



UNIVERSITY OF  
**TEXAS**  
ARLINGTON

# LSMB Consulting Firm

## Recommendations Report: Improving Communication with UTA Students

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## Executive Summary

The Office of Information Technology (OIT) engaged the LSMB Consulting Firm (Firm) to examine how OIT communicates with students at the University of Texas at Arlington (UTA). The Firm was tasked to investigate students' level of awareness regarding OIT and its services and provide recommendations for reaching students effectively.

During the fall 2021 semester, the Firm surveyed 36 student volunteers, conducted website analyses with four student volunteers, and compiled a list of student feedback. This research allowed the Firm to understand what students know about OIT and what changes OIT could implement to improve communication with students.

The Firm's recommendations are based on a comprehensive examination of survey and website analyses data, enhanced with feedback from a diverse group of student volunteers, and bolstered by our insights as current UTA students in communications-related fields.

## Data Gathering Methods

This section describes the methods used to gather data for this report.

### Survey

The Firm developed a 17-question online survey and shared it with classmates, friends, and other students at UTA. We did not require volunteers to answer all questions but allowed them to participate to their comfort level. Our data represents responses from 36 student volunteers.

### Website Analysis

We conducted a website analysis with four student volunteers via Microsoft Teams. We tested scenarios to investigate the user-friendliness of the OIT website and recorded how many clicks it took to access specific resources. Our data reflects four users' interactions with the OIT website.

### Participant Feedback

We documented feedback for improving communication with students and suggestions for improving the usability of the OIT website. Our data reflects information shared with us by student volunteers.

## Analysis and Evaluation

This section presents our analysis of data gathered for this report. [See all responses in the Appendix.](#)

### Survey

Sixty-one percent of 36 students reported they do not know what OIT is. Fifty percent are unaware of the services OIT provides and how they benefit students. Fifty percent do not know what software programs they can access through OIT. Thirty-five percent indicated they have used Microsoft 365 and WiFi but other services ranked lower.

Most student volunteers learned about OIT through the OIT Help Desk, but half indicated they did not know or were unsure how to contact the OIT Help Desk. Those who have contacted the OIT Help Desk reported positive and efficient resolutions to their problems.

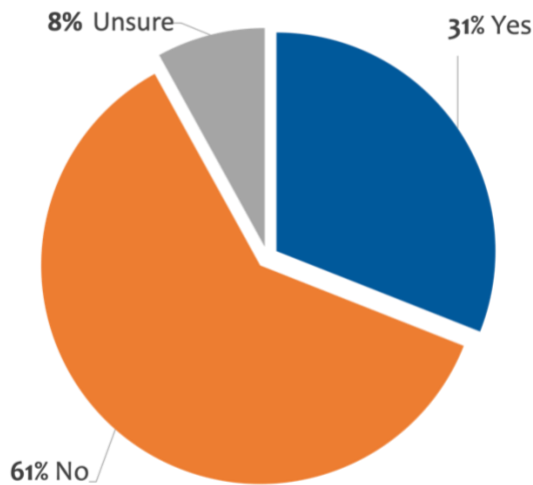


Figure 1: Do you know what OIT is?

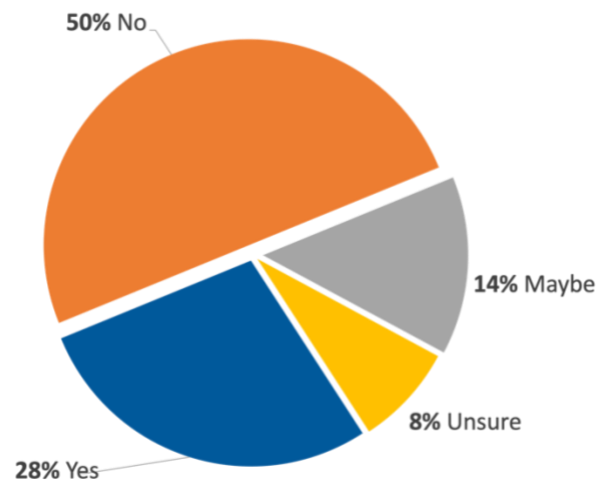


Figure 2: Are you aware of the services OIT provides and how they can benefit you as a student?

The survey data show students are largely unaware of what OIT is and what services it offers for students. Some services may not be used because students do not know about them or how they may be useful. Survey respondents were unaware of other methods for contacting the OIT Help Desk (phone, chat, support ticket, email, or in person at the Central Library or University Center).

## Website Analysis

We asked four student volunteers if they know what services OIT offers and where to find them on the OIT website, if they know how to contact the OIT Help Desk, and if they know how to access student WiFi. Volunteers needed between two and four clicks to access these resources, and a maximum of three clicks is considered ideal.

All reported they use Microsoft 365 but were unaware of other services or felt they did not need to use them. All stated they do not use the OIT website to contact the OIT Help Desk but search on Google or send an email. Two reported problems accessing the student WiFi and one mentioned the OIT Help Desk chat did not work for them.

