Online survey of OU staff
c Conducted May 14 - June 18, 2007
Version 1 — June 2007
459 total responses

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.

Human resources is an important page to many staff who completed the survey. It was the second-most sought-after information on their previous visit and the most-visited Web page. Though, the most frequently-visited pages were department-specific pages, SoonerSports.com, and the Hub. Department-specific information was also the most sought-after information on their last visit to an OU Web page.
Do you typically use search or do you manually navigate the site?

459 total responses
Which OU page do you visit most often?
Do you have any OU pages bookmarked?

Popular bookmark responses:
- OU.edu
- OU Search
- Human Resources
- OU Press
- OU Foundation
- IT Store
- IT support

432 total responses
Check each Web page you visit.

“Other” responses:
- Vice President for Research
- OU Search
- Departmental Web sites
- Provost
- OU Foundation
- Athletics
What kind of information were you looking for on your last visit to any OU-related Web page.

“Other” responses:
- People
- IT store
What types of photos appeal most to you?
If added to the OU Web site, which features would you like most?

“Other” responses:
- easier, more friendly navigation
- better search engine