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August 1, 2001

Dear Colleague :

Attached are the findings from the Web Professionals Survey which the Web Strategies Implementation Team issued on June 26, 2001. The Web Strategies Implementation Team, a University-wide, cross unit committee charged by Provost Rodney Erickson, was formed earlier in the year to implement the recommendations in the report of University Web Strategies and Directions (Summer 2000).

The purpose of the survey was to learn more about the needs and ideas of Web Professionals at Penn State. Our team has reviewed the results and we will be recommending solutions that will further advance the University's web vision. We are releasing this report in the hope that your unit will be able to find value in the results as well.

Our thanks to the Center for Academic Computing and the Center for Education Technology Services for allowing us to distribute our survey at the Web 2001 Conference. Our gratitude also goes out to all the Web Professionals who graciously assisted us by submitting a survey.

And special thanks to Ben Eisenberg, who designed and executed the survey and compiled the attached report.

As you review the report, if you have any ideas or suggestions, please contact me or visit our website at [www.web.psu.edu](http://www.web.psu.edu). A digital copy of the report is also available online at our website.

We are currently working on another study that will supplement this research. The focus of that study is on the current web initiatives that are being implemented at our "peer" universities. Please check our website for that report – it should be released towards the end of this year.

As always, thanks for your continued support with our University-wide initiative.

Sincerely,

Frederick D. Loomis

Enclosure  
bse

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***Leading Web Solutions @ Penn State***

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## **Web Professionals Survey Results As Given At the Web 2001 Conference**

August, 2001

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Compiled by Ben Eisenberg, Special Projects Leader, Web Strategies Implementation Team

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## **I. Executive Summary**

### **A. Background**

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In an effort to learn more about the wants and needs of Web Professionals at Penn State, the Web Strategies Implementation Team issued a survey under the auspices of the Office of the Executive Vice President and Provost. The survey was distributed on June 26, 2001 at the Web 2001 Conference, an annual meeting for Penn State Web Professionals hosted by the Center for Academic Computing at the Penn Stater Hotel and Conference Center. The survey was also made available at the Web Strategy Center website: <http://www.web.psu.edu>.

The study was conducted to help provide data points in the following areas:

- Current practices that Web Professionals are initiating,
- Satisfaction when incorporating use of the Penn State search engine,
- What Web Professionals would want in a perfect world,
- What Best Practices and innovations Web Professionals have come across,
- Feedback on a proposed universal navigation device,
- Feedback on a proposed server farm,
- How Web Professionals have received career training, and
- Information regarding web-related tasks in their department.

Surveys were distributed inside of the Web 2001 folder that conference attendees received when signing in. Although completed surveys were collected throughout the day via a drop box at the registration desk, the majority of the surveys were submitted at the end of the day in person to one of the Web Strategies Implementation Team members who was waiting near the registration desk. Surveys were also accepted via interoffice mail until July 6. Recipients that returned a survey during the conference were given a small squeegee to clear dust off of their monitor with as a token of our gratitude.

Of the 350 surveys distributed, a total of 113 surveys were returned by the deadline and tabulated in the included results. A total of 3 surveys were received over the web, but due to the inability to properly distinguish whether the respondents were truly Web Professionals without asking for means of identification, those results were not included in this study.

## I. Executive Summary

### B. Conclusions

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The individuals who were included in this survey represent a broad range of Web Professionals at Penn State. To maintain anonymity, we did not ask for the names or departments of the individuals who took the survey. However, the list of attendees at the Web 2001 Conference shows a wide spread of the University's Web Professionals existed.

The results of the study support the following conclusions:

- Although static webpages are pervasive throughout the University, a large percentage of departments do not use dynamic content because they feel their department lacks the necessary tools and training to maintain a database. (See page 7 for discussion.)
- A low number of people (only two-thirds) bothered to consult the Penn State Web Style Guide when building their site. By University policy, all Penn State websites must adhere to the basic principals outlined in the Web Style Guide. It was noted that if more value is added to the Web Style Guide, then more Web Professionals would be willing to look to it as a resource. (See page 9 for discussion.)
- A very low number, less than one quarter of respondents, claimed to have a stated privacy policy visible on their website. All sites that accept any kind of user data, be it server tracking information or data entered by the user, should have a privacy policy that states how the department will use the information to prevent it from potential legal and ethical predicaments. (See page 10 for discussion.)
- The majority of the respondents are “Somewhat satisfied” or “Satisfied” with the Penn State search engine. Of the respondents questioned, 83% would like to see an improvement in the indexing of Penn State web pages. (See page 11 for discussion.)
- A large majority of Web Professionals would like to see a universal navigation device subtly implemented on all Penn State pages. The top five links on that device would be: Search, PSU Homepage, PH Server Directory Listings, Admissions, and PSU Portals. eLion ranked sixth. (See page 13 for discussion.)

- Most units feel that they have the expertise to maintain a web server, but fewer thought they had the necessary resources to do so. Almost two-thirds of respondents would take advantage of a Penn State server farm to house their web site, thereby bypassing the need to individually maintain their department's server(s). More in depth analysis seems warranted in this area. (See page 14 for discussion.)
- Training is by far the most important issue with Web Professionals. An overwhelming majority feel they have no career path to follow at Penn State. Three-quarters of respondents were self-trained and over 90% would like to take advantage of structured training classes (i.e.: WebPro), but most are afraid their unit will reject their offer based on cost issues. More training is definitely needed – 87% admitted they do not have the training to maintain a database. (See page 16 for discussion.)
- The second most important issue with Web Professionals regards a lack of resources, followed closely by a lack of communication between Web Professionals at Penn State. More conferences like Web 2001 that would provide personal interaction between Web Professionals was greatly desired. (See page 19 for discussion.)

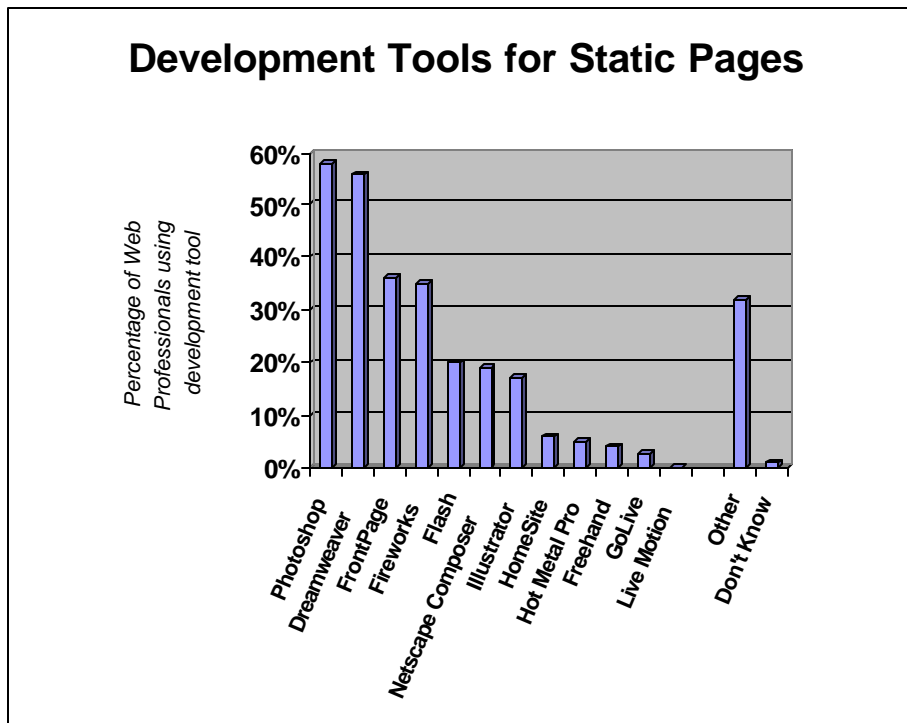
## II. Findings

### A. Current Practices

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The purpose of this section of the survey was to identify the current state of web practice at the University. Respondents were asked nine questions (eleven questions if including two follow-up questions). They were first asked to identify which development tools they used for the creation of static and dynamic webpages.

In regards to static webpages, 60% of respondents claimed to use Photoshop, which makes it the highest used photo editing tool. With 56% of the base, Dreamweaver is the highest used HTML editor by Web Professionals at Penn State, followed by FrontPage with 36% of the total user base. Exactly 20% of respondents claim to be using Flash, most likely to provide animation to their site. Live Motion, a competitor to Flash, was not selected by any of the respondents. (See Figure 1)



Base = 113

Percents add up to more than 100 because respondents could choose more than one category.

**Figure 1**

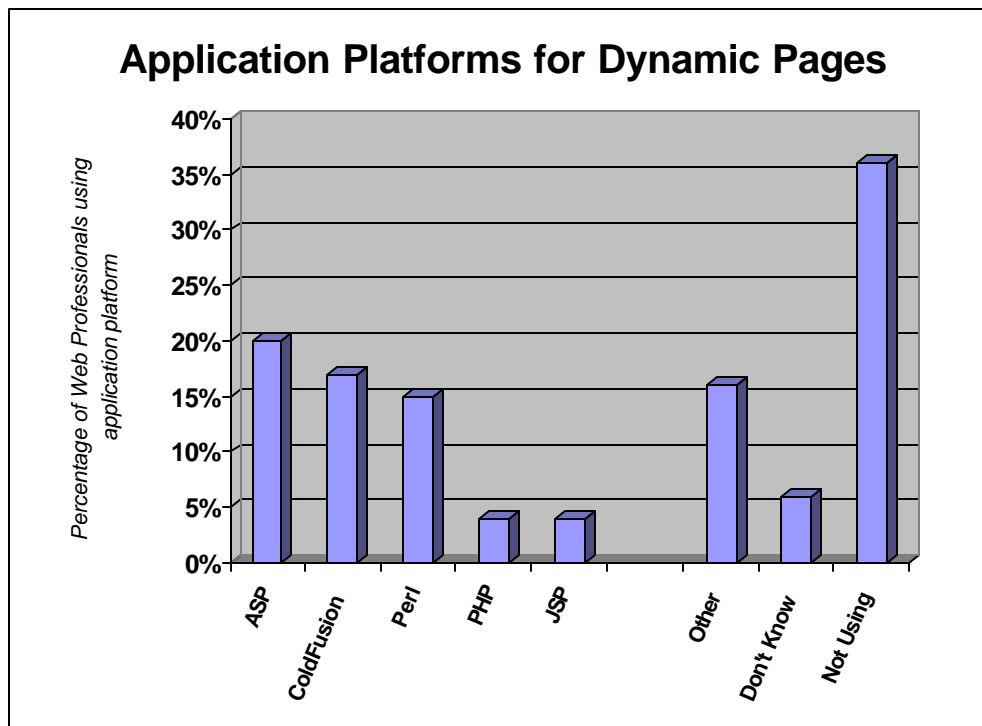
## II. Findings

### A. Current Practices (continued)

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As for dynamic page content, the majority of respondents who *are* using dynamic content indicated that they prefer ASP (Active Server Pages). ASP received 20% of the responses, followed closely by ColdFusion with 17% and Perl with 15%. (See Figure 2)

However, 36% of the respondents claim to not be using dynamic content at this time. Those who answered the follow-up questions indicated that they feel they lack the training in administering a database (87%) and that they lack the necessary tools for providing dynamic content (58%).