The data show that awareness of the OIT website as a resource for students is low. Challenges using the WiFi and Help Desk chat may be explained by the fact that students are unclear on how to find the OIT Help Desk on the OIT website. Additionally, students may not feel they need OIT's services because the OIT website doesn't display a short description of the service and how it is used on the main page.

## Participant Feedback

We asked volunteers for their feedback on how OIT can improve communication with students.

Three survey respondents indicated they would appreciate more transparency on WiFi outages, four suggested mentioning OIT's services at relevant times during the semester, and one asked for faster communication from OIT.

Website analysis volunteers suggested OIT could speak at orientation or in UNIV 1101 to familiarize students with OIT. Another proposed displaying a brief description of each service upfront and partnering with colleges to highlight services relevant to specific majors or classes.

## Solutions and Recommendations

This section describes ten solutions for improving OIT's communication with students. Our recommendations are listed in order where #1 is our highest recommendation.

This information was compiled from feedback from students who participated in surveys and website analyses as well as input from members of the LSMB Consulting Firm, all of whom are UTA students.

Our recommendations are based on the most effective solution for creating a student-centered community at UTA and balanced with consideration of OIT's resources. [See our evaluation of these solutions in the Appendix.](#)

OIT could improve communication with students by implementing these solutions:

### **1 – Partner with faculty to share information on services and announcements.**

The most effective way to partner with the Maverick community and reach students effectively is through communication with faculty members.

OIT could share information with faculty regarding the services used in their courses. Faculty could discuss or share this information with students in class. For example:

- OIT could provide Dr. Ponce materials that describe how students can use Adobe Creative Cloud for his document design class.
- OIT could give Dr. Hodges materials that highlight how students can use UTA.Cloud to build portfolio websites for her business writing class.

Faculty would receive relevant information to use in their courses in the form of slides, handouts, or video content. OIT would gain an understanding of the technologies used in various courses and the benefit of unique insights from brilliant faculty members. Students would receive timely information relevant to their assignments and interests.

## **2 – Rework the way services are displayed on the OIT website.**

Another effective solution for improving communication with students would be to make services on the OIT website more obvious and easier to find. For example:

- OIT could write a custom welcome message for students to provide a brief overview of the services available to support them. (The current arrangement has the same welcome message for all audiences which may feel impersonal.)
- OIT could offer the option of seeing all services displayed on a single page instead of choosing a category. (The current arrangement displays services in categories which requires the user to have some idea of the service or solution they are looking for.)
- A short description of the service could be provided upfront so users can quickly find the resource they need. This would greatly reduce guesswork for users. (The current arrangement displays a detailed description of the service after several clicks.)
- OIT could combine information regarding student-facing services into a single resource. This would include information on MyApps, the CX-ITS website, OIT Help Desk, all departments, and recently completed projects that haven't been added as services. (The current arrangement has most services listed on the OIT website, but others may be listed elsewhere.)

These adjustments would make OIT's services a prominent feature of the website in keeping with OIT's vision to offer "student-centered, research-focused, innovative solutions."

## **3 – Appear at orientation or in UNIV 1101 to connect with students.**

OIT could create an impactful, personal connection with students as soon as they arrive at UTA by attending orientation or presenting in UNIV 1101. For example:

- OIT could produce a video where the chief information officer welcomes students and describes how OIT supports them. OIT's leadership and directors could briefly describe the student-facing services offered by their team, along with images or videos of each service.
- A staff member from OCI Communications or OIT Help Desk could attend in person to talk through OIT's services and answer questions.
- Materials on how to access student WiFi, how to contact the OIT Help Desk, how to reset passwords, and other commonly accessed resources could also be provided.

This initiative would give the organization "a face" and create a lasting impression on new students.



#### **4 – Provide colleges information on the services that apply to their majors.**

OIT could create materials for colleges to highlight services used in their fields of study. These materials could be displayed in each college’s advising office for students to access. For example:

- OIT could give slides or handouts to the Department of Communication with information on how to use SPSS and QuestionPro for social science research.
- OIT could work with the Department of Computer Science and Engineering to promote tools like AWS Educate, Google Cloud Compute, Azure, and GitHub.

This would create an opportunity for OIT to gain more knowledge of the technologies used in different academic disciplines and create mutually beneficial partnerships with individual colleges.

#### **5 – Distribute information at key points during the semester to highlight helpful services.**

OIT could deliver timely information at the beginning, middle, and end of each semester to remind students of services and how to access support. For example:

- A communication campaign toward the end of the fall semester could help students understand how two-factor authentication ensures their information is safe when accessing the UTA Network off-campus over the winter break.
- OIT could highlight collaboration spaces around midterms to remind students of areas for studying and working with peers.
- OIT could partner with the Information Security Office to remind students to be careful about storing passwords and credit card information in browsers near Thanksgiving and the start of holiday shopping.
- OIT could promote UTA.Cloud toward the end of the spring semester to remind graduates of low-cost web hosting options.

This would allow OIT to promote its reputation as a resource for students and is in keeping with OIT’s value to be “responsive and proactive in working with our Maverick family.”

