

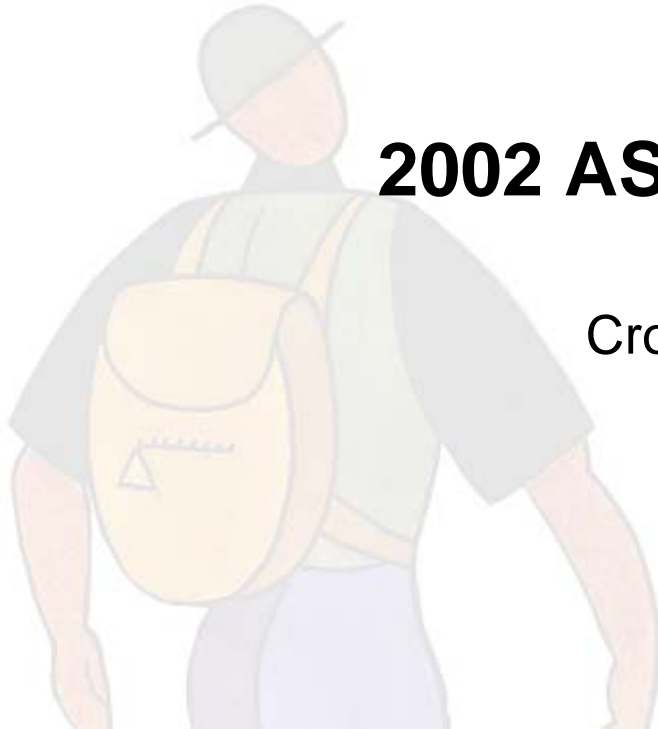
# Activity Reports and User Feedback

## **2002 ASSIST Conference**

November 12

Crowne Plaza Hotel

Irvine, CA



# What We Can Know



- The number of site hits
- The number of reports requested
  - Printed
  - Viewed
- The type of report
  - TCA or articulation agreement
- The institution(s) of the report
- The number of visits

# What We Can't Know



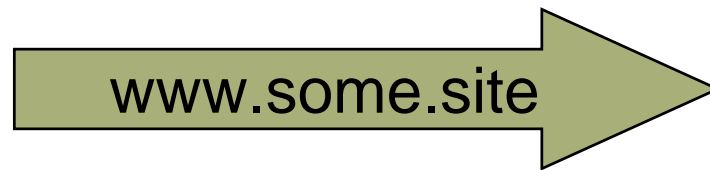
- *Who* the user is
- Real number of visits from some commercial online services
- The work or use pattern of any user

# Terms Explained



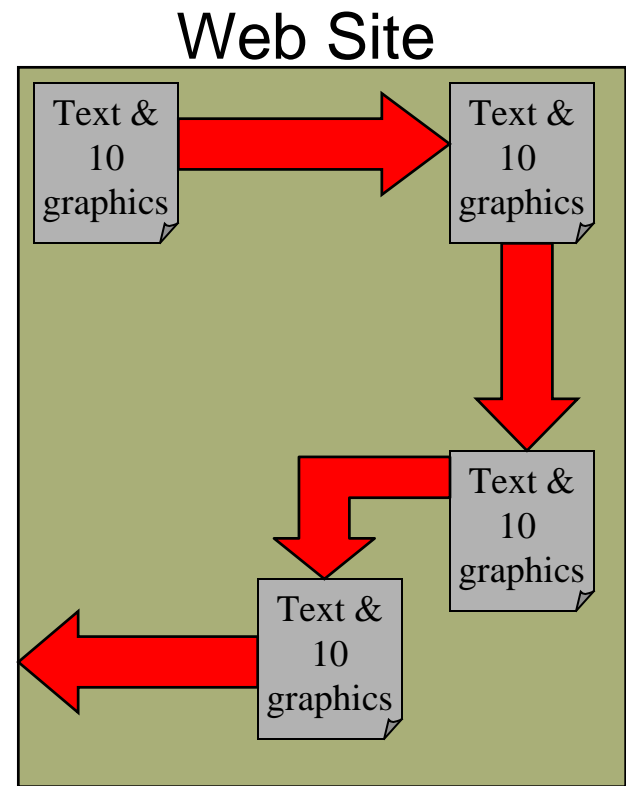
- Hit –  
A request for a file. Could be a page or a graphic or any other object.
- Visit/visitor –  
A visit to [www.assist.org](http://www.assist.org) from a specific IP address. Repeat visits within 15 mins. count as 1
- Report –  
A request for a TCA or an articulation agreement, either on-screen or pdf.

# Hit Numbers



The number of “hits” is the most commonly used measure of use, but...

