

CUNY ACADEMIC COMMONS

Survey Data and Analysis

May 25, 2016

METHODOLOGY

Over the course of two months, the Academic Commons team conducted a survey consisting of 32 questions across the 24 campuses. These questions targeted key features of the website while focusing on detailed use-cases for an array of Commons users. We also included basic demographic questions to understand the background of users.

After collecting the data, we were able to get a better insight on who we serve, as well as a deeper understanding what our users are currently doing and want out of our site. With our data, we were able to develop four personas of the most common users. These will allow us to prioritize how we will improve the Commons in the future and make development decisions moving forward.

The screenshot displays the Typeform interface for a survey titled "Commons Survey". The top navigation bar includes the title, a "PRO TRIAL" badge, and a sequence of steps: Build, Design, Configure, Share, and Analyze. A "View my typeform" button is located in the top right corner.

On the left side, there is a panel with various question types: Short text, Long text, Statement, Dropdown, Email, Date, Legal, Website, Payment (Stripe), Multiple choice, Picture choice, Question group, Yes / No, Rating, Opinion scale, Number, and File upload. At the bottom of this panel is a "Thank You screen" option.

The main area shows a sequence of questions, each preceded by a number and a checkmark icon, indicating they are required questions:

1. ☒ * Have you ever or do you currently attend or work at a City University of New York (CUNY) campus?
2. ☒ * With which CUNY campus(es) are you affiliated?
3. ☒ What is your current role in CUNY?
4. ☐ What is/was your main area(s) of study?
5. ☐ What department (or administrative function) are you most closely affiliated with at your CUNY cam..
6. ☒ What is your age range?
7. ☒ Have you ever used the CUNY Academic Commons website?

At the bottom of the interface, there are settings for "Show logic map" (OFF) and "Hidden fields" (OFF).

CAMPUS SURVEY RESPONSIVENESS

Sample size: 455 people

- Baruch College 3%
- Borough of Manhattan Community College 4%
- Bronx Community College 2%
- Brooklyn College 5%
- CUNY Central 1%
- **CUNY Graduate Center 40%**
- CUNY Graduate School for Journalism 1%
- CUNY Graduate School for Journalism 1%
- CUNY School of Professional Studies 3%
- CUNY School of Public Health 1%
- College of Staten Island 3%
- Hostos Community College 3%
- Hunter College 11%
- John Jay College of Criminal Justice 4%
- Kingsborough Community College 2%
- LaGuardia Community College 2%
- Lehman College 3%
- Macaulay Honors College 1%
- Medgar Evers College 1%
- New York City College of Technology 17%
- Queens College 7%
- Queensborough Community College 12%
- Stella and Charles Guttman Community College 1%
- The City College of New York 4%
- York College 6%
- Other 1%

WHO'S USING THE SITE?

Participants completed a five minute survey. The goal was to determine who we are serving and what users are currently doing within the site.

- *Total participants: 481 people*
- *58% Faculty*
- *29% Graduate students*
- *18% Staff + Administrators*
- *2% Undergraduates*
- *6% Other*

AGE RANGES

To conceptualize the vast audience of the Commons, we had users identify with age ranges to view the scope of our users.

- *1% 21 and Under*
- *23% 22 to 34*
- *24% 34 to 44*
- *21% 45 to 54*
- *14% 55 to 64*
- *11% 65 and Older*
- *6% Other/Prefer not to say*

HAVE YOU EVER USED THE CUNY ACADEMIC COMMONS?

- 64% Yes
- 25% No
- 11% I'm not sure...

HOW DID YOU HEAR ABOUT US?

The 36% of respondents that have never used the Commons were asked: Where did you first hear about the CUNY Academic Commons? Most common responses were:

- *Email notifications*
- *Faculty/Staff meetings*
- *Colleagues/Friends*
- *From a CUNY Commons members*
- *Links on a CUNY webpage*
- *Department orientations*
- *Department-wide emails*
- *Digital posters*
- *IT Conferences*

64% USE THE COMMONS

To drill down on how our website is actually being utilized, we took a closer look at the 64% of respondents who indicated they currently use or have used the Commons.

Respondents were asked to pick key features that they used within the CUNY Academic Commons. This allowed us to see where our wide audience recalls spending most of their time on the site. Respondents were allowed to select as many features as they wanted

- ***Sample Size: 292 people***
- *42% Faculty*
- *18% Graduate students*
- *16% Staff and Administration*
- *14% Graduate Students with multiple roles*
- *10% Other*

HOW IMPORTANT IS IT FOR YOU TO FIND AND CONNECT WITH COLLEAGUES/PEERS AT OTHER CUNY CAMPUSES?

- 22% *Very important*
- 29% *Important*
- 25% *Moderately important*
- 16% *Slightly important*
- 7% *Not important*

ON AVERAGE, HOW OFTEN DO YOU USE THE CUNY ACADEMIC COMMONS?