## **6 – Display work created using OIT’s services.**

OIT could use TV monitors, gallery space, computer labs, and the OIT website to show work created using its services. For example:

- OIT could showcase work created in the High Performance Computing lab to praise students for their work and generate interest.
- Software programs created with GitHub or websites made with WordPress could also be displayed on TV monitors or in computer labs.

This would demonstrate how OIT’s services can benefit students and show how OIT, students, faculty, and staff are working together “to guide the digital transformation of UTA as a world-class university.”

## **7 – Host a student-led initiative to create marketing collateral for OIT’s services.**

OIT could partner with students to create marketing collateral that speak to their interests and promote awareness of OIT’s services. For example:

- Students could intern with OIT to create social media posts, digital flyers, printed posters, handouts, and other materials.
- Students could gain course credit, a variety of portfolio samples, and relevant work experience.

OIT would gain a fresh look at its offerings and a creative perspective on how to communicate with students. Additionally, OIT will have an opportunity to recruit employees from within the Maverick community, in keeping with OIT’s value to “recruit, develop, and retain talented employees to continuously adapt to UTA’s evolving needs.”

## **8 – Introduce OIT staff and student workers on the OIT website.**

OIT could introduce the leadership team, staff, and student workers on the OIT website. For example:

- OIT could add photos of each person, a short biography, and describe how they support the UTA community.
- OIT could also link to work they have created using OIT’s services.

This would create an opportunity to highlight work created using OIT’s services, personalize OIT as an organization, and demonstrate how OIT partners with the UTA community to create employment and internship opportunities for alumni and current students.

## **9 – Post QR code stickers on campus to spark curiosity and interest.**

OIT could post QR code stickers in strategic locations on campus to capture students' attention. Clever phrases or teasers could encourage students to scan the codes to learn more. For example:

- A QR code near the Central Library could provide more information about how to use VPN to access library databases off-campus.
- A QR code outside of buildings could remind students that the WiFi network travels with them and how to contact OIT Help Desk if they need support.

This small initiative could promote OIT's services in a new and interesting way and get students' attention as they travel across campus.

## **10 – Create social media channels to share information and connect with students.**

OIT could create social media content to help important messages reach students, and many of the materials OIT creates for internal use can be easily repurposed. For example:

- OIT can create a Facebook page to share engaging content about its services.
- OIT could use Twitter to share important announcements and alerts.
- OIT staff can connect with student workers on LinkedIn to offer praise, recommendations, and professional networking opportunities.

OIT can leverage resources students already use to connect with friends and family to create a memorable impression as a friendly, supportive resource for students.

## Implementation Plan

This section describes how solutions and recommendations can be implemented.

OIT should prioritize the solution that best reflects their goals to create a student-centered community, reach students effectively, leverage existing resources, offer a good return on investment, and be sustainable over time.

The Firm believes the most important change would be to partner with faculty members and provide communication relevant to specific courses to reach students effectively. OIT already has partnerships with many faculty members and could create new partnerships by attending faculty orientation, joining faculty committees, and inviting faculty to participate in OIT's quarterly meetings and events.

The second recommended change would be to rework the way services are displayed on the OIT website. This can be done as soon as OCI Communications has resources available to perform this task. The changes to the website are minimal and would require a communications specialist to track down missing services and write content; a graphic designer to supply visual elements; a web software specialist to adjust the website.

Next, OIT could strategize how to appear at orientation or UNIV 1101. OIT can plan for fall 2022 orientation by contacting Student Affairs to discover the best way to introduce OIT to students. OIT can provide materials to colleges at any time. OIT can use the materials they have today, and create new materials specific to the academic programs offered in each college. OIT can develop a plan for distributing information at key points during the 2022 academic year and create an editorial calendar for delivering timely information.

After these changes are implemented, OIT can begin to investigate ways of displaying work created using its services, create an employment or internship program to allow students to research and create marketing materials, begin to gather photos and biographies of OIT staff and student workers to enhance the OIT website, plan QR codes to post on campus, and create social media accounts.

## Conclusion

The Office of Information Technology offers exemplary service to all members of the UTA community.

OIT will gain significant benefits by improving communication with students including increased use of OIT's services, a reduction in support tickets, a valuable connection with faculty, colleges, and students, opportunities to employ talented students and alumni, and the fulfillment of their value to "Partner with the Maverick family by leveraging our expertise to guide the digital transformation of UTA as a world-class university."

# Appendix

## Survey Data

*What is your age?*

Answer	Percentage	Count
Under 17	0%	0
18-25	90%	35
26-34	8%	3
35+	3%	1
<b>TOTAL</b>	<b>100%</b>	<b>39</b>

Figure 4: 90% are between 18-25 years old.

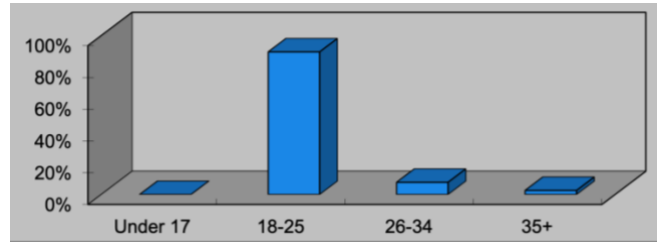


Figure 3: A chart showing 90% are between 18-25 years old.