Base = 113

Percents add up to more than 100 because respondents could choose more than one category.

**Figure 2**

## II. Findings

### A. Current Practices (continued)

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When asked questions regarding their department's websites, the respondents answered as follows:

- 53% have a search tool on their website.
- 83% believe the navigation on their website is consistent over each page.
- 84% believe the 'look and feel' of each page on their site is consistent.
- Only 67% consulted the Penn State Web Style Guide (<http://www.psu.edu/ur/webstyleguide/>) when building their website. According to University Policy, all University websites must adhere to the requirements listed in the Web Style Guide. Ideally this percentage should be closer to 100%.
  - A few Web Professionals noted that if the Web Style Guide had more value added to it – making it the “go to” place for all website questions and resources – then more Web Professionals would feel the need to access it.
- In regards to external support for web initiatives:
  - 5% are very actively seeking external support,
  - 10% are actively seeking external support,
  - 16% are passively seeking external support,
  - 38% have decided to not use any external support, and
  - 32% are unsure of their department's position.
  - When asked for specific types of external support, 16 respondents gave examples. (See appendix)
- The majority of respondents (68%) passively ask for consumer feedback using techniques such as an e-mail link on their homepage. Roughly 22% go beyond that and actively ask for feedback through questionnaires and surveys. Only 10% of respondents do not ask for feedback at all.

## II. Findings

### A. Current Practices (continued)

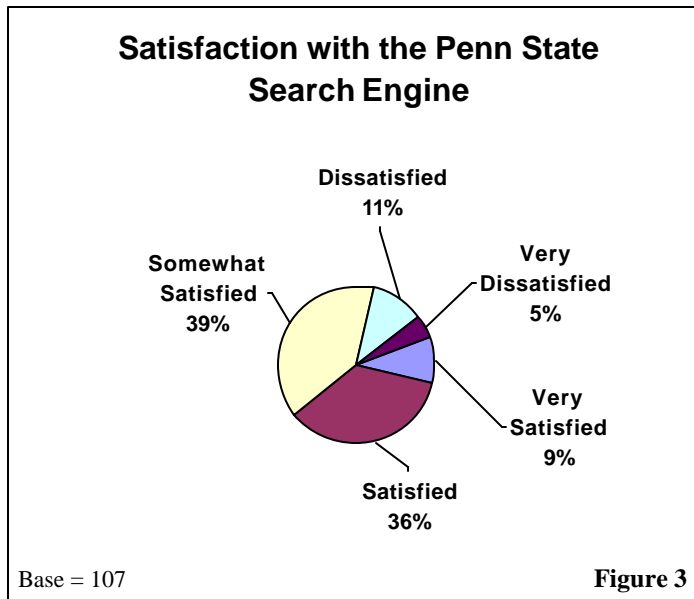
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- These findings support the earlier statement that the Web Style Guide is underused. The Web Style Guide states that all University websites have a contact us link, which would be categorized as a passive feedback object. 67% claimed to have used the Web Style Guide. A possibly correlative 68% claim to passively ask for feedback.
- An overwhelming 77% of respondents do not have a privacy policy visible on their website.

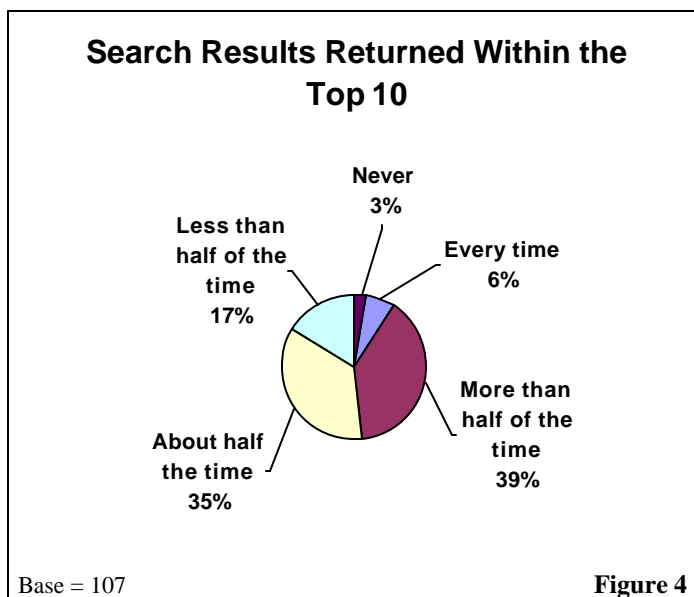
## II. Findings

### B. Search Engine Satisfaction

The purpose of this section was to find out how satisfied respondents were with the current Penn State search engine (<http://search.psu.edu>), both as Web Professionals and as end users.



As users, most respondents appear to be somewhat satisfied with the current Penn State search engine. Only a total of 16% of respondents claimed to be either dissatisfied or very dissatisfied. (Figure 3)



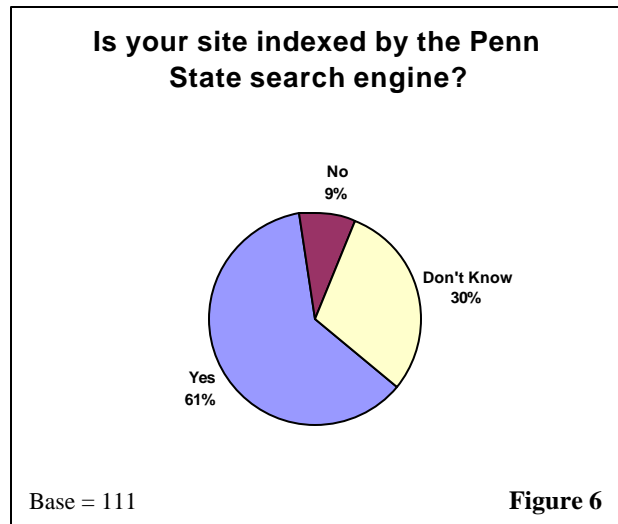
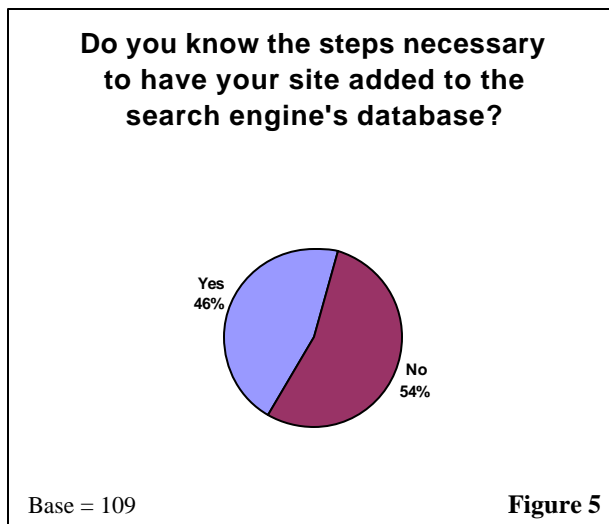
Most users have had pleasant experiences using the Penn State search engine. About 80% feel that a useful search result has been returned within the top 10 results about half of the time or better. (Figure 4)

## II. Findings

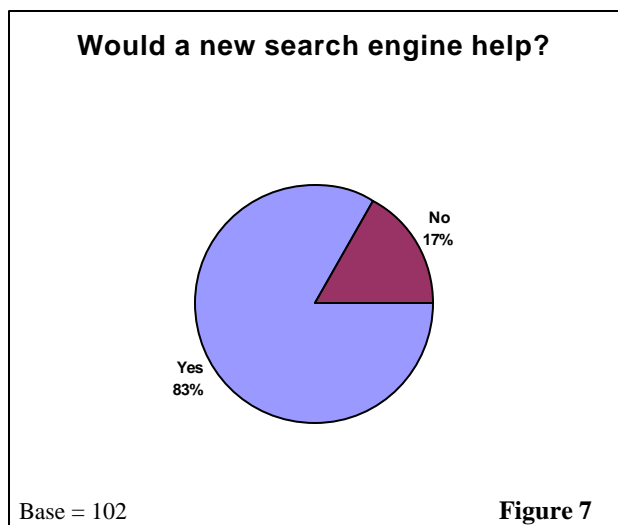
### B. Search Engine Satisfaction (continued)

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From a Web Professional standpoint the results appear less promising. Less than half the users knew the proper steps to have their site added to the search engine's database. (Figure 5) Despite that, 61% thought their site was already indexed by the Penn State search engine anyway. (Figure 6)



Even though earlier responses showed satisfaction with the search engine, a large majority of respondents would like to see a better one implemented. When asked the question, "Do you feel that a new search engine that automatically indexed all pages hosted on Penn State servers would provide better results?", 83% answered 'yes' compared to 17% for 'no.' (Figure 7)

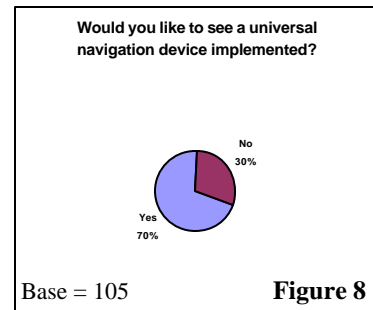


## II. Findings

### C. Universal Navigation Device

Two questions regarded a universal navigation device. The questions were asked merely to “test the waters” to see how Web Professionals would feel having all their webpages subjected to a small graphic, possibly only 25 to 50 pixels in height, that would contain links to the top five frequented or preferred Penn State

websites. The first question asked if they feel a universal navigation device graphic should be used. The second question asked which links they feel should be placed on the graphic.