- | | | | |
|-------|-------------------------------|-------|-------------------------|
| • 28% | <i>Less than once a month</i> | • 15% | <i>2-3 times a week</i> |
| • 20% | <i>Once a month</i> | • 4% | <i>Daily</i> |
| • 18% | <i>2-3 times a month</i> | • 7% | <i>Other</i> |
| • 10% | <i>Once a week</i> | | |

HOW DO YOU ACCESS THE CUNY ACADEMIC COMMONS WEBSITE MOST FREQUENTLY?

- 37% *I go to my browser and enter the URL: <http://wwwcommons.gc.cuny.edu>*
- 38% *I use the links provided within email notifications*
- 23% *I use a bookmark in my browser that links to the CUNY Academic Commons*
- 2% *Other*

WHAT DEVICES ARE USED TO ACCESS THE COMMONS?

Users could select multiple devices

- 60% *Desktops*
- 42% *Laptops*
- 3% *Mobile Phones*
- 3% *Tablets*

How often do you read or respond to email notifications received from the CUNY Academic Commons?

- 6% *Daily*
- 16% *Weekly*
- 24% *Every few weeks*
- 10% *Never*
- 5% *Other*

TOP FEATURES OF THE CUNY ACADEMIC COMMONS

As we see more users joining the CUNY Academic Commons our team wants to prioritize how we are developing our site for the future. While there are numerous features, listed to the right are the main top navigation features currently within the Commons.

Our survey asked: “What features of the CUNY Academic Commons do you use most often?” Users were allowed to choose multiple features and answered sub-questions based on their choices. This allowed us an in-depth look into what we’re doing well and what we can improve on.

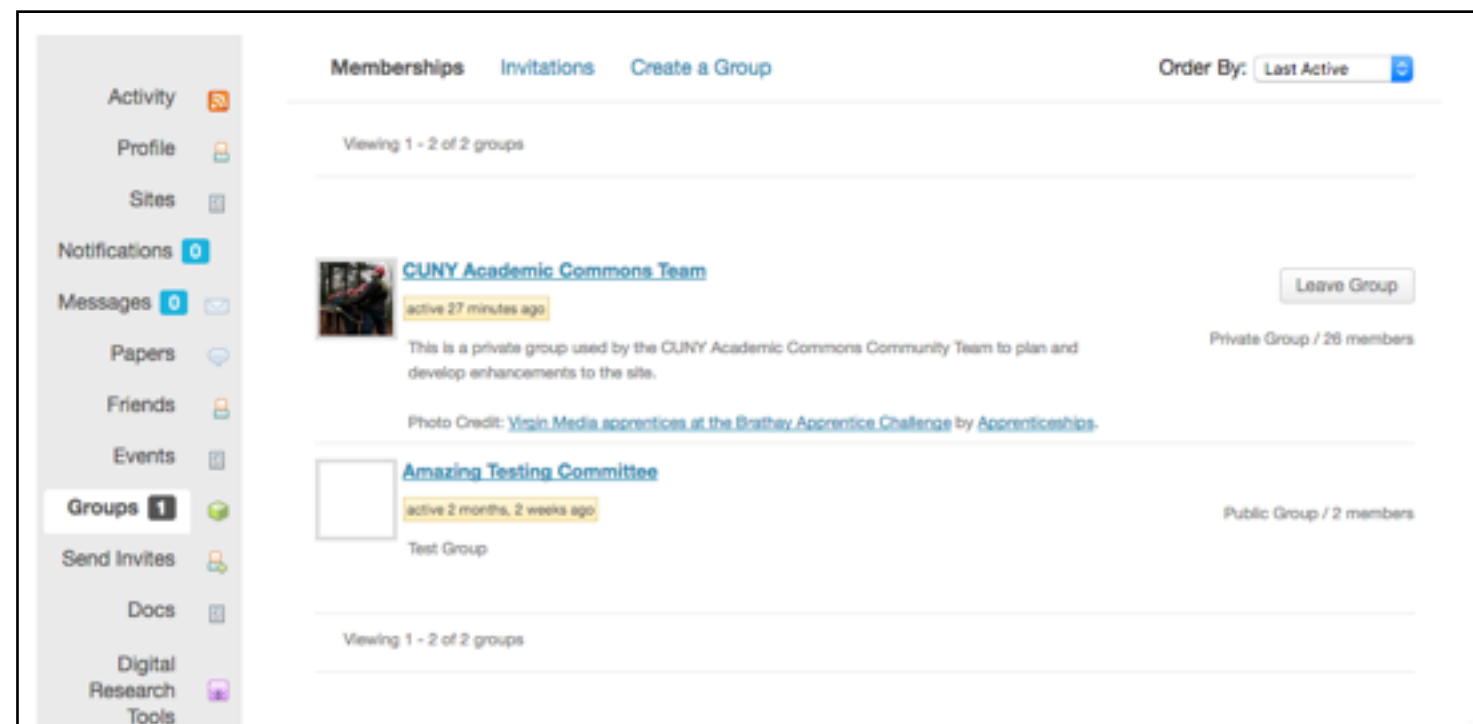
- *58% Groups*
- *47% Sites and/or Blogs*
- *19% Events*
- *15% Profile and Portfolio*
- *13% Member Connection and Friendship*
- *11% Digital Research Tools*
- *9% Docs*
- *5% Site-wide Newsfeed*
- *3% Social Paper*
- *5% Other*

GROUPS

WHAT ARE THE MAIN POINTS OF INTEREST?