*Pick what describes you best.*

Answer	Percentage	Count
Freshman	34%	13
Sophomore	21%	8
Junior	26%	10
Senior	16%	6
Graduate	3%	1
<b>TOTAL</b>	<b>100%</b>	<b>38</b>

Figure 6: 34% are freshmen.

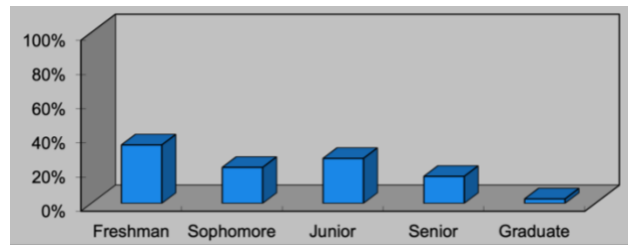


Figure 5: A chart showing 34% of respondents are freshmen.

*Are you a transfer student?*

Answer	Percentage	Count
Yes	16%	6
No	84%	32
<b>TOTAL</b>	<b>100%</b>	<b>38</b>

Figure 8: 84% are not transfer students.

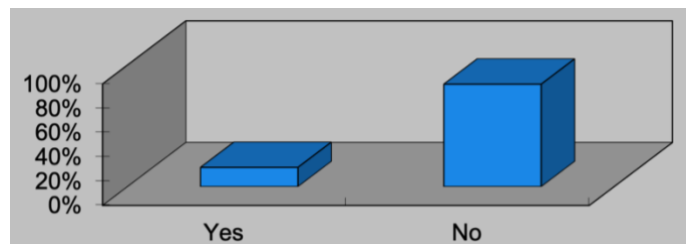


Figure 7: A chart showing 84% are not transfer students.

*How long have you been at UTA?*

Answer	Percentage	Count
1-2 Years	71%	27
3-4 Years	26%	10
5+ Years	3%	1
<b>TOTAL</b>	<b>100%</b>	<b>38</b>

Figure 10: 71% have been at UTA 1-2 years.

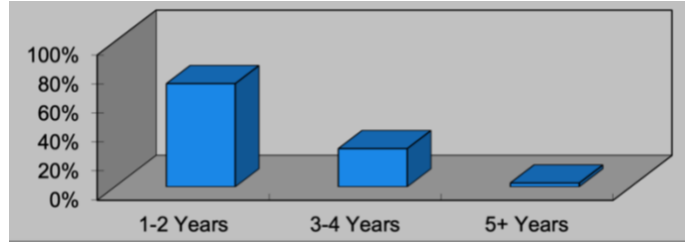


Figure 9: A chart showing 71% have been at UTA 1-2 years.

*Do you live on campus?*

Answer	Percentage	Count
Yes	45%	17
No	55%	21
<b>TOTAL</b>	<b>100%</b>	<b>38</b>

Figure 12: 45% live on campus.

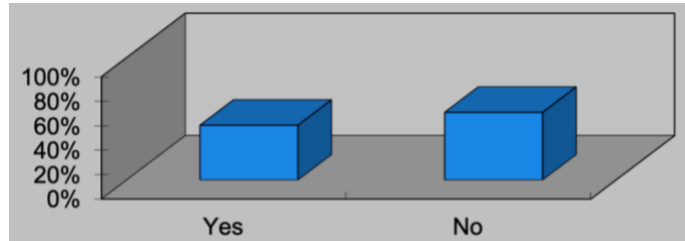


Figure 11: A chart showing 45% live on campus.

*What is your major?*

Answer	Count
Accounting	1
Aerospace Engineering	1
Architecture	1
Art	1
Biology	6
Biomedical Engineering	2
Business Management	1
Computer Engineering	1
Computer Science	5
Data Science	1
Economics	1
English	1
Kinesiology	3
Marketing	2
Nursing	6
Physics	1
Psychology	3
Public Health	2
<b>TOTAL</b>	<b>39</b>

Figure 13: A list of majors.

*Do you know what OIT is?*

Answer	Percentage	Count
Yes	32%	12
No	61%	23
Unsure	8%	3
<b>TOTAL</b>	<b>100%</b>	<b>38</b>

Figure 15: 61% do not know what OIT is.

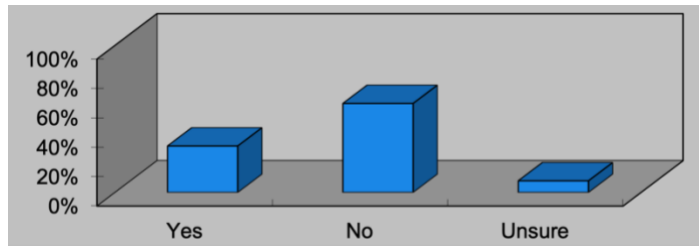


Figure 14: A chart showing 61% do not know what OIT is.