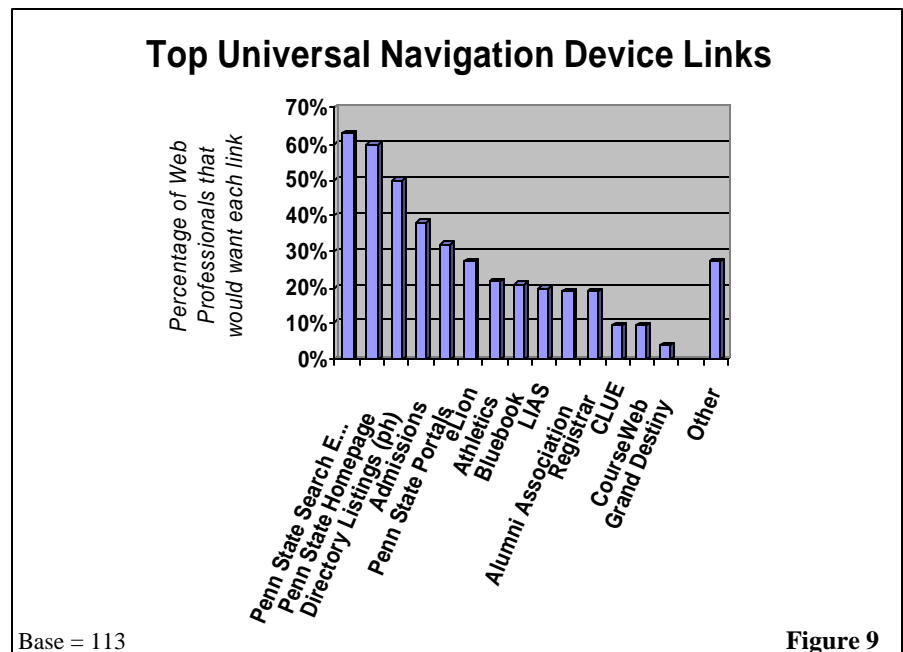
A large majority (70%) of Web Professionals are supportive of the universal navigation graphic. (Figure 8).

The top five links, in order, as chosen by Web Professionals are: Search, PSU Homepage, PH Server Directory Listings, Admissions, and PSU Portals. eLion, which would likely be more useful for all current students that a link to Admissions, ranked sixth. (Figure 9)

There was a total of 30 other responses that are listed in the chart below.

Those responses can be found in the appendix.

(See appendix)



Percents add up to more than 100 because respondents could choose more than one category.

## II. Findings

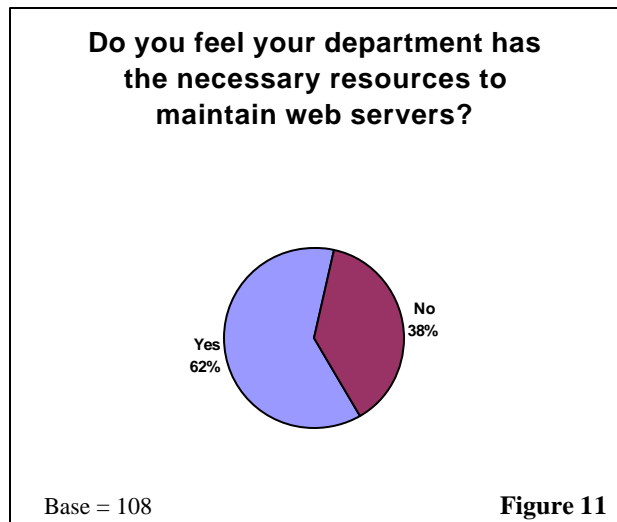
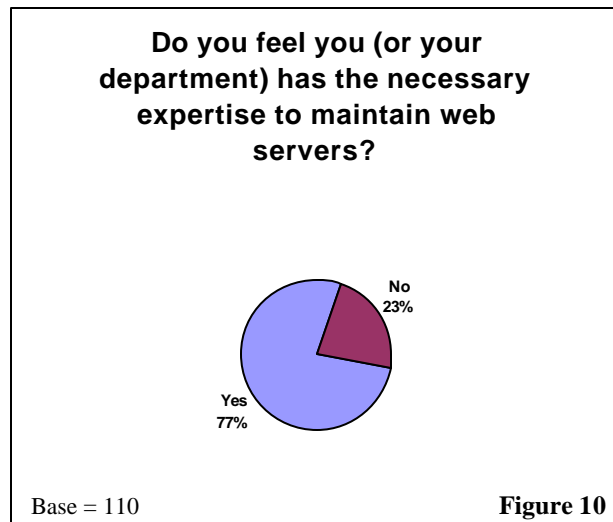
### D. Server Maintenance

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The purpose of the questions in this section was to identify if Web Professionals feel their department has the proper resources and expertise to maintain web servers. There was also a question regarding a conceptual server farm that is described in detail below.

When asked if their department had the necessary expertise to maintain web servers, not surprisingly, most responded yes. However, almost a quarter of respondents said no, which signifies a realization that they need to improve their own personal skills. It is more likely that the actual answer to this question is 50% to 50%, but since the question was designed using a self-critiquing model, the responses are probably weighted. (Figure 10)

When asked if their department had the necessary resources to maintain web servers, the answers seemed more realistic with a 62% to 38% split in favor of “Yes.” (Figure 11) Further probing into this question should be done looking at yearly budget aspects and lifecycle computing costs.

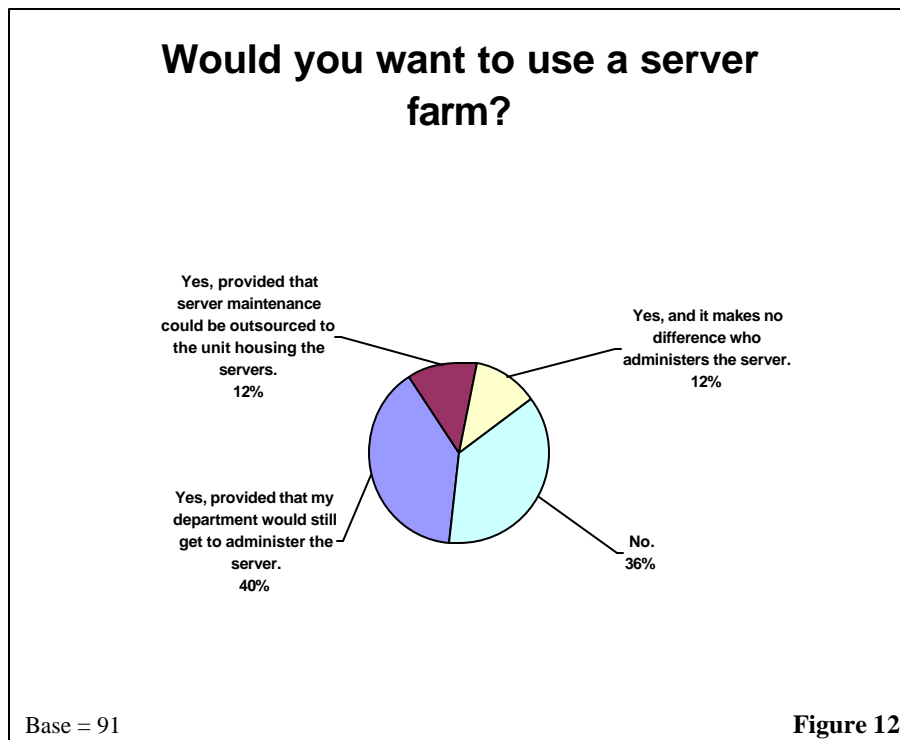


## II. Findings

### D. Server Maintenance (continued)

A server farm is a centrally located unit that would house a series of interconnected servers. These servers could be used by individual departments as way to host their site without the need for each unit to buy their own server and provide internal expertise. All security, firewall, backup, and hardware settings would be done by the central unit. It is possible that costs would be lower University wide because the distributed cost of each unit having to purchase and maintain their own server would be decreased since resources would be shared. (Samples of commercial server farms include [www.pair.com](http://www.pair.com) and [www.hypermart.net](http://www.hypermart.net).)

When asked if units would take advantage of a Penn State server farm, most said they would in some form. 40% said would as long as they could still administer the server. 12% said yes if someone else administered the servers. Another 12% said yes regardless of who administers the servers. 36% rejected the offer. (Figure 12)



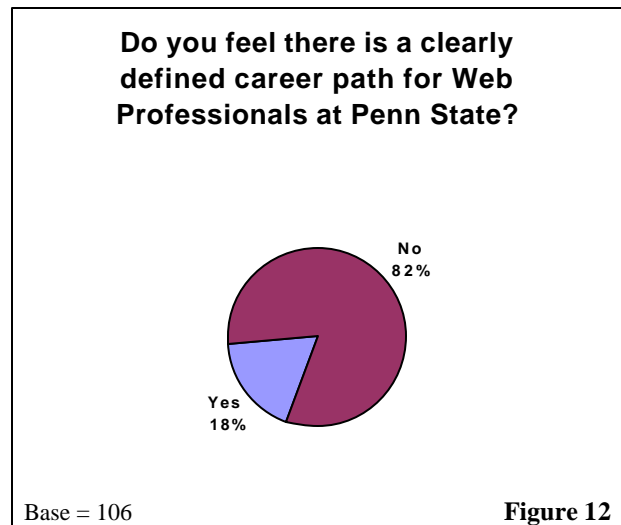
## II. Findings

### E. Career Training

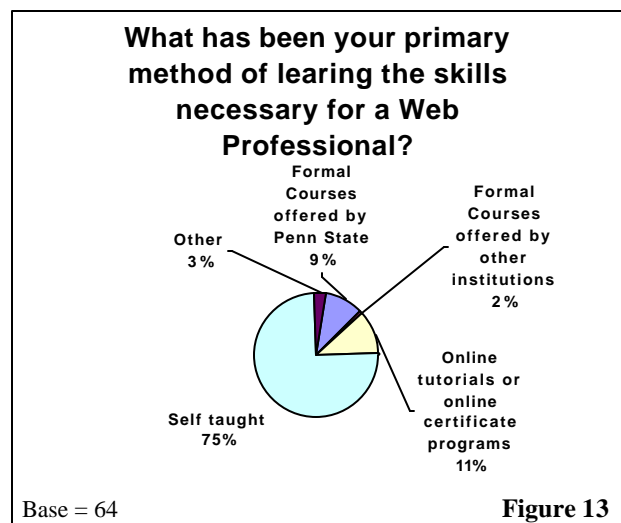
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As further discussed in the next section, Web Professionals feel that career training is the most important and underdeveloped issue regarding their job. The purpose of this section was to identify if Web Professionals felt they had a career path or ladder they could follow to advance in their line of work. The second set of questions were in regard to how Web Professionals were trained prior to their current job, and if they want to receive job-related training in the future.