(Users could select multiple interest)

- 57% Reading group recent activities
- 37% Sending announcements to group members
- 35% Taking part in a conversation in a group forum
- 33% Adding and/or accessing a file in the group
- 29% Updating a group blog/site
- 16% Finding new groups to follow
- 14% Creating or editing Docs within a group
- 11% Adding an event to the group calendar
- 10% Adding a paper for a group to read and respond to
- 5% Creating new groups
- 5% Other

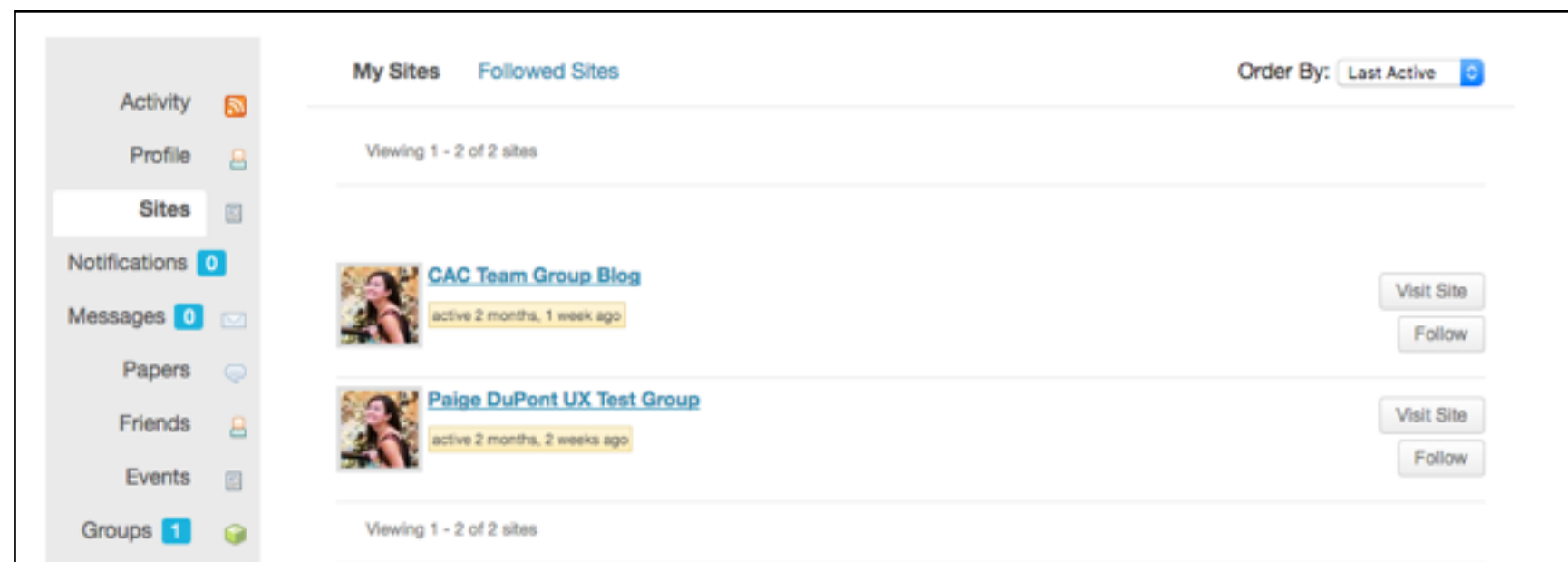


SITES AND/OR BLOGS

WHAT ARE THE MAIN POINTS OF INTEREST?

(Users could select multiple interest)

- 49% Reading sites/blogs relating to my academic interest
- 38% Hosting a site/blog
- 29% Finding sites/blogs that will aid in my academic research
- 26% Accessing a site/blog for a class I am in
- 19% Creating new sites/blogs
- 16% Discovering new sites/blogs
- 16% Finding sites/blogs to read
- 15% Following a site/blog to receive email notifications of activity
- 7% Other