*If you responded yes, can you describe OIT?*

- The Office of Information and Technology. They take care of tech issues on campus.
- OIT is basically where you can find solutions to all your technical problems.
- Tech support and maintenance
- Office of information technology
- OIT is office of information technology and helps in software and website related problems and services.
- It's the guys we call if we're having trouble with the school cloud, emails, wifi, technology, etc.
- Office of information technology is where you go if you need help with issues such as Net ID, canvas, or laptop malfunctioning.
- Office of information technology provides technology services and helps with any technical difficulties
- tech support
- Department that deals with IT support

*Have you heard about OIT?*

Answer	Percentage	Count
Yes	50%	19
No	50%	19
<b>TOTAL</b>	<b>100%</b>	<b>38</b>

Figure 16: 50% have not heard about OIT.

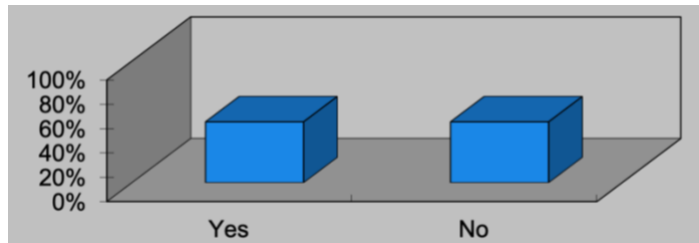


Figure 17: A chart showing 50% have not heard about OIT.

*If you have heard about OIT, how did you learn about OIT?*

- Orientation
- In the business writing class
- I learnt about it while exploring the various facilities that UTA has to offer
- I had an issue with some of my Canvas stuff, that's when I contacted OIT and they were really helpful
- A friend works for them
- Student reply
- Library, OIT help desk
- I saw the website and looked about how things work and what OIT does
- I heard of them when I was having trouble with my email password, and they helped me recover my email.
- A friend
- I learned it my freshman year through orientation and emails that I've received from OIT from time to time.
- assistance with technology or downloading programs. Also receive email from oit when the wifi goes down.
- I needed help with something from my canvas and my professors told me to contact OIT
- Class
- I have heard about OIT when I have needed help with getting software for some of my classes.
- I learned it through my UNIV course as an additional resource.
- I get a bunch of emails, I think. Also needed to fix a problem with my school account.

*Are you aware of the services OIT provides and how they can benefit you as a student?*

Answer	Percentage	Count
Yes	28%	10
No	50%	18
Maybe	14%	5
Unsure	8%	3
<b>TOTAL</b>	<b>100%</b>	<b>36</b>

Figure 19: 50% are unaware of OIT's services.

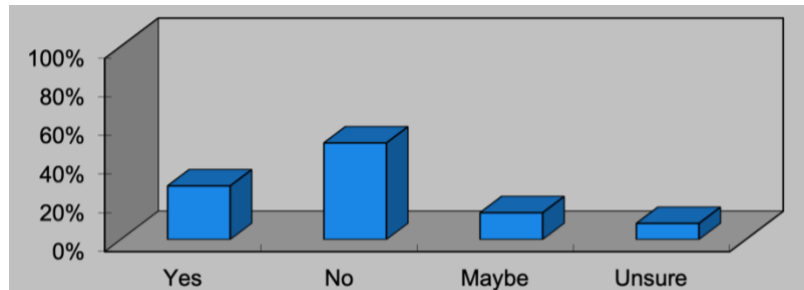


Figure 18: A chart showing 50% are unaware of OIT's services.

*Do you know what programs you have access to?*

Answer	Percentage	Count
Yes	22%	8
No	50%	18
Maybe	11%	8
Unsure	6%	2
<b>TOTAL</b>	<b>100%</b>	<b>36</b>

Figure 21: 50% do not know about programs.

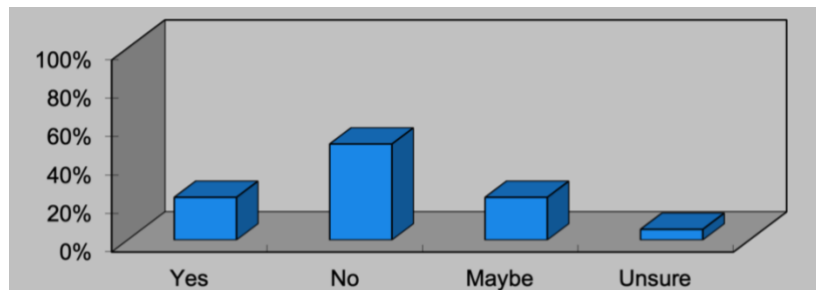


Figure 20: A chart showing 50% do not know about programs.



### What services do you think OIT provides?

- Answering technology questions
- Email, secure wifi, uta network for university computers
- Help find books.
- I think that the services are beneficial and convenient.
- Internet, computer labs, software programs
- IT Support for students and staff.
- Library Databases, laptop and technological rentals for the semester
- Microsoft and LinkedIn learning
- Microsoft, vpn, and other softwares
- probably stuff with computers
- Resolving software / website issues
- student help
- tech help.
- Tech services
- Tech stuff
- Tech support, Microsoft support, canvas support, my mav support
- Technology
- Technology?
- Trainings on platforms like sitecore
- Troubleshooting services for our tech
- Wifi, Office 365
- No idea / Not sure / I don't know (11 responses)

### What services have you utilized?

Answer	Percentage	Count
Microsoft 365	35%	33
Adobe	9%	8
LinkedIn Learning	5%	5
QuestionPro	2%	2
Computer Labs	9%	8
uta.cloud	4%	4
Gartner	0%	0
AWS Educate	0%	0
WiFi	35%	33
Other	1%	1
<b>TOTAL</b>	<b>100%</b>	<b>94</b>

Figure 23: 35% have used Microsoft 365.

