Synopsis:
• Surveys were conducted May 14 to June 18 across all audiences.
• A link was available to the surveys from ou.edu, go2ou.edu, alumni.ou.edu, and various group emails.
• Five iPod Shuffles were given away as incentive.

While there are infinite pages current students visit while at OU, the top three OU Web pages visited, by far, are OU Web mail, Desire 2 Learn, and The Hub. Yet, only about half of those polled have any OU pages bookmarked.

One trend seems to be that current students are mostly looking for resources, rather than information or entertainment, during their visits to ou.edu. Web Mail is by far the most often-visited page by students, and Desire 2 Learn is where students spend most of their time (second to mail). While the survey results are skewed slightly by timing (grades came out during the time of the survey), grades, enrollment, and other resources scored much higher than sports or social events regarding the information they were looking for on their last visit.
Which OU page do you visit most often?

“Other” responses:
- libraries.ou.edu
- Sooner Sports
Do you have any OU pages bookmarked?

Popular bookmark responses:
- college-specific page
- The Hub
- Desire 2 Learn
- enroll.ou.edu
- bursar office
- degree navigator
- OU.edu
- Sooner Sports
- libraries.ou.edu

805 total responses
Which areas do you spend the most time?
Check each ACADEMIC Web resource you use.

“Other” responses:
- Desire 2 Learn
- course schedule
- degree navigator
Check each Web resource you use.

“Other” responses:
- IT Store
What kind of information were you looking for on your last visit to any OU-related Web page?

“Other” responses:
- degree navigator
- e-mail
- bursar information
- IT-related information
What types of photos appeal most to you?

- People: 300 responses
- Campus: 550 responses
- Sports: 250 responses
- Classrooms: 100 responses
- Social Events: 200 responses
- Architecture: 350 responses

Total responses: 750
If added to the OU Web site, which features would you like most?

“Other” responses:
- online lectures
- customizeable personal portal
- interactive calendar