It is evident that Web Professionals feel they lack a career path. An overwhelming 82% feel there is no career path, which would lead to job advancement. (Figure 12) That fact could be related to the issue of lateral movement within the University. Web Professionals find themselves moving to similar jobs in different units of Penn State rather than advancing within one unit.



There also appears to be a trend in terms of how Web Professionals acquired their current skills. Exactly 75% consider themselves to be self taught. (Figure 13)



## II. Findings

### E. Career Training (continued)

Web Professionals were asked how many Web Based Training modules they have taken and how many Web Pro courses they would consider taking. Those results are as follows:

According to the Web Professionals, 69% of respondents have taken at least one Web Based Training module (wbt.cac.psu.edu). (Figure 14) Of those who took Web Based Training modules, almost all were at least somewhat satisfied. (Figure 15)

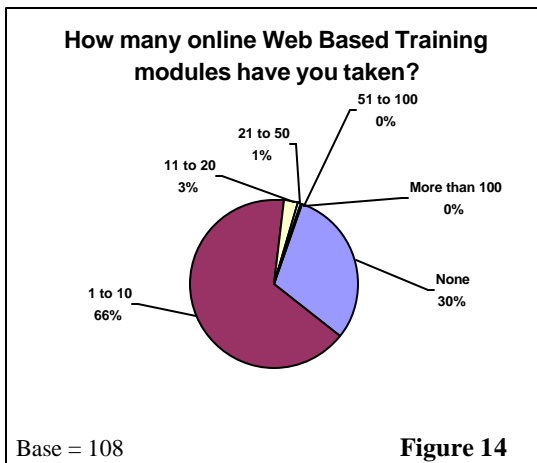


Figure 14

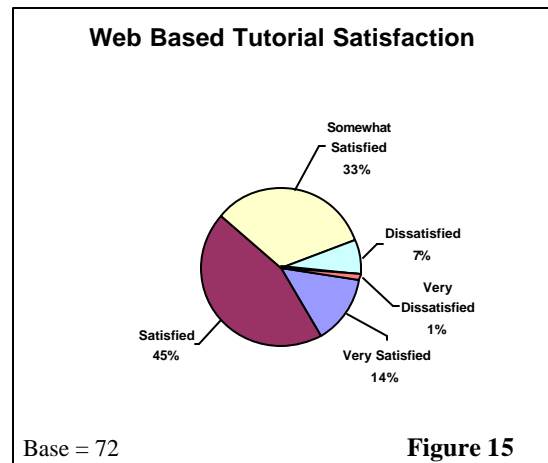


Figure 15

An extremely high percentage, 87% of respondents, feel unprepared or lack the necessary training to administer a database.

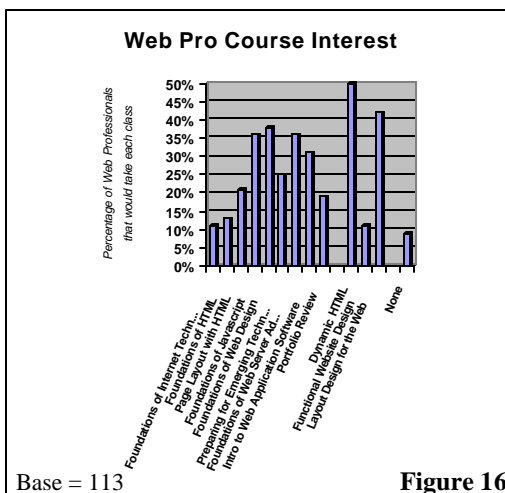


Figure 16

Percents add up to more than 100 because respondents could choose more than one category.

Interest in Web Pro, Penn State's Web Professional Certification Program, was also high. Only 9% said they would not take any of the 12 courses Web Pro offers. (Figure 16) Half of the respondents feel they need to take the Dynamic HTML course. The second most popular course, Layout Design for the Web, received over 40% interest.

## II. Findings

### F. In a Perfect World

When given the prompt asking for three things Web Professions would want in a perfect world, a total of 146 ideas were received. (Figure 17) The issue mentioned most often involved training, or lack thereof. Web Professionals want training and would pay, but are afraid their department will not pay for the training because they feel that the Web Professional will “jump ship” after receiving their new skills. Many responses were similar to this one:

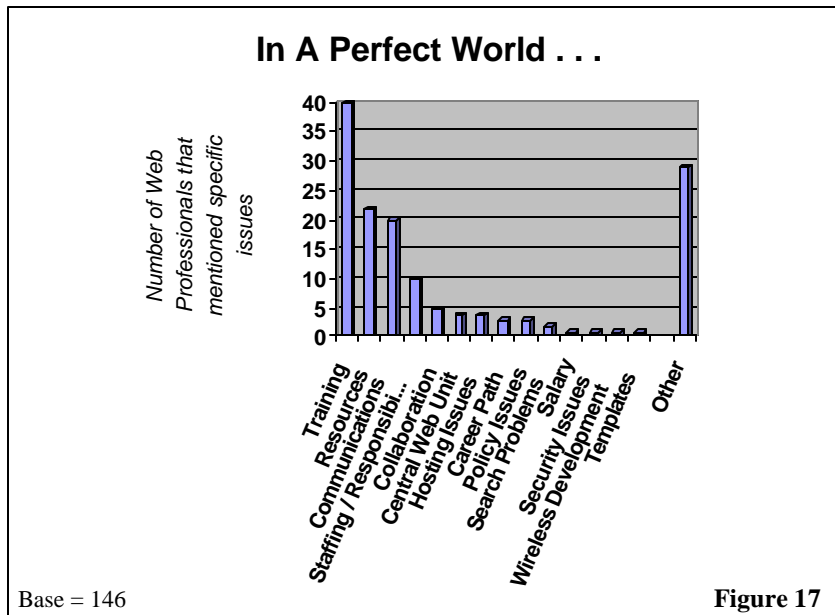
"More CAC or other classes. They are always full maybe you can offer some. We will pay!"

Resource issues were also frequently mentioned. One comment of interest related to resource issues:

"Having a place where expensive equipment - such as digital cameras, could be rented or loaned. Small programs just don't have the money to purchase some of the high-tech stuff - but we could do some good things if we had access."

Communication and collaboration were also key concerns. A sample response:

"Partnerships across departments where mentoring can be offered. For example there could be one-week or two week mentoring programs in graphics design."



Other communication issues, such as more conferences like Web 2001, were very frequently mentioned. A complete list of responses is available in the appendix. (See appendix)

## II. Findings

### G. Best Practices and Innovations

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When asked for a listing of Best Practices and innovations, both internal and external to the University, a total of 51 responses were received. There were 21 for internal to PSU, and 20 for external to PSU.

Several internal innovations were mentioned multiple times, including: eLion, accessibility issues, Quiz Wizard, OHR, Staff Vacancy System, and the Student Portal.

"I really, really like the web-based self-study modules offered through CAC"

"Admissions web site--clean, clear, and great site map paths on eLion--fast, clean, clear, concise"

"Administrative tools--dynamic real time data for students (eLion); Student portal at PSU looks promising"

Externally, Flash was frequently mentioned, as well as one site specifically: [howstuffworks.com](http://howstuffworks.com).

"(Design consistency) [www.adobe.com](http://www.adobe.com) [but difficult search] (good use of text only) [www.yahoo.com](http://www.yahoo.com) (good use of flash) [www.homewrecker.com](http://www.homewrecker.com)"

"University of Texas hosts a web site to allow perspective students to apply to ANY Texas institution both public & private. Would be neat for PSU to do it for all the Big 10! Er...12"

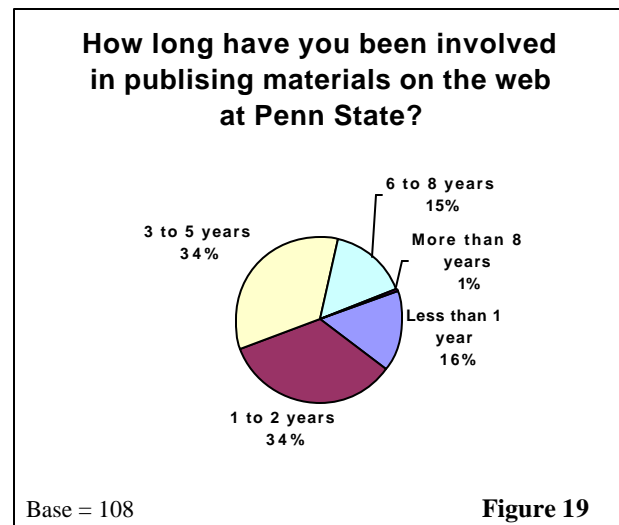
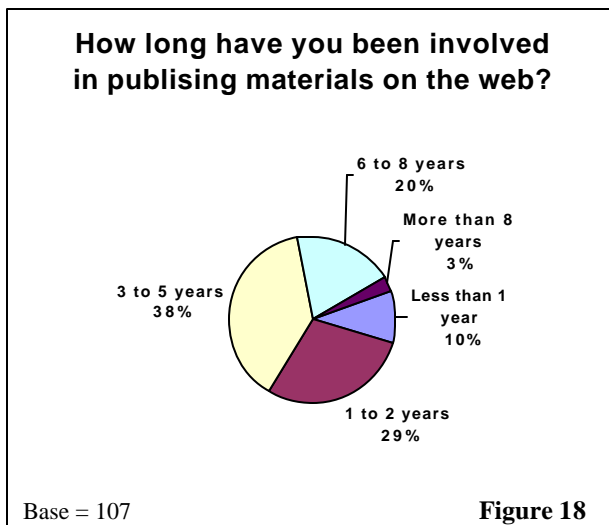
A complete list of Best Practices and innovations is available in the appendix. (See appendix)