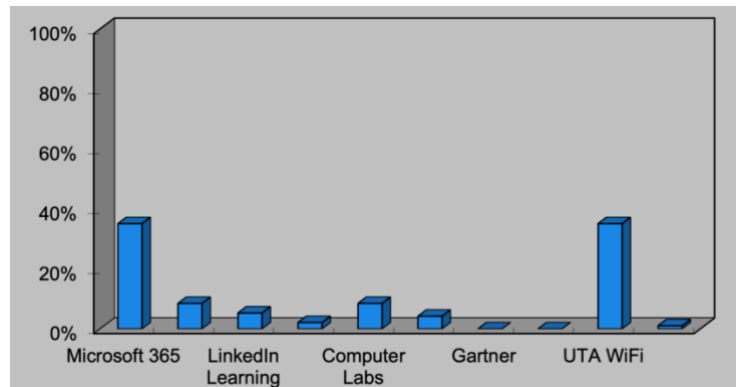


Figure 22: A chart showing 35% have used Microsoft 365.

*Do you know how to contact OIT Help Desk if you run into technical problems?*

Answer	Percentage	Count
Yes	39%	14
No	42%	15
Maybe	14%	8
Unsure	6%	2
<b>TOTAL</b>	<b>100%</b>	<b>36</b>

Figure 25: 42% do not know how to contact the OIT Help Desk.

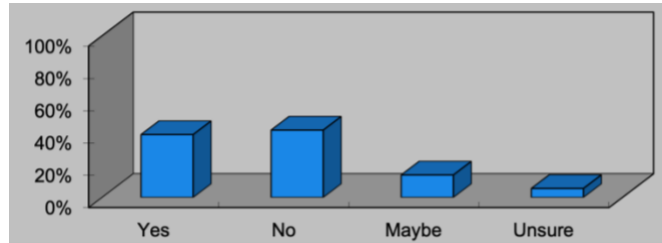


Figure 24: A chart showing 42% do not know how to contact the OIT Help Desk.

*If you have contacted OIT, tell us about your experience and why you reached out to OIT.*

- I did contact them a year ago to help fix my Canvas and they did that in no time and with very less effort.
- I have contacted OIT about canvas issues at the beginning of the semester and the online chat was very helpful and should be encouraged when students have technical questions
- I haven't contacted OIT yet
- Most recent my lockdown browser was not working and it had froze. So I contacted the OIT department and they walked me through how to exit the application and re download it
- Needed help with accessing my student account when there was a login glitch.
- very good they helped me out
- N/A (4 responses)

*What suggestions do you have to improve OIT's communication with students?*

- Better WiFi
- Maybe have the teachers recommend going through OIT for resources that benefit certain assignments.
- Not a lot of students know about OIT. Most students hear about some of the services through other students experiences.
- not sure, maybe it could be advertise in the schools newspapers , could be talked about in orientation
- Nothing.
- Perhaps reaching out to students and professors via email at the start of semester with a list of services you provide would improve communication.
- Text messages regarding outages, known issues and their approximate ETA
- They are super helpful and I just wish they were more fast.
- Y'all should be upfront with us about wifi cuts, or slow downs. We should also have a stable wifi connection on campus because we're now at an age where that is needed everywhere we go.
- N/A or None (6 responses)

## Website Analyses Data

The following comments are paraphrased. Our observations are presented in italics.

### *Interview with Participant 1*

**Do you know what OIT is?** “Are you talking about Canvas? Then yes.”

*User knows about OIT from the Canvas sign-in screen.*

**How do you get to OIT’s website?** “I search for UTA Tech or UTA Technology on Google.”

I have never been able to find the OIT webpage internally.

**If you’re having trouble with your student account, how do you find the Help Desk?**

“Usually I lookup UTA NetID, I don’t navigate internally.”

*User tries to find the solution under OIT’s Service tiles for Students - starts with networking, then finds Identity and Security tile, then gets to NetID Self Service Page.*

**Do you know how to access the student WiFi?** “Yes, it took me 4 weeks to access it because it’s using my old NetID password, not my current password. I reached out to OIT about this and haven’t received a response, so I’ve just been rolling with it.”

**Do you know the school offers VPN to access the Library?** “Nope, I wasn’t aware. I knew there was a VPN for the Fix-It page to submit a 24-hour maintenance request, but my computer won’t let me access that for whatever reason. I haven’t had trouble with the library though.”

**Do you know how to find VPN from this page?**

*User goes to Internet and Network tile. Jumps right to VPN Page. 2 clicks.*

**Do you know where to find services and resources available to you as a student?**

*User goes to free services, free for students. 2 clicks.*

**Have you ever gone to see what services are available?** “I know what services exist but I haven’t really had a need to use them so I haven’t looked in-depth on them.”

