**COM 621 Combined List of questions. Responses will be anonymous.**

**What data analytics can we see that keeps in data protection guidelines?**

**AM Session**

1. What is the short term and long goal/goals of the site e.g., 3-5 years?



* 1. 1-2 years – completely redevelop the Solent.ac.uk website, including the alumni section. This will include full redesign, content audit, redevelopment with key requirements around core goals and the user journey to users to easily achieve those goals
  2. 2-4 years – replace the Content Management System

1. What is your mission, value, and vision (objectives) statement?

<https://www.solent.ac.uk/about/mission-and-strategy>

1. What is the Solent Alumni business model?

Alumni are one of a number of external communities that the University both engages and that enable the overall University’s overall strategy to be delivered. Alumni are asked to contribute towards the University through the provision of time and fundraising and receive a number of benefits as outlined on the alumni section of the website.

1. What funnel system does Solent follow for donations?

The University has focused it’s fundraising priorities around key initiatives and drives alumni and other external stakeholders to these campaigns. Campaigns are integrated across a range of channels including social media, direct mailing, e-campaign and website content.

1. How many clicks do think is ideal for an Alumni website?

As few as possible.

* 1. We would always aim for the user to get to their goal in as few clicks as possible but we would need more information to give you a more detailed answer (are you asking about them completing a data collection form, viewing general content etc). For a user to get to the Alumni section of the website we would want them to be able to get there within 3 clicks from anywhere else on the site.

1. Do you think the alumni membership values are clearly highlighted on the homepage and why?

Do you mean membership benefits? If so, yes as there’s a clear box outlining how we can help.

1. What do you think currently works well on the site?

Clear layout and core information required.

1. Do you see any problems with the current site?

Not spent long enough on it to comment having just inherited the pages.

* 1. The section needs carefully crafting for the alumni audience. Currently, much of the section uses basic templates that are used around the site. This is something that we are working to change on the full development.

1. Why does the university only offer one language in its accessibility options?
   1. We work to meet WCAG 2.1 AA accessibility standards. There is no requirement to have a different language as part of the WCAG guidelines.
   2. It was a governance decision made by VCG to only use English as the language as students looking to study at Solent from abroad would need a good grasp of the English language. It is a topic that we discuss fairly frequently as we are aware other foreign stakeholders may benefit from the site in different languages, but it is something that would take a lot of resources to chieve.
2. What UX constraints did you face when structuring the site?
   1. Getting enough users to do testing with, internal stakeholders having a clear vision of what they are trying to achieve, time and resource to deliver improvements and to keep refining based on data and user feedback.
3. Does Solent provide you with a monthly budget and marketing materials does the budget get spent on and what is the percentage of each?
   1. We have an annual marketing budget that is split between the different disciplines. The digital budget is roughly split between:
      1. 70% Software and hosting
      2. 20% Website development
      3. 10% SEO

**PM Session**

1. Why does the Alumni exist?

Universities have a tradition of engaging their learner community following graduation as they have a responsibility to continue supporting graduates in the early days of their career. Government policies also require insight to be shared on how students have progressed since completing their studies. Many students have gone on to achieve significant success in their fields and it beneficial to the University and individual for them to stay connected.

1. What are the commercial and UX objectives of the Alumni website and could they be ranked?
   1. This needs checking with Mike, but in the past, it has been:
      1. Grow the alumni community/database
      2. Ensure all alumni details are up-to-date.
      3. Donations to the University from any stakeholder
      4. Gather success stories from alumni
      5. Alumni to volunteer time to support current students
2. What are the requirements of the Alumni Website?

The webpages provide information on the benefits, how to engage and showcasing what alumni have achieved.

1. What Key Performance Indicators (KPI) are measured and monitored for the Alumni website?

Online form completion.

Unique views.

Wider KPI’s for action taken i.e. access to library, utilised discount study offer.

1. What are the values that the Alumni wishes to convey?

In line with wider University values -<https://www.solent.ac.uk/about/mission-and-strategy>

1. What are the Alumni’s revenue streams, and how much does each contribute (value/percentage)?

Alumni contribute towards other revenue streams across the University of which I don’t have a breakdown for. They contribute toward course income (PG), gym memberships and fundraising.

1. Do you have any existing feedback (good/bad) about the current Alumni website?

We undertook an alumni survey back in 2020 which looked at what alumni wanted from the University and how they wished to engage. It didn’t specifically look at the website.

1. How much traffic does the website get and do you use any tools to measure or analyse traffic or engagement with the Alumni Website?
   1. We use Google Analytics (GA), Hotjar and some other adhoc tools to measure engagement, but GA is our most important tool. Last year the site received over 4million page views but the alumni section only accounted for under 0.5% of that total.
2. When was the website last updated? And when is the next planned update to the website?

Different sections are updated at different intervals to reflect changes in member benefits etc.

The alumni section will be redeveloped within the next 12 months.

1. Who is the target audience and demographic?

Anyone who has completed their studies with Solent University or when the institution has a different name i.e Southampton Institute.

1. What is your business model, and what budgets do you need to operate within?
   1. The University main source is revenue is driven by course fees. The University sets budgets based on the total revenue generated or forcast for that year.
2. How many and what percentage of former students are signed up to the Alumni? Can this be broken down by Course, Course Type (Masters, Undergraduate, etc) and School/Faculty?

Our alumni network is made up of 75,000 former graduates. I don’t have the current breakdown to hand.

1. What does/doesn’t the current website do that you would like to:
   1. Continue doing
      1. Have its own section
   2. Improve upon
      1. Make this section more focused around our goals for alumni
   3. Stop doing
      1. Will depend on Mike’s vision for our alumni in the future (still to be determined for the website)
   4. Start doing

Not had a chance to look at it in detail having just inherited it.

1. Of the Alumni that choose to donate, can you provide statistics on how long a person has belonged to the Alumni before donating for the first time?

Not to hand without running numerous reports.