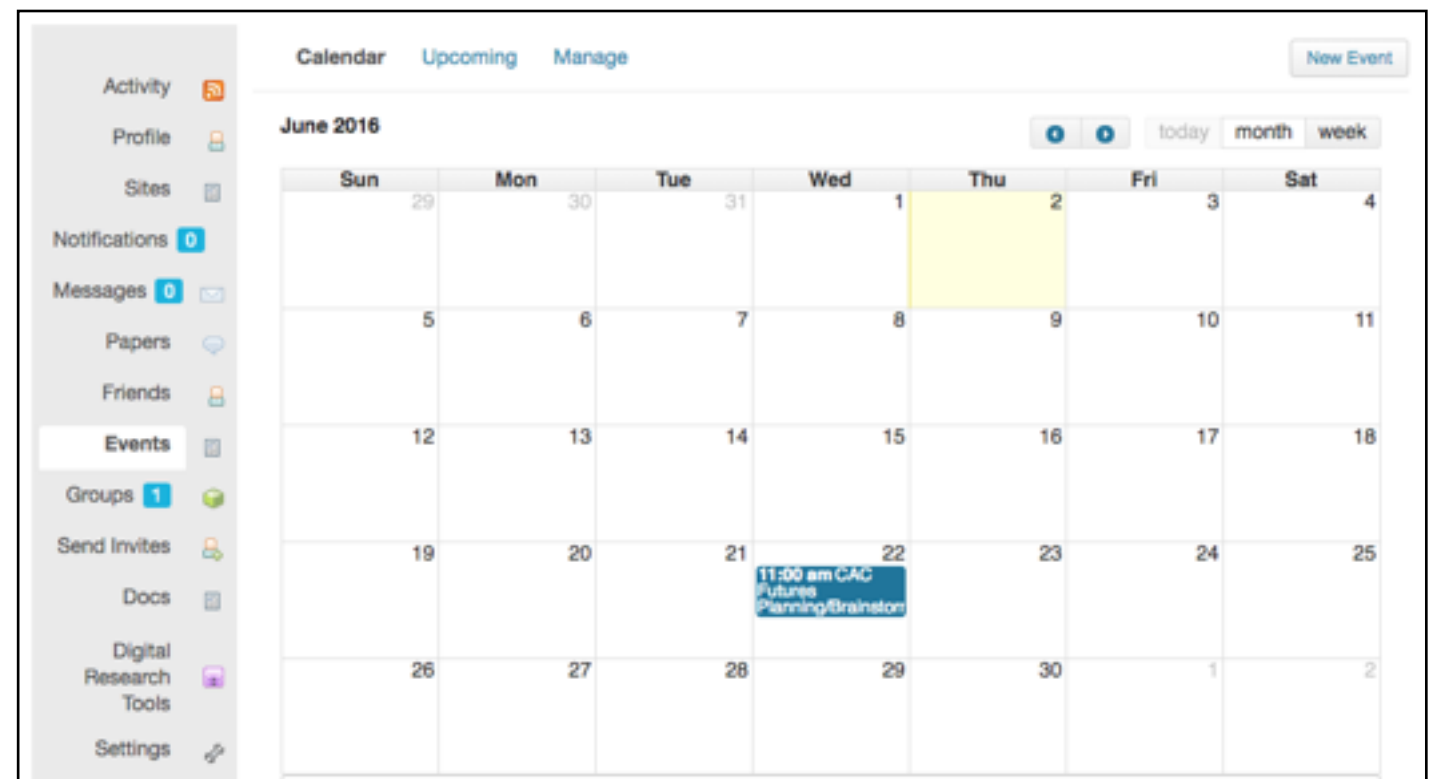


EVENTS

WHAT ARE THE MAIN POINTS OF INTEREST?

(Users could select multiple interest)

- 75% Keeping up to date with what's happening around CUNY
- 58% Finding events to attend across CUNY
- 29% Finding events from my groups
- 15% Adding events for others to attend
- 11% Scheduling events for group(s)

