Counseling & Testing Services Dean of Students SARC Student Affairs Administration SGA DLS	Orientation	5+ Career Center ODA Student Legal Services Student Money Management Center Student Veterans Services VP for Student Affairs Office DLS Student Alumni Association	Career Center	5+ CLS Counseling & Testing Services SARC Student Activities Student Health and Wellness Student Legal Services Student Money Management Student Veteran Services DLS
Student Affairs Administration	.667+ Dean of Students ODA 5+ CLS VP for Student Affairs Office UPC DSA Student Alumni Association	Dining Services	.667 + University Union UNT 5 to .666 Auxiliary Services (Housing and) Residence Life NTDC	Recreational Sports	5+ Greek Life* Residence Life SGA .666+ Greek Life Recreational Sports 5+ Recreational Sports* (Housing and) Residence Life SGA	CLS	5+ Career Center Dean of Students VP for Student Affairs Office Student Activities Center Student Affairs Administration Student Money Management Center Student Veterans Services TRIO Programs Office of Spiritual Life DLS Student Alumni Association	Student Money Management Career Center CLS ODA Orientation SARC Student Health and Wellness Student Legal Services Student Veterans Services VP for Student Affairs Office DLS Student Alumni Association	5+ CLS Counseling & Testing Services SARC Student Activities Student Health and Wellness Student Legal Services Student Money Management Student Veteran Services DLS
VP for Student Affairs Office	5+ CLS Dean of Students ODA Orientation Student Affairs Administration Student Legal Services Student Money Management DSA Office of Spiritual Life UPC	NTDC	Auxiliary Services Dining Services 5 to .666 Dining Services SARC Student Legal Services Student Veteran Services NTDC DLS UPC	Greek Life (Housing and) Residence Life	5+ CLS Counseling & Testing Services Dean of Students SARC Student Activities Student Health and Wellness Student Legal Services Student Money Management Student Veteran Services DLS	Counseling & Testing	5+ Career Center SARC Student Activities Student Health and Wellness Student Legal Services Student Veteran Services DLS	Career Center Counseling & Testing Services Orientation SARC Student Legal Services Student Money Management Student Veteran Services DSA	5+ CLS Counseling & Testing Services SARC Student Activities Student Health and Wellness Student Legal Services Student Money Management Student Veteran Services DLS
Dean of Students	.667+ Student Affairs Administration 5+ to .666 CLS ODA Student Activities Center University Union VP for Student Affairs Office Office of Spiritual Life Student Alumni Association UPC	TRIO	5+ CLS SGA DLS UPC	UPC	5+ CLS Dean of Students ODA Student Affairs Administration University Union TRIO Programs VP for Student Affairs Office Student Alumni Association	ODA	5+ CLS Dean of Students Orientation Student Affairs Administration Student Health and Wellness Student Legal Services Student Money Management Student Veteran Services Division of Student Affairs VP for Student Affairs Office of Spiritual Life Student Alumni Association UPC	Student Legal Services Career Center Counseling & Testing Services Orientation SARC Student Legal Services Student Money Management Student Veteran Services DLS	5+ Auxiliary Services Career Center Counseling & Testing Services Orientation SARC Student Health and Wellness Student Legal Services Student Money Management Student Veteran Services DLS
Strongest Correlations .833+	Career Center + Student Money Management Center Greek Life + Recreational Sports Counseling and Testing Services Student Legal Services + Student Veteran Services Office of Disability Accommodations + VP for Student Affairs Office Office of Disability Accommodations + Student Alumni Association Student Alumni Association + VP for Student Affairs Office*								