**Are you able to get to the UTA home page from the OIT website?**

*User clicks the OIT logo and it goes to uta.edu.*

**Any input to give on how to make this better or do you think it’s all really good right now?**

“I don’t usually end up going to that page, but an offshoot. It’s navigable enough, I just think the support behind it like the Help Chat I have never been able to get it to work. Whenever I have reached out, either the WiFi kills my request or I don’t receive a response.”

**How did you find out about these services?** “I’ve been aware that the school has WiFi, I just could not connect to it for a solid 3-4 weeks. I did not know Eduroam is the school WiFi. I thought it was someone carrying a hotspot around campus. It took me 3 weeks to figure out that my old password is still being used for the WiFi sign-in.”

### *Interview with Participant 2*

**Whenever you need OIT assistance, how do you find that help?** “If I am going from the UTA homepage, I’ll just type IT into the search bar.”

*No relevant search results appear, only “live chat - help center” which is confusing because it’s named differently, Math IT support appears but not OIT. User types information technology, and a search result for Canvas Login appears, followed by office of information technology.*

“Generally what I would do is type in the specific problem, like ‘WiFi’. I don’t really know how to get to the OIT website from UTA’s main page. I will primarily go from Google - that’s for anything UTA-related. I don’t generally search using the UTA homepage.” User googles ‘UTA IT Support and Help Desk Support page appears. “If I have an IT question, I’ll just send them an email.”

**Are you able to find how to access the student WiFi?** “Login or access the WiFi on campus? Yes, I had to look up how to do it but I was able to follow the instructions. I was using UTA Guest but had to keep reconnecting. I tried the student one and had to enter information in specific fields but I was able to get it working on my laptop and eventually my phone.”

**Did you know about the VPN to access Library databases?** “Knew about databases, not the VPN. I know there’s a way to access a desktop that’s running on one of the school servers because I did that at UT Tyler and I assume UTA has something similar. I haven’t looked up how to do this because I haven’t needed to. I probably would only use it if needed access to specific programs like AutoCAD.”

**Do you know where to find the services available to you as a student?** “No. I think I remember trying to look stuff up but the only thing I am aware of is MS 365.”

User googles Student Services and goes to <https://www.uta.edu/student-life/services> *Maybe Student Services could change the link they have for OIT to this one so it drops the user directly on the services tile? <https://oit.uta.edu/index.php#oit-services>. User finds student services tile on OIT website. Seems like you have to know what to look for.*

“If you google Student Services, you get that department. So it’s a matter of knowing that it’s the same thing but under different categories (sites) so it’s more difficult to get to.”

*User clicks through some of the student services tiles on the OIT website.*

“I did know about the LinkedIn thing, I just haven’t used it.”

*User looks at free and discounted software, auto desk.*

“Well that’s good to know! I knew about the Microsoft stuff because I’m using it and I did know about the labs. They talked about the library services and labs in Engineering 101. I’ll have to check out the Adobe stuff because I know that’s nice to have. I haven’t been in enough classes where these services would apply - the big stuff I would have used up to this point is the Microsoft stuff. As far as the VPN, AutoCAD, access to school computers that will be useful when I am higher level classes but not on campus will be useful then but at the moment, I haven’t had a reason to use them. I have been using UTA email, WiFi, MS 365, and others.”

**Anything that could be improved upon on the website?** “I would say having the free stuff and applications be more up front and not buried behind multiple tabs. Because as a college student, FREE anything will grab your attention. Having it more prominent would be beneficial. Even me as a computer-savvy person, I don’t know how easily digestible all of this information would be. Some students may not know what a VPN is or the benefit of using one. I don’t even know why I would use this or why it’s a benefit. Same with files and storage - I have a 2 TB hard drive and access to google cloud so what’s the benefit of using the UTA storage? What is Azure for students?”

*User has to click on the links to get more information - having shorter information up front would be easier because it’s buried.*

“It’s a bit buried where you need to go for stuff - if you know where to click you can figure it out. As a busy student, I’m only going to utilize something if I understand up front what it is and how easy it is to get access to it. Put all the information together at once. Looks like I would have to do more research and digging just to figure out the benefit of the thing and how to use it. Make it more upfront what the benefits of the services are and what they can do. I’ll probably be using these services more later on in my degree - like Illustrator and whatever the drawing tool is (I think he means AutoCAD). Maybe it would be good to have some of that info available on the College of Engineering website - this software is frequently used in these classes. Get familiar with the software ahead of time so when you get to those classes you aren’t learning the software at the same time as you’re trying to do a project.”

### *Interview with Participant 3*

**Do you know what OIT is?** “I have heard professors tell us to contact OIT if we need help downloading software for a class. User mentions SPSS, but this information is hard to locate on the OIT website.”

*User mentions the professor didn’t provide instructions on how to download this software.*

**Do you know how to access the OIT website?** *User types UTA OIT on Google. 2 clicks.*

**Do you know how to access OIT’s services?** “I don’t. It’s probably under Support > Get Help. Or would you just email them?”