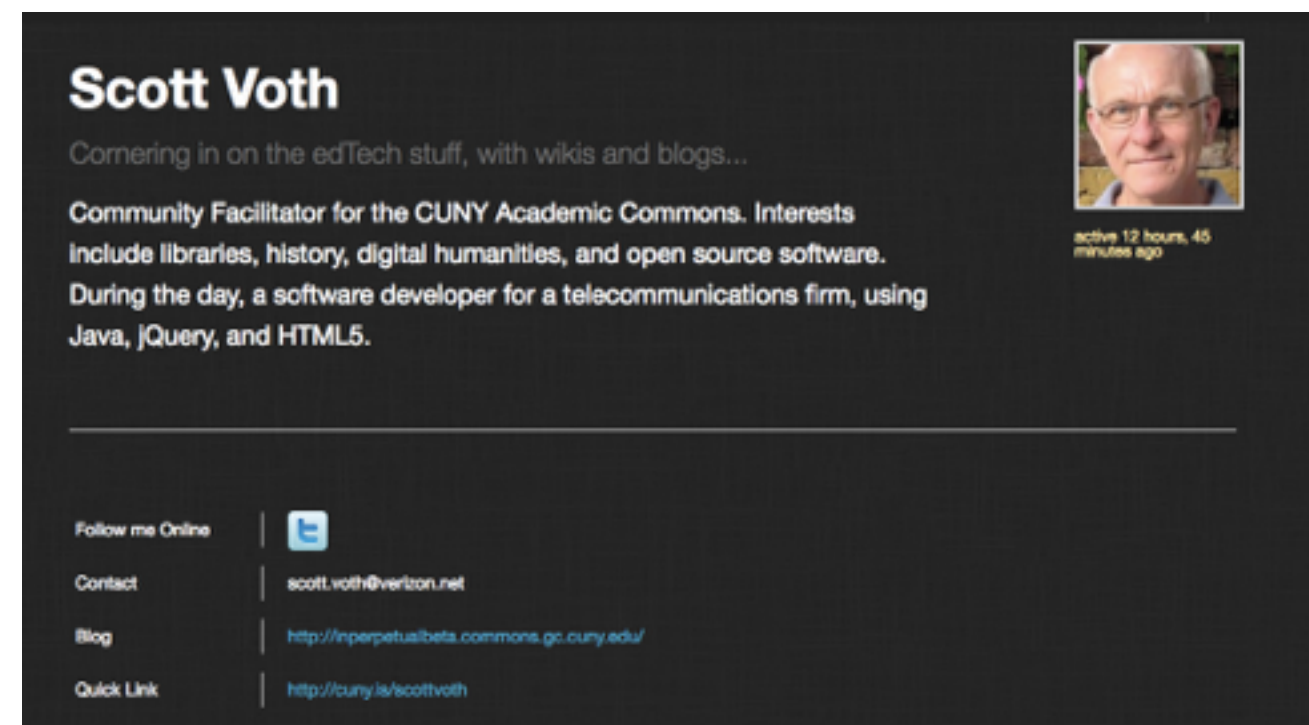


PROFILE AND PORTFOLIO

WHAT ARE THE MAIN POINTS OF INTEREST?

(Users could select multiple interest)

- 58% *Increasing my academic presence online*
- 42% *Promoting my professional work and achievements*
- 42% *Viewing my content and activity within the CUNY Academic Commons*
- 35% *Creating and editing an academic profile/CV*
- 9% *Promoting an online portfolio/website that was not created within the CUNY Academic Commons*
- 5% *Other*




Scott Voth

Cornering in on the edTech stuff, with wikis and blogs...

Community Facilitator for the CUNY Academic Commons. Interests include libraries, history, digital humanities, and open source software. During the day, a software developer for a telecommunications firm, using Java, jQuery, and HTML5.

active 12 hours, 45 minutes ago

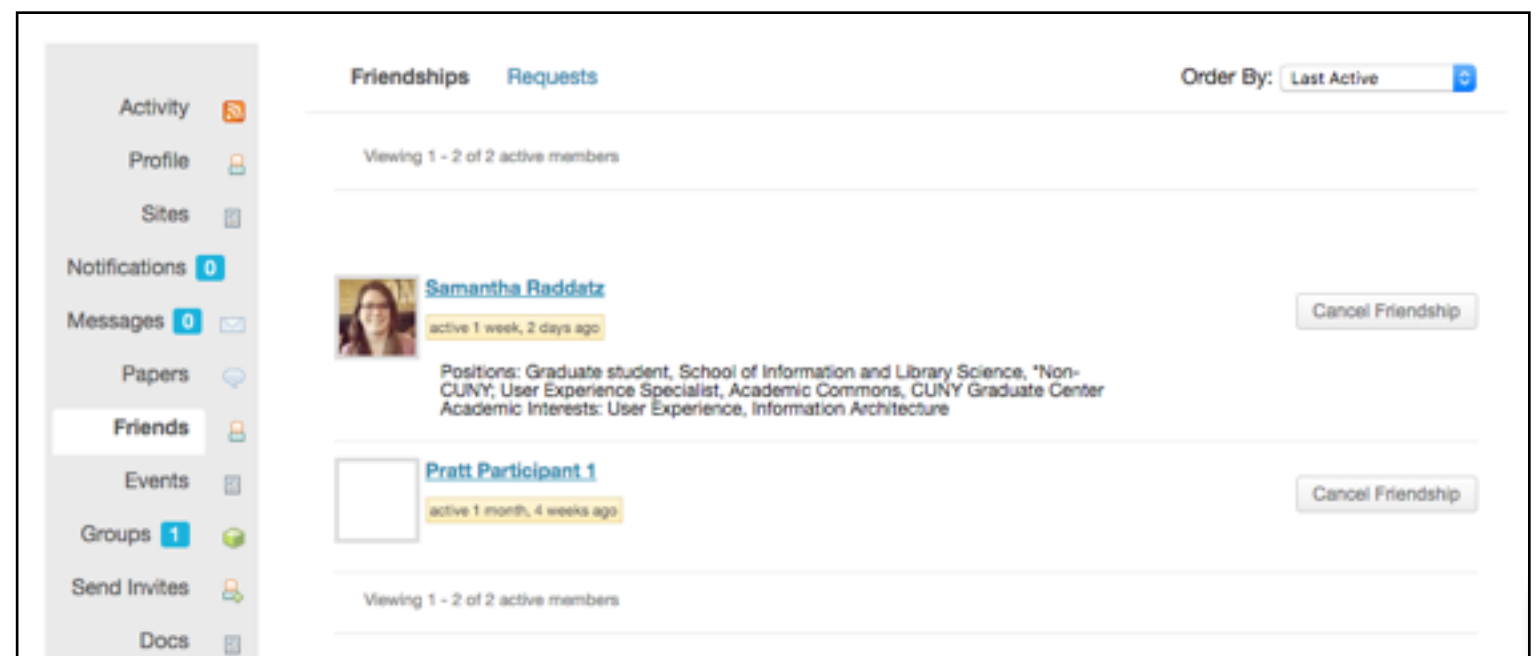
Follow me Online	
Contact	scott.voth@verizon.net
Blog	http://inperpetualbeta.commons.gc.cuny.edu/
Quick Link	http://cuny.is/scottvoth

MEMBERSHIP CONNECTION AND FRIENDSHIPS

WHAT ARE THE MAIN POINTS OF INTEREST?