## II. Findings

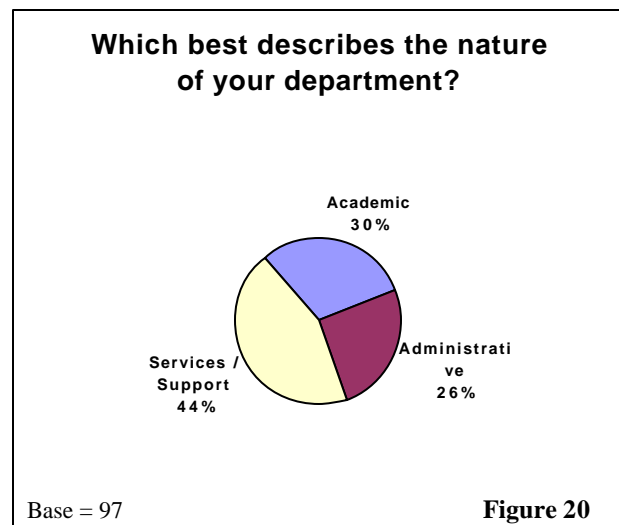
### H. Expertise Level

The purpose of this section was to gain data points regarding the background of the Web Professionals who participated in our study.

For both Penn State specific and in general, most respondents claim to have been involved with publishing materials on the web for 3 to 5 years. (Figures 18 and 19)



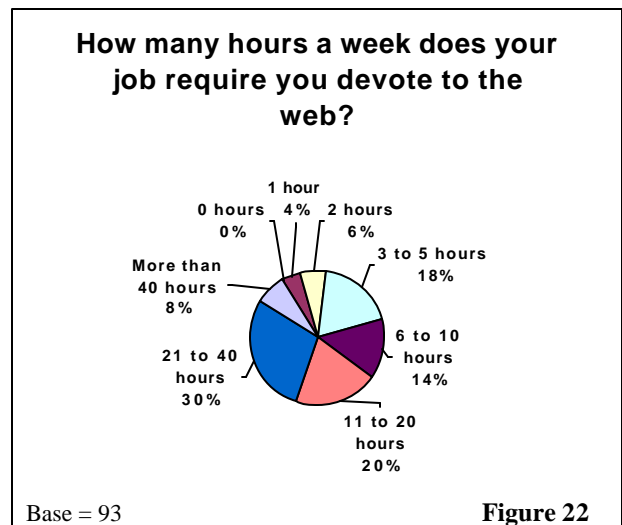
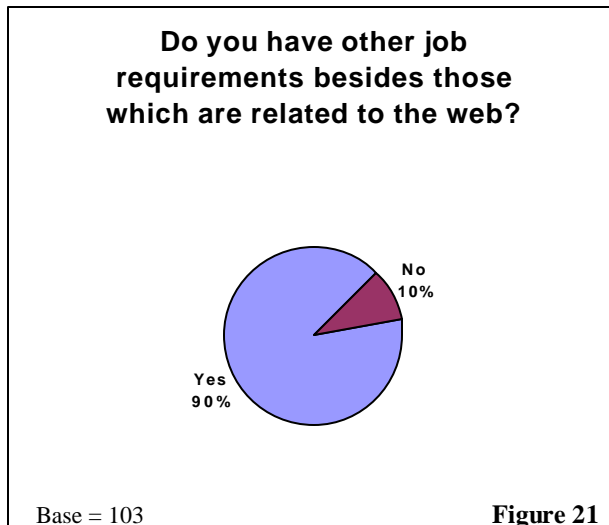
When asked about the nature of the ir department, there seemed to be a moderately even distribution over all three categories: Academic, Administrative, and Services / Support. (Figure 20)



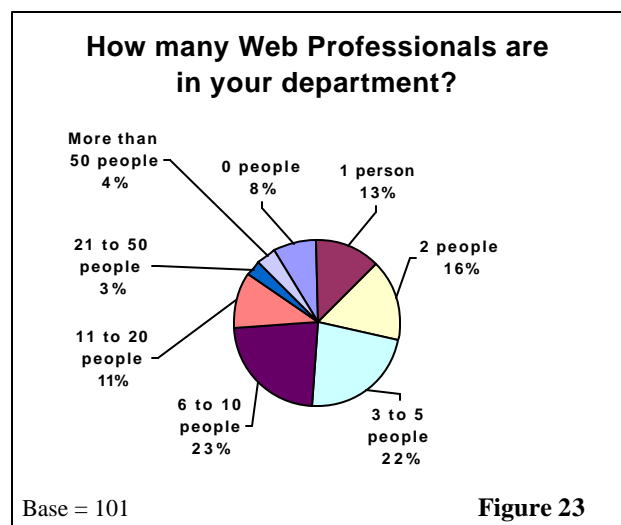
## II. Findings

### H. Expertise Level (continued)

Almost all respondents claim to have other tasks besides those related to the web. (Figure 21)  
Most people only spend between 21 and 40 hours a week on tasks related to the web. (Figure 22)



The level of assistance Web Professionals receive within their unit ranged from a complete staff to a core of one to nobody at all. Where as 8% of the respondents said that no one, including themselves, has web related responsibilities, 4% claim to have over 50 people that are in charge of the web at a programming and distribution level in their department. The most frequently answered ranges were between 3 and 5 people and between 6 and 10 people. (Figure 23)



## APPENDICES

- A. Specific Types of External Support
- B. Universal Navigation Device
- C. In a Perfect World
- D. List of Best Practices and Innovations
- E. Primary Method of Training
- F. Original Survey with Tallied Responses
- G. Contact Information Regarding This Document

### III. Appendices

#### A. Specific Types of External Support

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The following is a list of specific types of external support respondents mentioned their unit was in the process of acquiring or has acquired. For more information, see II-A (Current Practices).

"Graphic-Web Page Banner"  
"Partnerships, ie; Berks.net"  
"NASA Astrobiology Research"  
"PennDot"  
"For web development we create all work in-house. If we are building a very complex secure site which uses different login schemes and contains secure, confidential data, then we outsource."  
"The CAC--www.hbg.psu.edu and www.sl.psu.edu are virtually hosted by CAC see cac.psu.edu/ait"  
"Interland"  
"Pre-packaged online tutorials"  
"Winmill"  
"Attend training/seminars related to new web tools, practices"  
"Project is funded by PA Dept of Public Welfare"  
"Online ordering system/creditcard verification"  
"IBM Support for Websphere e-commerce"  
"Partnerships with industry"  
"Friends and commercial ads"  
"FELT"

### III. Appendices

#### B. Universal Navigation Device

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The following were all suggestions listed as “other” for question 19, which refers to what links should be placed on the universal navigation device. There were a total of 30 “other” responses. (Section II-C ‘Universal Navigation Device’)

"Faculty & staff services"  
"Campus locations"  
"World campus"  
"Activities"  
"Info for current students"  
"Academic departments home page (homepage for admissions, courses, degrees offered, continuing ed, online ed, etc.)"  
"Prospective students and parents"  
"Community activities"  
"Colleges"  
"Energy related news"  
"News (public information)"  
"White book (graduate course catalog)"  
"Information for students"  
"CAC"  
"Microcomputer order center"  
"PA State Data Center"  
"Academic Programs"  
"Own"  
"PSU Events to include sports, theatre, etc. schedules"  
"Fact book"  
"Diversity"  
"Links specific to page"  
"Campus College"  
"College of Earth and Mineral/Energy Institute Research projects"  
"Colleges"  
"Calendar (with all Univ. calendars available)"  
"Contact us specific to page"  
"Administration home page"  
"Calendar of Events"  
"Cooperative Extension"

### III. Appendices

#### C. In a Perfect World

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The following were all suggestions for what Web Professionals would like “in a perfect world.” The responses related to questions 15 A, B, and C. There is a total of 146 responses. A summary of the responses below is available in section II-F (‘In a Perfect World’) of this report.

"Salary in line with industry"  
"Resource library"  
"Job responsibilities adjusted to allow time for development of web content in addition to our normal jobs."  
"Better communication/collaboration between units/colleges"  
"Encrypt our CAC ID's & pwds across PSU Networks/mail server"  
"If there are official PSU policies they must be enforceable by having real consequences if they are not formal"  
"One on one training & assistance"  
"Have a PSU Web Camp where webmasters from each campus meet at UP for a week to see where PSU technology is going and how the campuses can complement each other and capitalize on similar strategies"  
"Unlimited technology (e.g., computer upgrades whenever necessary)"  
"Sufficient staffing for development, maintenance, etc. of all PSU web sites"  
"Those are the issues"  
"Convenient access to required information"  
"Centralize course content creation/management system"  
"Quarterly or biyearly training programs that are on a progressive level"  
"More support for different platforms & applications"  
"Calendar-web based"  
"Classes, tutorials online for use anytime possibly do classes such as WBT courses--keeping a running credit account for student employee to be applied to a certificate degree or whatever. Make all the time involved in self-study count."  
"More structured, complete web training available to all web professionals-not only by certificate program but by course; higher priority on this training for web professionals to raise level of expertise."  
"Better guidelines that are publicized and can be enforced"  
"More sections in CAC's web courses to combat large waiting lists"  
"Face classes in software such as ColdFusion and Dreamweaver that don't require a supervisor to sign off for payment for the course. This can black learning opportunities for staff who want to learn new skills"  
"More opportunities to learn about cutting edge technologies. Classes are always full"  
"Central web unit"  
"Things are pretty good the way they are"  
"better"

### III. Appendices

#### C. In a Perfect World (continued)

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"More time away from office to learn how to do web pages"

"More wireless development. For example, students could register for classes from their PDAS"

"More certified application training, more professional trainers at CAC"

"Hosting of applications. We would pay for an SP node to host a counter and ColdFusion and consultant time."

