

## **STEP 1: Web Questionnaire**

Please consider the following questions. Your answers will help us identify what your needs are and how we can create a site that will effectively communicate with the audiences you would like to reach.

### **1. What is the goal of the website?**

- **Identify your long-term and short-term objectives.**

The goal of the website is to serve as a gateway to information about the college, a communication tool. We want the website to provide information on programs and departments offered through the college, donor and admission information, facilities within the college and events sponsored by the college. We would also provide links to helpful pages on the university's site.

Long-term we would like this to be a page where students can call home, and where all the information they need during their studies can be found within the college's site.

Short-term, we would like the site to reflect the most up-to-date information on programs and departments, so that those interested in studying in the college, can see what we have to offer. We would also like to get our lecture series represented on the site so people know about upcoming lectures.

### **2. Who is the primary audience you would like to reach?**

We would like to reach **prospective students**, show them what we have here at UNLV, and what kind of experience they can have studying in our college.

### **3. What key content areas would this audience be looking for on your site?**

- **Please rank in order from highest to lowest priority.**

1. Departments
2. Degrees Offered
3. Admissions Process
4. Scholarships
5. Research/Internship Opportunities
6. Career Counseling
7. Student Activities

**4. Are there any additional key content areas you would like the audience to know about?** Put a link to the campus tours page, add profiles of students currently in the college so they can see what kind of experience it is and a frequently asked question section specifically for the college.

**5. Who are your secondary audiences?**

- **Repeat question 3 for each audience.**

**CURRENT STUDENTS**

**What key content areas would this audience be looking for on your site?**

- **Please rank in order from highest to lowest priority**

1. Departments
2. Degrees Offered
4. Scholarships
5. Research/Internship Opportunities
6. Career Counseling
7. Student Activities

**Are there any additional key content areas you would like the audience to know about?** Academic calendar link for the university, calendar of events, study abroad opportunities. Advising.

**FACULTY**

**What key content areas would this audience be looking for on your site?**

- **Please rank in order from highest to lowest priority**

1. Administrative forms and policies

**Are there any additional key content areas you would like the audience to know about?** Research of the faculty, fellowship opportunities

**ALUMNI**

**What key content areas would this audience be looking for on your site?**

- **Please rank in order from highest to lowest priority**

1. Alumni Association
2. How to Order Transcripts
3. College happenings – Newsletters
4. Research at the College

**Are there any additional key content areas you would like the audience to know about?** Profiles of other alumni, UNLV magazine

**DONORS**

**What key content areas would this audience be looking for on your site?**

- **Please rank in order from highest to lowest priority**

1. Donor Opportunities
2. Accomplishments and Plans for the College
3. Where the Money Goes

**Are there any additional key content areas you would like the audience to know about?** New projects at the university. UNLV magazine

**6. What do you like about your site now?**

We like that all of the departments are represented, as well as the degree programs. It is important for visitors to know what the college has to offer.

**7. What would you like to change about your site?**

We would like better site navigation. The links need to be logical links, and need to be easy to find and in line with most of the university pages, so the student can have the same experience from the UNLV Home Page to our college's home page. We would also like to have the most current and correct information up on the site. And we would like to have the site easy to maintain. We would also like to have the ability to highlight upcoming lectures and events within the college right on our home page so people can know that information right away. There also needs to be better pictures on the site, and an overall nicer look and feel.

**8. Is there any information on the current site you would like to keep for the new site?**

All of the degree program information is correct as well as all of the departments. We would also like to keep the Contact Us information at an easy location, so students know how to get in touch with us should they have any questions.

**9. Are there any other web projects going on in your organization that might impact this project?**

Some of the departments are currently updating and changing their sites.

**10. Do you have someone who will develop the content, obtain editorial approvals, and prepare electronic files for your website?**

Yes, we have a representative who will act as your liaison who will gather information from all the appropriate people in the college, write all of the information and work with your department with any questions you may have.

**11. Do you have someone who will maintain (update info, links, photos, etc.) the site once it has been developed?**

- If so, what is this individual's experience level (scale 1-5, 1=very little 5=very experienced)?

Yes, we have a person here who will update the site, but their experience level is only a 2.

**Have questions about how to answer the questionnaire?**

Give us a call or visit our website and read responses from other campus clients.

(702) 895-5497  
web.unlv.edu

**Finished with the questionnaire?**

Please email your responses to [deana.waddell@unlv.edu](mailto:deana.waddell@unlv.edu).