(Users could select multiple interest)

- 69% *Connecting with others who share my academic interests*
- 41% *Sending and receiving messages with other CUNY members*
- 23% *Sending invites to CUNY members to join the Commons*
- 21% *Finding people to invite to my Commons groups*
- 21% *Finding new people to create and collaborate with on new blogs*
- 18% *Connecting with people in a class I am currently taking/teaching*
- 10% *Finding people who can take part in/assist in grant applications*
- 10% *Connecting with others who can assist in my thesis/dissertation research and/or publication.*
- 5% *Other*





DIGITAL RESEARCH TOOLS

WHAT ARE THE MAIN POINTS OF INTEREST?

(Users could select multiple interest)

- 74% *Using it as an information literacy resource*
- 52% *Seeing which tools others have used and were successful with*
- 48% *Using it as an information repository*
- 19% *Seeing which tools my group members have used*

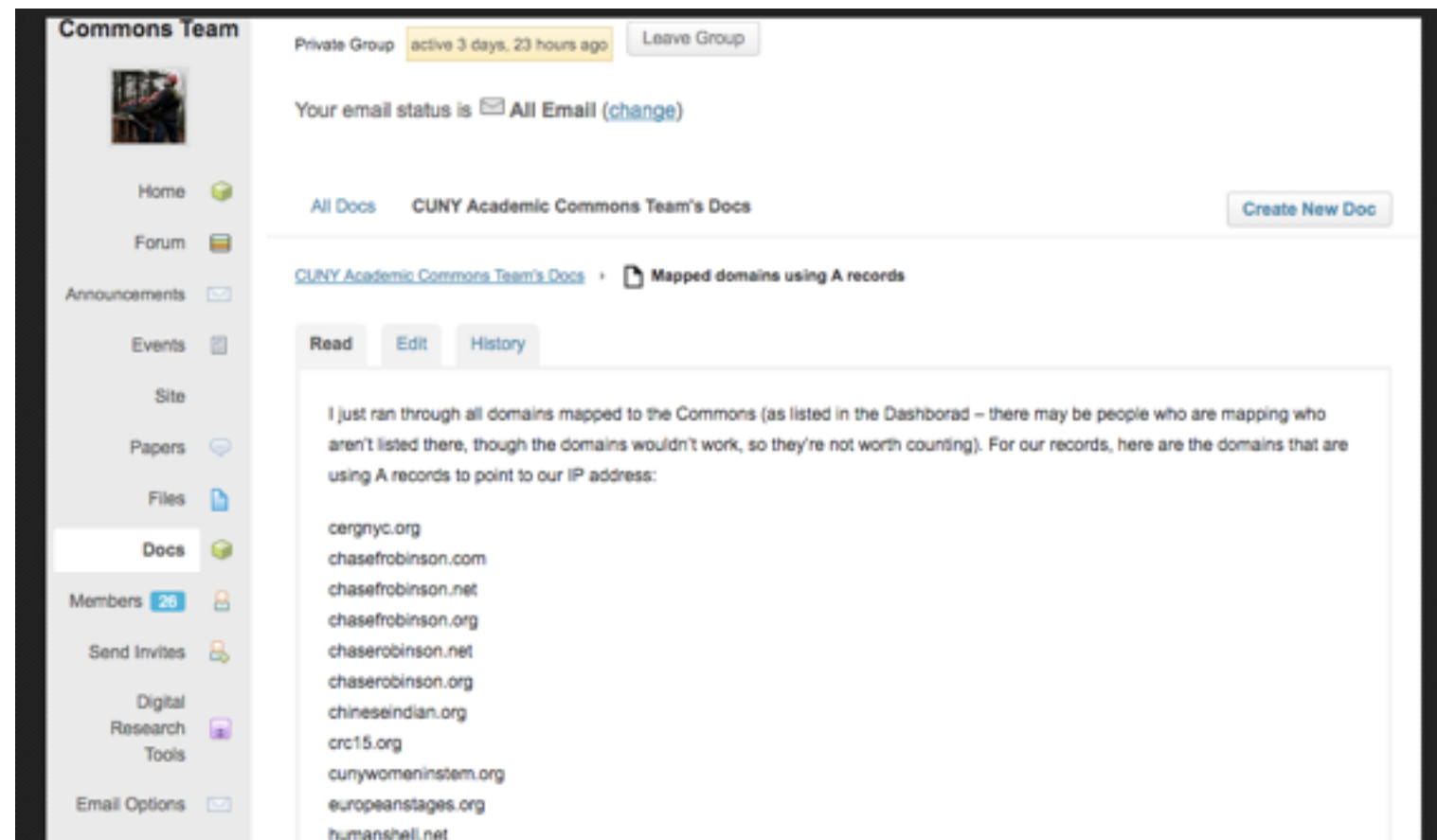
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	Balsamiq Mockups Show Description Used by Samantha Raddatz , Stephen Real — Show all users	I use this <input type="checkbox"/>
	Basecamp Show Description Used by Luke Waltzer , Samantha Raddatz , Milena Cuellar and 3 other users — Show all users	I use this <input type="checkbox"/>
	Bootstrap Show Description Used by Samantha Raddatz , Luke Waltzer — Show all users	I use this <input type="checkbox"/>

