



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.** Any questions can be sent to floomis@ist.psu.edu or bseisenberg@psu.edu. Thank you!

Current Practices

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

- Dreamweaver
- Fireworks
- Flash
- Freehand
- FrontPage
- GoLive
- HomeSite
- Hot Metal Pro
- Illustrator
- Live Motion
- Netscape Composer
- Photoshop
- Other
- Don't Know

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

- ASP
- ColdFusion
- JSP
- Perl
- PHP
- Other
- Don't Know
- Not using dynamic content

(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:

<p>2a. Feel unprepared or lack the necessary training in administering a database?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>	<p>2b. Lack the necessary tools (i.e.: servers, database utility programs)?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>
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Current Practices (continued)

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

Yes No

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

Yes No

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

Yes No

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

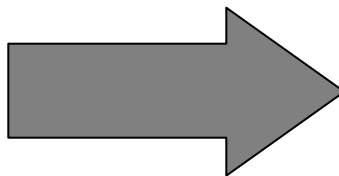
Yes No

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.)

Very Actively
 Actively
 Passively

We have made a decision to not use any external support
 Don't Know



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

Yes, Actively (i.e.: We send out questionnaires and surveys)

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

No

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

Yes No

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

Search Engine Satisfaction

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

- Very satisfied
- Satisfied
- Somewhat satisfied
- Dissatisfied
- Very dissatisfied

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

- Yes
- No

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?

- Every time
- More than half of the time
- About half the time
- Less than half of the time
- Never

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

- Yes
- No
- Don't Know

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

- Yes
- No

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. _____

C. _____

Best Practices and Innovations

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

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

Universal Navigation Device

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?

Yes No

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

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

- | | |
|-----------------------------------------------------------------------------|---------------------------------------------------|
| <input type="checkbox"/> Admissions | <input type="checkbox"/> LIAS (Online Library) |
| <input type="checkbox"/> Alumni Association | <input type="checkbox"/> Penn State Homepage |
| <input type="checkbox"/> Athletics | <input type="checkbox"/> Penn State Portals |
| <input type="checkbox"/> Bluebook (Course Catalog) | <input type="checkbox"/> Penn State Search Engine |
| <input type="checkbox"/> CLUE
(Course Links for
University Education) | <input type="checkbox"/> Registrar |
| <input type="checkbox"/> CourseWeb | <input type="checkbox"/> Other:
_____ |
| <input type="checkbox"/> Directory Listings
(ph Server) | <input type="checkbox"/> Other:
_____ |
| <input type="checkbox"/> eLion (Online Advising) | <input type="checkbox"/> Other:
_____ |
| <input type="checkbox"/> Grand Destiny
(Giving to PSU) | <input type="checkbox"/> Other:
_____ |

Server Maintenance

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

Yes No

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

Yes No

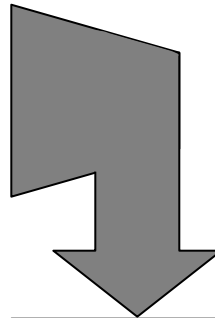
22. If you could have your server housed in an off site “server farm,” enabling your department to not have to worry about hardware failure, security, or backups, would you take advantage of that offer?

Yes, provided that my department would still get to administer the server.

Yes, provided that server maintenance could be outsourced to the unit housing the servers.

Yes, and it makes no difference who administers the server.

No.



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

- \$301 to \$500
- \$101 to \$300
- \$51 to \$100
- \$1 to \$50
- Free

Career Training

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

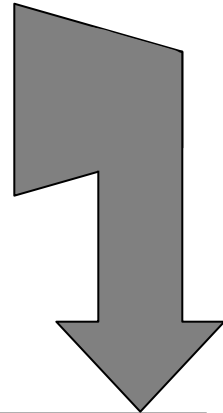
Yes No

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

- Formal courses offered by Penn State
- Formal courses offered by other institutions
- Online tutorials or online certificate programs
- Self taught
- Other:

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

- None
- 1 to 10
- 11 to 20
- 21 to 50
- 51 to 100
- More than 100



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

- Very satisfied
- Satisfied
- Somewhat satisfied
- Dissatisfied
- Very dissatisfied

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

- Foundations of Internet Technology
- Foundations of HTML
- Page Layout with HTML
- Foundations of Javascript
- Foundations of Web Design
- Preparing for Emerging Technologies
- Foundations of Web Server Administration
- Intro to Web Application Software
- Portfolio Review

Second Level

- Dynamic HTML
- Functional Website Design
- Layout Design for the Web

None

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.]

- \$1,000 or more
- \$500 to \$999
- \$250 to \$499
- \$100 to \$249
- \$1 to \$99
- Free
- We would not participate in such a program

Expertise Level

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?

- Less than 1 year
- 1 to 2 years
- 3 to 5 years
- 6 to 8 years
- More than 8 years

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

- Less than 1 year
- 1 to 2 years
- 3 to 5 years
- 6 to 8 years
- More than 8 years

30. What is your job title?

31. What is your job grade?

- 15 or less 21
- 16 22
- 17 23
- 18 24
- 19 25
- 20 26 or above

Don't Know

Expertise Level (continued)

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

Yes No

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

0 6 to 10
 1 11 to 20
 2 21 to 40
 3 to 5 More than 40

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

0 6 to 10
 1 11 to 20
 2 21 to 50
 3 to 5 More than 50

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

Academic
 Administrative
 Services / Support

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.

Questions?

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

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 to the following address:

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