"Big name companies...Adobe, Macromedia, etc...offer courses & conferences here at Penn State"

"Implementation consulting--I'd like to be able to talk with experts who could guide me to use the best tools (html, cgi, JavaScript, ASP, etc.) for my specific projects so I don't re-invent the wheel or do things the hard way"

"More specific training on the higher level. For example-I took a SmallTalk course by OAS that got us started, but there was no further assistance to make us better web programmers."

"College-wide or university-wide web staff meeting where those responsible for dept. pages can get ideas and feedback on what others are doing and share information"

"Specialized training for both hardware and software at a higher level"

"A list of AU print publications produced at PSU"

"I would like to be told exactly what my unit does & for who"

"More classes"

"More off site training"

"Targeted training for special groups"

"Larger image band for Penn State marks, logos, banners, etc."

"Common 'baseline' training materials covering basic web site management"

"User groups or chat sessions where Penn State web designers can talk about problems and find answers together"

"I would like the presentations online as often I find myself torn between two concurrent sessions. With online notes at least I would be benefited from 'references & resources'"

"More complete and thorough training program, time and money need for moving quickly to more advanced course, testing out of basic courses, more session offerings"

"More online tutorials to better the quality of websites. Maybe have a site for input on specific web programs and what needs taught."

"More sessions opened"

"More complete and thorough training program, time and money issues, need for moving quickly to more advanced courses, testing out of course"

"Proper software or a variety of software"

"More CAC or other classes. They are always full maybe you can offer some. We will pay!"

### III. Appendices

#### C. In a Perfect World (continued)

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"The pages I design would automatically be indexed by the PSU Home page when I save to my server. It would be easier to delete old pages so they wouldn't be indexed."

"Better training at advanced level"

"Central location for resources; ie.: Standards for visual and written communication, development resources, surveys, policies, etc."

"Easy communication w/PSU s main/Head marketing-graphics dept"

"More web conferences"

"Having a place where expensive equipment - such as digital cameras, could be rented or loaned. Small programs just don't have the money to purchase some of the high-tech stuff - but we could do some good things if we had access."

"More web space"

"More training opportunities at convenient times such as evening and weekends"

"Dynamic content (ASP, Cold Fusion) training and consulting available"

"Happiness & peace among all religions and peoples"

"Interoffice software training-person comes to your office and applies the use of the software to the users specific needs"

"Communication and feedback relating web managers toward web development"

"Massive marketing campaign on educating learning communities of PSU Web Strategies. Directors & Managers must understand & embrace incorporating the web into business objectives and processes."

"Training"

"Security audits"

"Hold ASP to the personal server"

"As the 'Web site guy' in our office, it would be great if I could get a professional web designer certificate (I.e., World Campus). However \$300 - \$400 is cost prohibitive-so make training affordable"

"Former training-MCSE, etc offers us resources rates"

"Structured professional development path for web skills"

"Web talk-more communication between web people maybe in a camp, mini conference"

"Common path for IT Staff"

"Samples of work-demo of these in sessions-regularly"

"More than 1 meeting per year to go over this rapidly changing web world"

"Unlimited support for any platform"

"Remote monitoring and control of equipment"

"PSU search engine which could differentiate a departmental site from a personal user's website"

"More communication of what's happening and more collaboration-work together outside of our individual college"

"Users group for web developers or a contact person for listens"

"Time billing-web form"

### III. Appendices

#### C. In a Perfect World (continued)

---

"I have never seen a career path in this field of work. Don't know where to apply efforts most."

"Templates for web pages, available but not mandatory, - will shorten time to produce web pages, include navigation rollovers, etc."

"Poor/unacceptable web sites need to be either corrected or removed"

"Partnerships across departments where mentoring can be offered for example there could be one-week or two week mentoring programs in graphics design"

"Better web documentation within my department to ensure clear, concise, relatively uniform web pages"

"More time at office to implement web class knowledge"

"Make all Penn State Websites accessible to people with disabilities!"

"one account for all PSU accounts"

"A graphic design pool of theme and variations of the PSU mark...50 or more"

"More immersion classes--I'd like to be able to learn JavaScript (not how to borrow other's code), XML, C, C++, etc. without having to travel to a commercially-offered class-maybe have 1-or-2-week long classes that meet for half a day"

"more consistency throughout PSU website"

"Easier enrollment in software training sessions (sessions are almost always filled)"

"I would like to see the implementation of strict guidelines & standards for all PSU pages, possibly the SSI footer/header"

"Up to date software and hardware"

"More collaboration/guide areas by overarching units--Ex. Publications, alumni association, etc."

"Resource sharing between units"

"Give a discount to Penn State employees on the Web Certificate Course"

"Instead of throwing in the unrelated concurrent sessions arrange them under specific heading/streams eg. Web tools/web strategies"

"Better communications to the public on collaboration, moderator for webtalk list, web camp, targeted training for specific groups"

"Have committees to evaluate each others sites and make public so everyone knows this is being initiated"

"More time"

"Better communications to the public on collaboration, moderator for webtalk list, web camp, targeted training for specific groups"

"More time to work on the web"

"Have some consultants come and check our site and give pointers and ideas for changes."

"Better communications among web developers at the university - even a users group type organization with regular meeting"

"Consistent marketing and outreach to the public, private, and university community"

"Free access to design software like we have with Microsoft Office Products"

### III. Appendices

#### C. In a Perfect World (continued)

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"Ability to actually take some webmaster courses without worrying about whether or not the dept will pay for it"

"The University wants some uniform standards - I think colleges might need to put out some additional standards BUT I would like to see the people who do the web pages help guide college guidelines instead of being told after the fact."

"More frequent training"

"Sort of a MOC like center for web developers where PSU developers can drop in and consult/see demos/make contacts/get referrals"

"University service area with specialists in the many different areas of web development"

"More assistance in looking toward the larger picture, relating to usability & reaching audiences"

"Adequate positions to support a units web presence. Too many 'shared' positions are expected to be skilled experts."

"Support center--a central place you can contact to ask questions"

"Firewall/router training for net admins"

"My office would fund staff development especially in relation to web site concerns (for which I am voluntarily responsible), that would give me the training/knowledge I need"

"More collaboration and agreement on standards ... that are enforced also so we don't need to recreate the wheel"

"Clean up bad web pages-need a police committee"

"Bring more learning tree classes to campus"

"Resources at central site"

"Universal browser where pages render the same way, anywhere/anytime/anyplatform"

"Online banking, shopping"

"Move degree offered online"

"Uniform email address"

"Research database of URLs-visited/resources"

"Software available for download to all departments- Flash, Photoshop, Dreamweaver, etc. Recommended software packages"

"Education for both the web personnel and the university community and the upper levels of management-the need to know and understand why"

"A central webmaster in my department"

"keep equipment up-to-date & have an on-site full time web coordinator for department"

"a conference for those who write the text to go on web pages. More is not always better & the people who supply content to the designers need this hammered into their head. KISS!"

"Specific time mandated for research & development. (Should be 20% of time)"

"Establish an 'experts' community where an individual can contact without a problem & receive an answer quickly. Experts would volunteer to serve. We have lots of expertise here-let's share it!"

### III. Appendices

#### C. In a Perfect World (continued)

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"Bridging the gap between web professionals and executives, need to clean up 'bad' web page web swat team?, make standardized PS web templates"

"Penn State having a site with more graphic or links to graphics PSU agrees to"

"uniform email address system"

"Web Camp would be fun, more conferences, that are directed towards new or new to the web staff. I am very interested in Flash & have no clue how to use it. Most of the web 2001 I can't understand, (over my head). I maintain 2 sites and need basic info."

"Unlimited access to resources like shearing servers, web servers, video digitizing, databases, and servers"

"Move time/resources devoted to experimentation and development"

"More computer classes geared toward beginner/intermediate graphics programs and web design"

"Access to new editing software"

"A group of web experts available to help guide or even design new web pages. It is really hard to keep up with all the advances when you also have non-web job responsibilities."

"To be able to run dynamic pages (like ASP) on the PSU personal web space"

"University web-based FAQ (tips) on web use & development"

"Line item funding to support training, tools, infrastructure."

"Mandatory security training for all PSU computer users"

"Create a library/computer lab. I want to go into a lab, check out a Adobe Classroom in a book on (any software application) then go to a computer and use the book. You can't check out the books. They must stay in the lab like the libraries reserved room."

"Hire a graduate asst. to help me do studies/surveys & facilitate our out reach programs"

### III. Appendices

#### D. List of Best Practices and Innovations

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Listed below are the 51 responses of Best Practices and innovations that have been seen both internal and external to Penn State. These responses cover questions 16 and 17 and refer to section II-G ('Best Practices and Innovations').