*User finds the service tab. 3 clicks.*

**Do you know how to access the school WiFi?** “I’ve noticed that a lot of students don’t know about the WiFi and I showed other students how to access it and let them know it also works outside the classrooms. How did no one tell you that you could be on WiFi?”

**Do you know about the VPN?** “No, I’ve heard about it on YouTube for watching Netflix.”

**How do you get help from OIT?** “I guess you would email them. Normally they send you emails. I would probably just open my email and see if their email address is saved there. Perhaps if you email them they’ll tell you who you should contact instead.”

**How navigable was the website?** “Pretty easy.”

**Anything you think they could improve upon?** “Not that I can think of.”

**How do you think would be the best way for you to learn this information from OIT? What would have helped you realize these services were available to you sooner?**

“A slide at Orientation would be helpful. Or the UNIV 1101 class that is major-specific. I know they have a Library tour - may be they could go over OIT one day?”

#### *Interview with Participant 4*

**Do you know what OIT is?** “No.”

**Do you know what services are available to you as a student?** “No.”

*User cannot find student services easily. Many clicks.*

**Do you know how to access the OIT website?** “No.”

**You need help with your account. Do you know how to find the Help Desk?** “I would probably just email them.”

*User goes to Support > Help Desk. 2 clicks.*

**Do you know how to access information on WiFi?** *User finds this in 2 clicks.*

**Do you know how to use the VPN?** *User finds this in 2 clicks.*

**Any suggestions?** No. Website is fairly navigable.

## Analysis and Ranking of Suggestions

We evaluated solutions for improving communication with students using a decision matrix.

Each solution was evaluated on a scale of one to five, where five is the highest. We considered factors that are important to OIT and assigned a weight to each factor where five is the highest. We multiplied the solution's score by the factor to generate a total.

	Create a student-centered community	Reach students effectively	Leverage existing resources	Offer a good return on investment	Be sustainable over time	TOTAL
<b>Weight</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>N/A</b>
Partner with faculty	5	5	5	5	5	75
Rework the way services are displayed on the OIT website	5	5	5	5	5	75
Appear at orientation or in UNIV 1101	5	5	5	5	4	74
Provide information to colleges	4	4	5	5	5	66
Distribute information at key points during the semester	4	4	5	5	5	66
Display work created using OIT's services	5	3	5	4	4	64
Host a student-led initiative to create marketing collateral	5	3	5	4	4	64
Introduce OIT staff and student workers on the OIT website	5	3	4	4	3	60
Post QR code stickers on campus	3	4	5	4	5	59
Create social media channels	3	4	5	3	4	56

Figure 26: Decision Matrix

## SWOT Analysis of Solutions

We evaluated each solution using the SWOT method.

### Strengths

- OIT offers a wide variety of useful services to students.
- OIT has leading technologies that apply to many different academic disciplines.

### Weaknesses

- OIT's communication is not reaching students effectively.
- Students are not aware of what services are available and how to access them.

### Opportunities

- Partner with faculty.
- Rework the way services are displayed on the OIT website.
- Appear at orientation or in UNIV 1101.
- Provide information to colleges.
- Distribute information at key points during the semester.
- Display work created using OIT's services.
- Host a student-led initiative to create marketing collateral.
- Introduce OIT staff and student workers on the OIT website.
- Post QR code stickers on campus.
- Create social media channels.

### Threats

- Faculty may be too busy to work with OIT.
- OIT's resources may be dedicated to building websites for other groups on campus.
- Students may not engage with the materials in the advising offices or the advising offices may not have sufficient space to display the materials.
- Students may be at their saturation point and not retain the information.
- Students may not notice the information due to other outlets competing for their attention.
- Students may not see the areas in which the work is displayed.
- Students may not have time to balance studies and work and deliver marketing collateral when OIT needs to distribute it.
- Students may not notice the indicator that means the news is relevant for them.
- Students may not click on the slide carousel.
- Students may not read the "About" page where staff and student workers are introduced.
- Students may not all be on campus to see the QR codes.
- Students may not follow OIT's social media channels.

This analysis allowed us to evaluate each solution and provide our best recommendations for OIT.



## ADKAR Analysis of OIT

We examined OIT using the ADKAR model. We assigned a value between one and five where five is the highest to identify weak areas.

**AWARENESS of the need for change.** 3 – OIT is aware that communication does not always reach students effectively.

**DESIRE to participate and support change.** 5 – OIT is extremely interested to partner with students and highly motivated to support them.

**KNOWLEDGE of how to change.** 3 – OIT knows communication with students could use improvement but is unsure of the most effective ways to reach students and what methods students would prefer.

**ABILITY to change.** 5 – OIT is well-staffed with creative employees and has sufficient tools and resources to implement and sustain enhanced communication with students.

**REINFORCEMENT to sustain the change.** 5 – OIT is a large organization with many talented employees, partnerships with other agencies at UTA, and a host of communication channels at their disposal.

This analysis indicates that OIT may need support in understanding the need to improve communication with students and the most effective means to do so.