DOCS

WHAT ARE THE MAIN POINTS OF INTEREST?

(Users could select multiple interest)

- 52% *Finding Docs to read*
- 28% *Finding Docs relevant to my research*
- 24% *Using Docs as a collaborative writing tool*
- 24% *Creating Docs for others to read*
- 20% *Creating Docs for a specific group*
- 16% *Creating Docs for others to give me feedback*

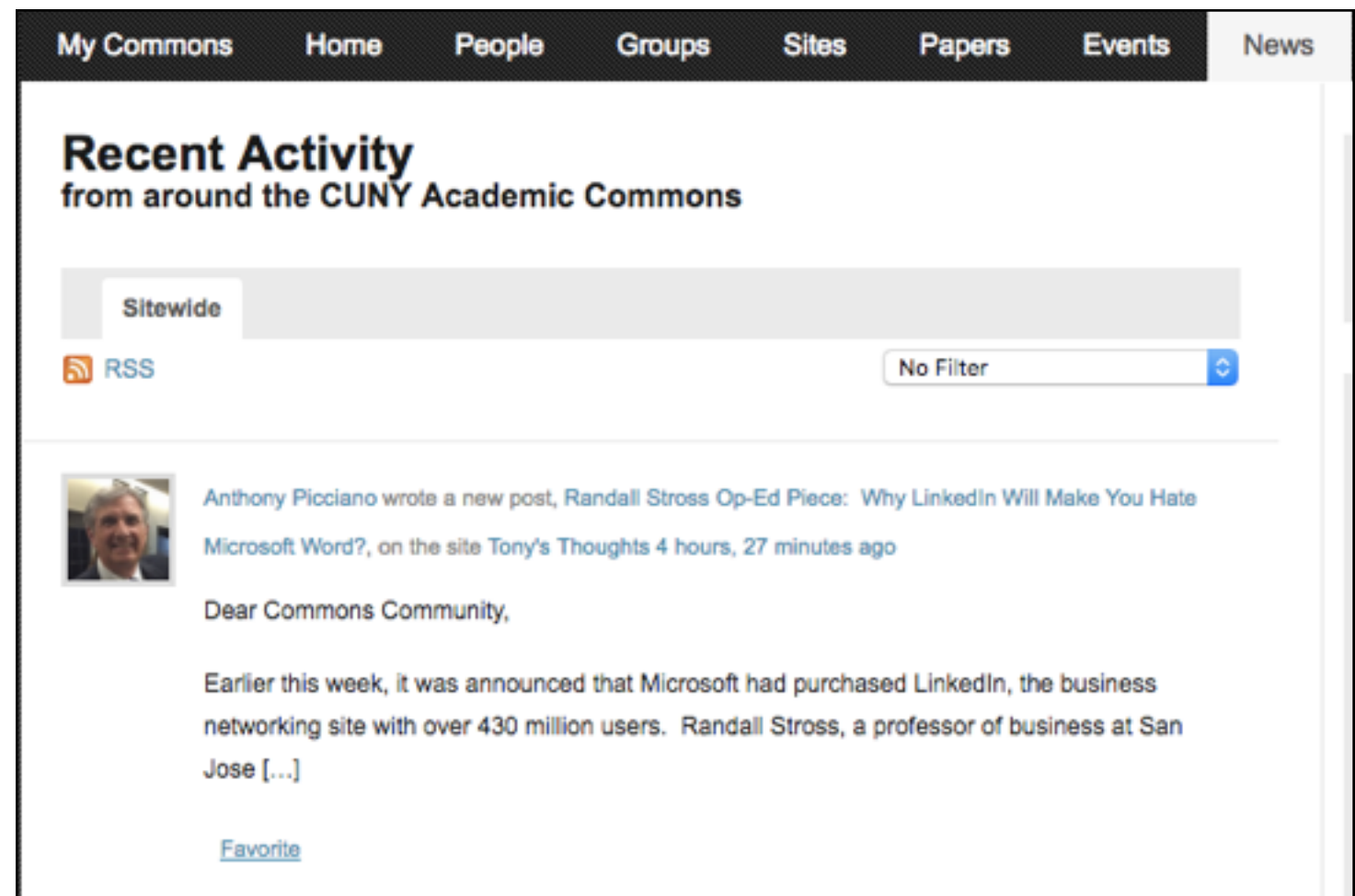


SITEWIDE NEWS FEED

WHAT ARE THE MAIN POINTS OF INTEREST?