#### 16. *What "Best Practices" and web innovations have you seen at Penn State?*

"Staff vacancy system, work.psu.edu"  
"Web style guide and PSU Web policy"  
"I really, really like the web-based self-study modules offered through CAC"  
"Admissions web site--clean, clear, and great site map paths on eLion--fast, clean, clear, concise"  
"Good search engine, development of web style guide, alumni association site"  
"Strict adherence to web style guide and strict implementation of policies"  
"Dynamic pages"  
"OHR job postings Student services"  
"University budget office currently putting most info on web dynamically making this info widely available to the public, government agencies, other institutions; up-to-date info. www.budget.psu.edu"  
"The web style guide and ADS4 are a start but more needs to be done for a 'unsistent' look and feel"  
"Addition of the blue book with its ability to be updated by each department"  
"The opportunity to search and apply for jobs online. That's how I found my job"  
"Quiz wizard"  
"I work for a department where we are always approaching web development in innovative ways (we have a portal, e-mail forwarding, and online directory, graduation announcements, etc but the project I admired is the PSU student portal."  
"Web interface to BSR (OAS.Supported)"  
"DCE/DFS, Penn State Student Portal, Course Web and Quiz Wizard"  
"eLion's ability to get live information to faculty, students and perspective students"  
"General stores ordering-online"  
"Administrative tools-dynamic real time data for students (eLion) Student portal at PSU looks promising"  
"Student portal 18 very well done, ETS accessibility site is excellent, Founding of the web task force is a great move"  
"Student portal idea, UG programs bulletin, webstyle guide"  
"Each department has a commonality through-out that department"

### III. Appendices

#### D. List of Best Practices and Innovations (continued)

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"Logo in the top left corner"  
"CETS has developed a fantastic series of flash instruction for the Swahili/Arabic project. Best practices have been the type and quality of responses for we master mail. (Webmaster@psu.edu)"  
"High speed connections"  
"Student project portfolios/resume"  
"Attempt to standardize consistent design templates covered at web 2001 conference"  
"WEB 1998, 1999, 2000, & 2001 this is the only resource available with multiple topics WEB Certificate Program"  
"Links at many colleges homepages to Penn State's site and other quick links"  
"Move toward universal accessibility (although we have a long way to go) Portal development"  
"eLion-very useful in helping students with administrative concerns. However it's not w/o faults...Ex. Registration area should have courses and registration number on same web page. BTW, worst practice-distance education admin. Services/policies"

#### 17. *What "Best Practices" and web innovations have you seen outside of Penn State?*

"na.com during the finals I was amazed how updated the statistics were and the play-by-play description during the event (real-time)"  
"Consistent look & feel of multiple media formats"  
"www.wcu.edu has a great set up for suggesting ways for fac/staff/etc to develop appropriate pro college websites...easy to find and easy to follow. Miss State has a great one for official logos they include approved fun logos that are of the mascot, and school name, colors, etc."  
"www.foxnews.com-good interactivity, up to date, good multimedia"  
"Dynamic pages/parts"  
"Howstuffworks.com"  
"Flash graphics that take no time to load. Websites that are easy to follow"  
"Map of the market part of smartmoney.com good info mining approach"  
"Pop up menus"  
"Wireless development for PDAS. More web casting of events."  
"eBay-dynamic content, howstuff.com by Marshall Brain, abcnews.com"  
"University of Texas hosts a web site to allow perspective students to apply to ANY Texas institution both public & private. Would be neat for PSU to do it for all the Big 10! Er...12"  
"CMV's entertainment technology center & their masters of entertainment technology program."  
"Careful use of plastic"  
"Great use of Flash"

### III. Appendices

#### D. List of Best Practices and Innovations (continued)

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"Web mail and common (seamless) interface across all locations"

"Domain name forwarding"

"(Design consistency) www.adobe.com [but difficult search] (good use of text only) www.yahoo.com (good use of flash) www.homewrecker.com"

"Quality search engines (ex. Microsoft teachnet)"

"Flash-macromedia.com I mention flash only b/c accessibility issues are being 'worked on' at the moment. Vector graphics are way superior to any pixelized image."

### **III. Appendices**

#### **E. Primary Method of Training**

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The following were all suggestions listed as “other” for question 24, which refers the primary method of training for Web Professionals. There were a total of 2 “other” responses. (Section II-E ‘Career Training’)

"Formal courses offered by Thunder Lizard Productions"  
"Experience"

### III. Appendices

#### F. Contact Information Regarding This Document

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This study was compiled by Ben Eisenberg, Special Projects Leader for the Web Strategies Implementation Team, a committee charged by Executive Vice President and Provost Rodney Erickson to implement the directives in the Web Task Force Final Report. All questions can be directed to Ben Eisenberg or Dr. Fredrick Loomis, the Director of the Web Strategies Implementation Team and Special Assistant to the Executive Vice President and Provost, at the address listed below:

Web Strategies Implementation Team  
Re: Web Professionals 2001 Survey  
202 Rider II Building  
University Park, PA 16802-4819

Phone: (814) 865-8822  
Fax: (814) 865-7882  
E-Mail: [webstrategies@psu.edu](mailto:webstrategies@psu.edu)  
Web: <http://www.web.psu.edu>

All respondents were informed that their name would be withheld and remain confidential prior to their participation in the study.

All aforementioned data is believed to be current as of June 26, 2001. The margin of error on all samples with a base of 113 is +/- 9.4%. Margin of error can be computed conservatively using

the formula:  $\frac{1}{\sqrt{base}}$

(SOURCE: <https://stat200.psu.edu/stat200sp2001/instructor/BuchananMTR/studyguides/StudyGuide01.html>)

### **III. Appendices**

#### **G. Original Survey with Talled Responses**

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What follows is the complete 10 page survey that was distributed at the Web 2001 Conference on June 26, 2001. The tallied responses (for all responses submitted by July 6, 2001) have been overlaid on top of the survey. Both the percentages and actual tallies are given.



# Web Strategies Implementation Team

## Web 2001 Conference Web Professionals Survey

As Web Professionals at Penn State, you are at the forefront of a rapidly changing, demanding field that combines content with creativity; information with people. Your work shapes Penn State's presence on the web. The purpose of this survey is to find ways in which you can be better supported. All results will be kept confidential. The survey should take you between 10 and 15 minutes to complete. **Please return the survey to the address listed on the last page of this packet no later than July 6, 2001.** Any questions can be sent to [floomis@ist.psu.edu](mailto:floomis@ist.psu.edu) or [bseisenberg@psu.edu](mailto:bseisenberg@psu.edu). Thank you!

### Current Practices

1. What development tools do you currently use for **static** pages?  
(Mark all that apply.)

56% -- (63) Dreamweaver  
31% -- (35) Fireworks  
20% -- (23) Flash  
3.5% -- (4) Freehand  
36% -- (41) FrontPage  
2.7% -- (3) GoLive  
6% -- (7) HomeSite  
5% -- (6) Hot Metal Pro  
17% -- (19) Illustrator  
0% -- (0) Live Motion  
19% -- (22) Netscape Composer  
58% -- (66) Photoshop  
32% -- (36) Other  
1% -- (1) Don't Know

Base = 113

**Note: Some results may not add up to 100% due to rounding errors.**

2. What additional development tools do you currently use for **dynamic** pages?  
(Mark all that apply.)

20% -- (23) ASP  
17% -- (19) ColdFusion  
4% -- (5) JSP  
15% -- (17) Perl  
4% -- (5) PHP  
16% -- (18) Other  
6% -- (6) Don't Know  
36% -- (41) Not using dynamic content

Base = 113

(If you are not using dynamic content, please answer Questions 2a and 2b below.)

Have you (or your department) considered moving to dynamic content pages, but:

2a. Feel unprepared or lack the necessary training in administering a database?

87% Yes (40) 13% No (6)

Base = 46

2b. Lack the necessary tools (i.e.: servers, database utility programs)?

58% Yes (22) 42% No (16)

Base = 38

Continued on Next Page →

Leading Web Solutions @ Penn State

37

**Current Practices** (continued)

3. Do you have a search tool on your website?

**53%** Yes (60)                      **45%** No (51)

**Base = 111**

4. Is the navigation on each page of your site consistent?

**83%** Yes (94)                      **17%** No (19)

**Base = 113**

5. Is the 'look and feel' of each page on your site consistent?

**84%** Yes (95)                      **16%** No (18)

**Base = 113**

6. Did you consult the current Penn State Web Style Guide when building your website?

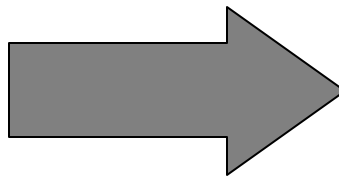
**67%** Yes (60)                      **33%** No (29)

**Base = 89**

7. At what level is your department seeking external support for your web initiatives?

(Some examples of external support may include: partnerships with industry, sponsorships, underwriting, advertising, etc.)

**5%** -- (5) Very Actively  
**10%** -- (10) Actively  
**16%** -- (17) Passively



**38%** -- (39) We have made a decision to not use any external support

**32%** -- (33) Don't Know

**Base = 104**

8. Do you currently ask for feedback from your consumers?

**22%** -- (22) Yes, Actively (i.e.: We send out questionnaires and surveys)

**68%** -- (68) Yes, Passively (i.e.: We have a "Contact Us" e-mail link for feedback on our homepage)

**10%** -- (10) No

**Base = 100**

9. Do you have a stated privacy policy visible on your website?

**23%** Yes (21)                      **77%** No (72)

**Base = 93**

7a. Please give some examples of the types of external support (and with who) you have acquired or are currently trying to establish.

\_\_\_\_\_

**Total of 16 Responses**

\_\_\_\_\_

\_\_\_\_\_

Continued on Next Page →

## *Search Engine Satisfaction*

---

10. Please rate your satisfaction with the Penn State search engine (search.psu.edu)?

**9%** -- **(10)** Very satisfied  
**36%** -- **(38)** Satisfied  
**39%** -- **(42)** Somewhat satisfied  
**11%** -- **(12)** Dissatisfied  
**5%** -- **(5)** Very dissatisfied

**Base = 107**

11. In your experience, how often has a useful search result been returned in the top 10 results when using the Penn State search engine?

**6%** -- **(7)** Every time  
**39%** -- **(42)** More than half of the time  
**35%** -- **(38)** About half the time  
**17%** -- **(18)** Less than half of the time  
**3%** -- **(3)** Never

**Base = 108**

12. Do you know the steps necessary to have your site added to the search engine's database?

**46%** Yes  
**(50)**                      **54%** No  
**(59)**

**Base = 109**

13. Is your site indexed by the Penn State search engine?

**61%** Yes  
**(68)**                      **9%** No  
**(10)**  
**30%** Don't Know  
**(33)**

**Base = 111**

14. Do you feel that a new search engine that automatically indexed all pages hosted on Penn State servers would provide better results?

**83%** Yes  
**(85)**                      **17%** No  
**(17)**

**Base = 102**

Continued on Next Page →

*In a Perfect World*

---

15. In a perfect world, where money, policy, time, and resources are not issues, **what three things would you like to see initiated or perfected** that would directly assist you?

A. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

B. **Total of 146 Responses**  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

C. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*Best Practices and Innovations*

---

16. What “Best Practices” and web innovations have you seen **at** Penn State?

**Total of 31 Responses**  
\_\_\_\_\_  
\_\_\_\_\_

17. What “Best Practices” and web innovations have you seen **outside** of Penn State?  
(Please list the innovation and the address of the site.)

**Total of 20 Responses**  
\_\_\_\_\_  
\_\_\_\_\_

Continued on Next Page →

## Universal Navigation Device

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18. Do you feel that a standard navigation graphic\*, subtly located on the top of all Penn State pages, would assist in the navigation of the Penn State web?

\* The standard navigation graphic, with an estimated height of 25 to 50 pixels, would provide links to the most frequented Penn State websites.

**70%** Yes  
**(74)**

**30%** No  
**(31)**

**Base = 105**

19. What links would you want to see on the navigation device?  
(Mark your top **FIVE** selections.)

<b>38%</b> -- <b>(43)</b> Admissions	<b>20%</b> -- <b>(23)</b> LIAS (Online Library)
<b>19%</b> -- <b>(22)</b> Alumni Association	<b>60%</b> -- <b>(68)</b> Penn State Homepage
<b>22%</b> -- <b>(25)</b> Athletics	<b>32%</b> -- <b>(36)</b> Penn State Portals
<b>21%</b> -- <b>(24)</b> Bluebook (Course Catalog)	<b>63%</b> -- <b>(71)</b> Penn State Search Engine
<b>9%</b> -- <b>(10)</b> CLUE (Course Links for University Education)	<b>19%</b> -- <b>(22)</b> Registrar
<b>9%</b> -- <b>(10)</b> CourseWeb	__ Other: _____
<b>50%</b> -- <b>(56)</b> Directory Listings (ph Server)	__ Other: <b>Total of 30 'Other' Responses</b> _____
<b>27%</b> -- <b>(30)</b> eLion (Online Advising)	__ Other: _____
<b>4%</b> -- <b>(5)</b> Grand Destiny (Giving to PSU)	_____

**Base = 113**

Continued on Next Page →

## Server Maintenance

20. Do you feel you (or your department) has the **necessary expertise** to maintain web servers?

**77%** Yes (85)      **23%** No (25)

**Base = 110**

21. Do you feel your department has the **necessary resources** to maintain web servers?

**62%** Yes (67)      **38%** No (41)

**Base = 108**

22. If you could have your server housed in an off site “server farm,” enabling your department to not have to worry about hardware failure, security, or backups, would you take advantage of that offer?

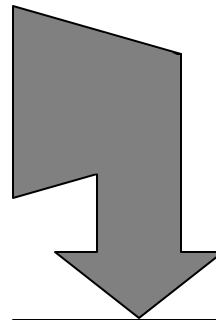
**40%** -- **(36)** Yes, provided that my department would still get to administer the server.

**12%** -- **(11)** Yes, provided that server maintenance could be outsourced to the unit housing the servers.

**12%** -- **(11)** Yes, and it makes no difference who administers the server.

**36%** -- **(33)** No.

**Base = 91**



22a. What would your department consider to be an appropriate monthly fee to for this service?  
(Check all that apply.)

**10%** -- **(4)** \$301 to \$500  
**19%** -- **(8)** \$101 to \$300  
**19%** -- **(8)** \$51 to \$100  
**26%** -- **(11)** \$1 to \$50  
**52%** -- **(22)** Free

**Base = 42**

**(16 people declined to answer follow-up question)**

**NOTE:  
FINDINGS FROM Q22a  
MAY NOT BE VALID.**

Continued on Next Page →

*Career Training*

---

23. Do you feel there is a clearly defined career path for Web Professionals at Penn State?

**18%** Yes      **82%** No  
**(19)**            **(87)**  
**Base = 106**

24. What has been your primary method of learning the skills necessary for a Web Professional?

**9%** -- **(6)** Formal courses offered by Penn State  
**2%** -- **(1)** Formal courses offered by other institutions  
**11%** -- **(7)** Online tutorials or online certificate programs  
**75%** -- **(48)** Self taught

\_\_ Other:

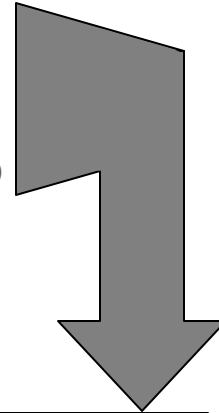
\_\_\_\_\_  
**Total of 2 'Other'**  
**Responses**  
 \_\_\_\_\_

**Base = 64**

25. How many online Web Based Training (wbt.cac.psu.edu) modules have you taken?

**31%** -- **(33)** None  
**67%** -- **(72)** 1 to 10  
**3%** -- **(3)** 11 to 20  
**1%** -- **(1)** 21 to 50  
**0%** -- **(0)** 51 to 100  
**0%** -- **(0)** More than 100

**Base = 108**



25a. Of the Web Based Tutorials you have taken, how satisfied have you been?

**14%** -- **(10)** Very satisfied  
**44%** -- **(32)** Satisfied  
**33%** -- **(24)** Somewhat satisfied  
**7%** -- **(5)** Dissatisfied  
**1%** -- **(1)** Very dissatisfied

**Base = 72**

Continued on Next Page →

26. Which of the following courses offered by WebPro, Penn State's Web Professional Certification Program, would you be interesting in taking?  
(Mark all that apply.)

**Foundation Level**

- 11% -- (12) Foundations of Internet Technology  
13% -- (15) Foundations of HTML  
21% -- (24) Page Layout with HTML  
36% -- (41) Foundations of Javascript  
38% -- (43) Foundations of Web Design  
25% -- (28) Preparing for Emerging Technologies  
36% -- (41) Foundations of Web Server Administration  
31% -- (35) Intro to Web Application Software  
19% -- (21) Portfolio Review

**Second Level**

- 50% -- (57) Dynamic HTML  
11% -- (58) Functional Website Design  
42% -- (47) Layout Design for the Web

- 9% -- (10) None

**Base = 113**

27. What would your department consider to be an appropriate fee to pay to have an employee go through a modified version the WebPro Certificate Program, designed specifically around how to develop web solutions for Penn State?  
(Check all that apply.)

[Note: The fee listed would be for the series of courses, not each individual course.]

- 11% -- (9) \$1,000 or more  
20% -- (17) \$500 to \$999  
31% -- (26) \$250 to \$499  
27% -- (22) \$100 to \$249  
17% -- (14) \$1 to \$99  
25% -- (21) Free  
2% -- (2) We would not participate in  
such a program

**Base = 83**

**(24 people declined to answer this question)**

**NOTE:  
FINDINGS FROM Q27  
MAY NOT BE VALID.**

Continued on Next Page →

## *Expertise Level*

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Thank for you all your comments so far. Just one more section to go!

28. How long have you been involved in publishing materials on the web?

10% -- (11) Less than 1 year  
29% -- (31) 1 to 2 years  
38% -- (41) 3 to 5 years  
19% -- (21) 6 to 8 years  
3% -- (3) More than 8 years  
Base = 107

29. How long have you been involved in publishing materials on the web at Penn State?

16% -- (17) Less than 1 year  
34% -- (37) 1 to 2 years  
34% -- (37) 3 to 5 years  
15% -- (16) 6 to 8 years  
1% -- (1) More than 8 years  
Base = 108

30. What is your job title?

### **Total of 101 Responses**

---

31. What is your job grade?

3% -- (3) 15 or less    20% -- (20) 21  
14% -- (14) 16        9% -- (9) 22  
5% -- (5) 17           7% -- (7) 23  
2% -- (2) 18           8% -- (8) 24  
13% -- (13) 19        2% -- (2) 25  
5% -- (5) 20           1% -- (1) 26 or above  
  
11% -- (11) Don't Know

Base = 100

Continued on Next Page →

**Leading Web Solutions @ Penn State**

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**Expertise Level** (continued)

32. Do you have other job requirements besides those which are related to the web?

**90%** Yes      **10%** No  
**(93)**            **(10)**  
**Base = 103**

33. How many hours a week does your job require you devote to the web?

**0%** -- **(0)** 0      **14%**--**(13)** 6 to 10  
**4%** -- **(4)** 1      **20%**--**(19)** 11 to 20  
**6%** -- **(6)** 2      **29%**--**(27)** 21 to 40  
**18%** -- **(17)** 3 to 5 **8%**--**(7)** More than 40  
**Base = 93**

34. Including yourself, how many individuals in your department are involved with the web at a programming and information distribution level?

**8%** -- **(8)** 0      **23%**--**(23)** 6 to 10  
**13%** -- **(13)** 1      **11%**--**(11)** 11 to 20  
**16%** -- **(16)** 2      **3%** -- **(3)** 21 to 50  
**23%** -- **(23)** 3 to 5 **4%**--**(4)** More than 50  
**Base = 101**

35. Which best describes the nature of the department in which you work?

**30%** -- **(29)** Academic  
**26%** -- **(25)** Administrative  
**44%** -- **(43)** Services / Support  
**Base = 97**

36. We appreciate your comments! For a copy of our final report, please write your e-mail address below and we will notify you when it becomes available.

**Total of 46 Responses**

**Responses withheld for confidentiality.**

Questions?

Contact:  
Ben Eisenberg  
Special Projects Leader;  
Web Strategies Implementation Team

[bseisenberg@psu.edu](mailto:bseisenberg@psu.edu)  
(814) 865-8822

**Finished! Thank you for your input!**

1. If you completed this form at the Web 2001 Conference:

**Please submit this form to the Group Facilitator to receive your free Web Monitor Squeegee!\***

**Or leave the form in the 'Web Strategies Implementation Team' Drop Box, located near the Registration Desk.**

2. If you have completed this form after the Web 2001 Conference:

**Please mail by July 6, 2001 to the following address:**

**Ben Eisenberg  
202A Rider II Building  
University Park, PA 16802**

\*Free Web Monitor Squeegee offer good June 26, 2001 while supplies last.