(Users could select multiple interest)

- 87% Viewing the recent activity from around the CUNY Academic Commons
- 47% Filtering recent activity within the site for things relevant to me
- 33% Keeping up to date with changes within the CUNY Academic Commons site

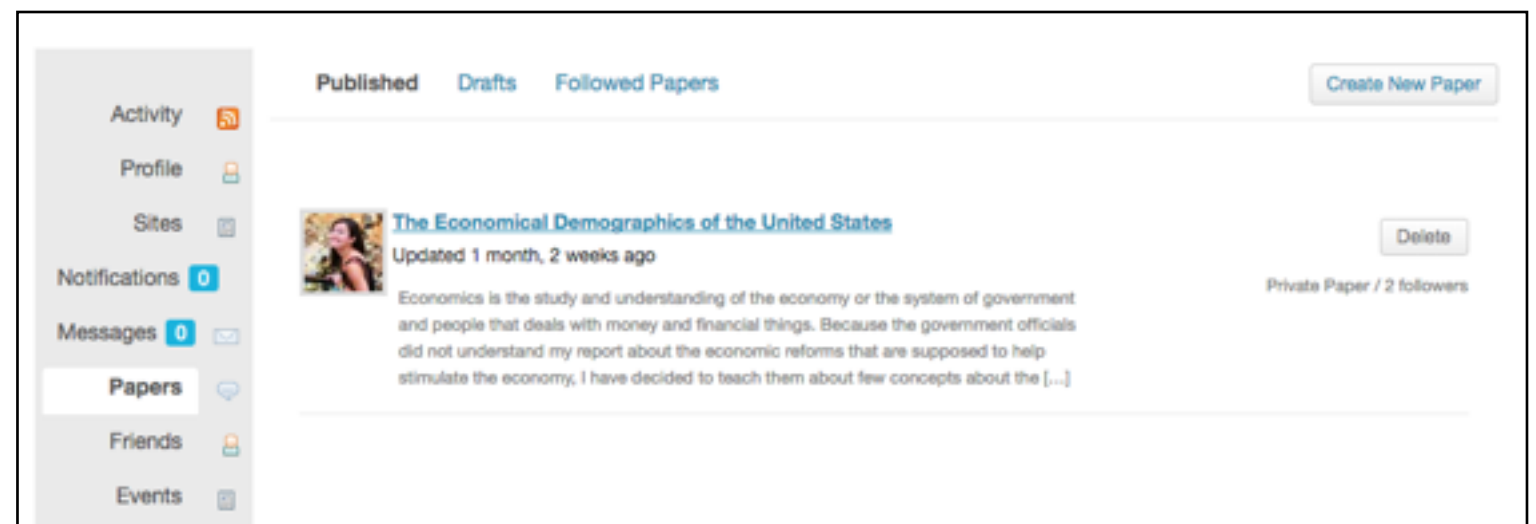


SOCIAL PAPER

WHAT ARE THE MAIN POINTS OF INTEREST?

(Users could select multiple interest)

- 60% Adding my papers to get feedback from a group I am a member of
- 60% Adding a paper for a specific group to access easily
- 50% Adding a paper for a class peer review
- 40% Reading papers by others
- 30% Commenting on papers written by others
- 30% Adding my papers to get feedback from individuals
- 20% Following papers to receive notifications when updates are made



ASPECTS OF THE CUNY ACADEMIC COMMONS USERS FIND MOST IMPORTANT

- 27% *Being a part of an academic community*
- 13% *Being able to find and connect with colleagues and peers within CUNY*
- 10% *Being able to collaborate with others to further my academic knowledge*
- 10% *Keeping up to date with CUNY colleges and/or departments*
- 8% *Gaining feedback and sharing knowledge with peers and colleagues*
- 8% *Finding events within the CUNY college systems*
- 6% *Teaching and connecting with current classes*
- 5% *Gaining inspiration for new projects*
- 3% *Being able to have personal writing read and/or reviewed*
- 5% *Other*

FROM THE USERS

What could we offer?

“Service that lets groups run online events/webinars (basic functions that you'd find in WebEx or Adobe Connect).”

“A more intuitive interface; the ability to share content from outside of the Commons more easily. More help filtering and discovering.”

“A list and tutorial of all that's available on the Academic Commons”

“Skills taught for CUNY faculty by CUNY faculty who have used them successfully in the classroom.”

“It could provide more on trending topics.”

“Social media connectivity and visibility would make it more active and hence, more interesting.”

What do you enjoy about the Commons?

“Commons provides an intuitive platform for a variety of needs like networking, idea development and critique, and digital research tools.”

“It's an incredible resource that makes tools for both short-term and long-term project needs for web presence and group collaboration easy and accessible.”

“I find it helpful in that I can see what others are doing and also bounce my ideas off of peers.”

“Keeps me in touch with new literature coming out among peers or people that have related research directions.”

“It provides very useful digital tools for pedagogical uses and research goals.”

“Writing a daily blog, keeping track of other events and communications”