1 visitor, 1 visit, 44 hits



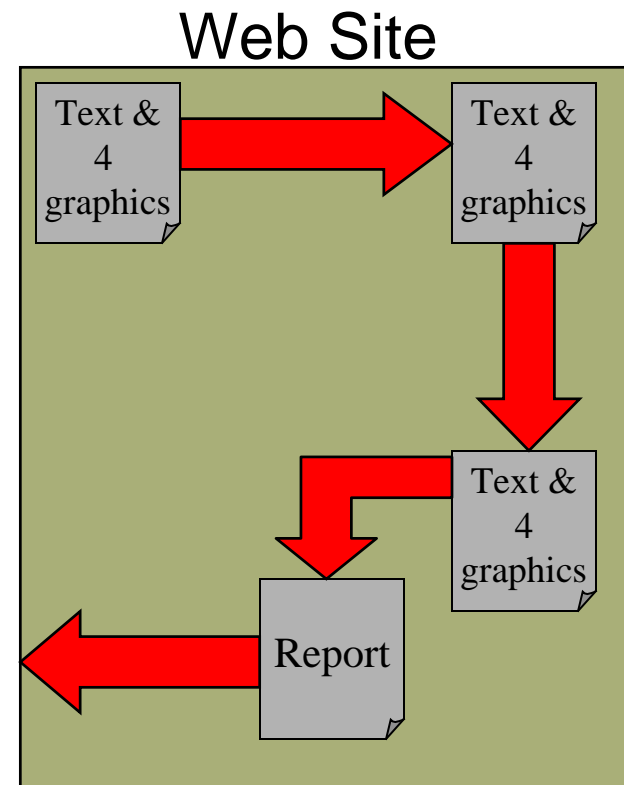
...the number can be misleading.

# Determining Use



Most useful report is the number of reports requested.

1 visitor, 1 visit, 16 hits,  
**1 ASSIST Report**

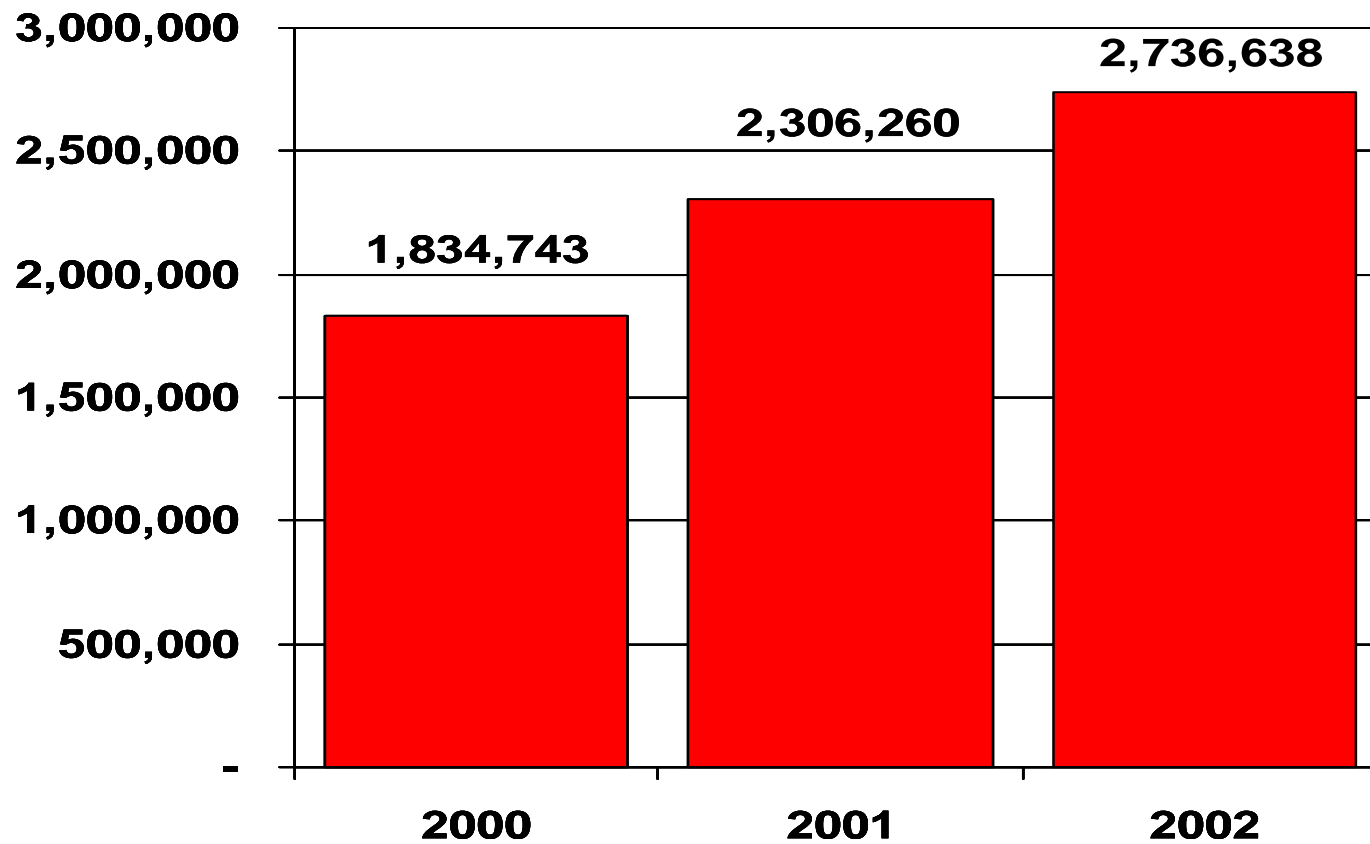


# General Report - Totals

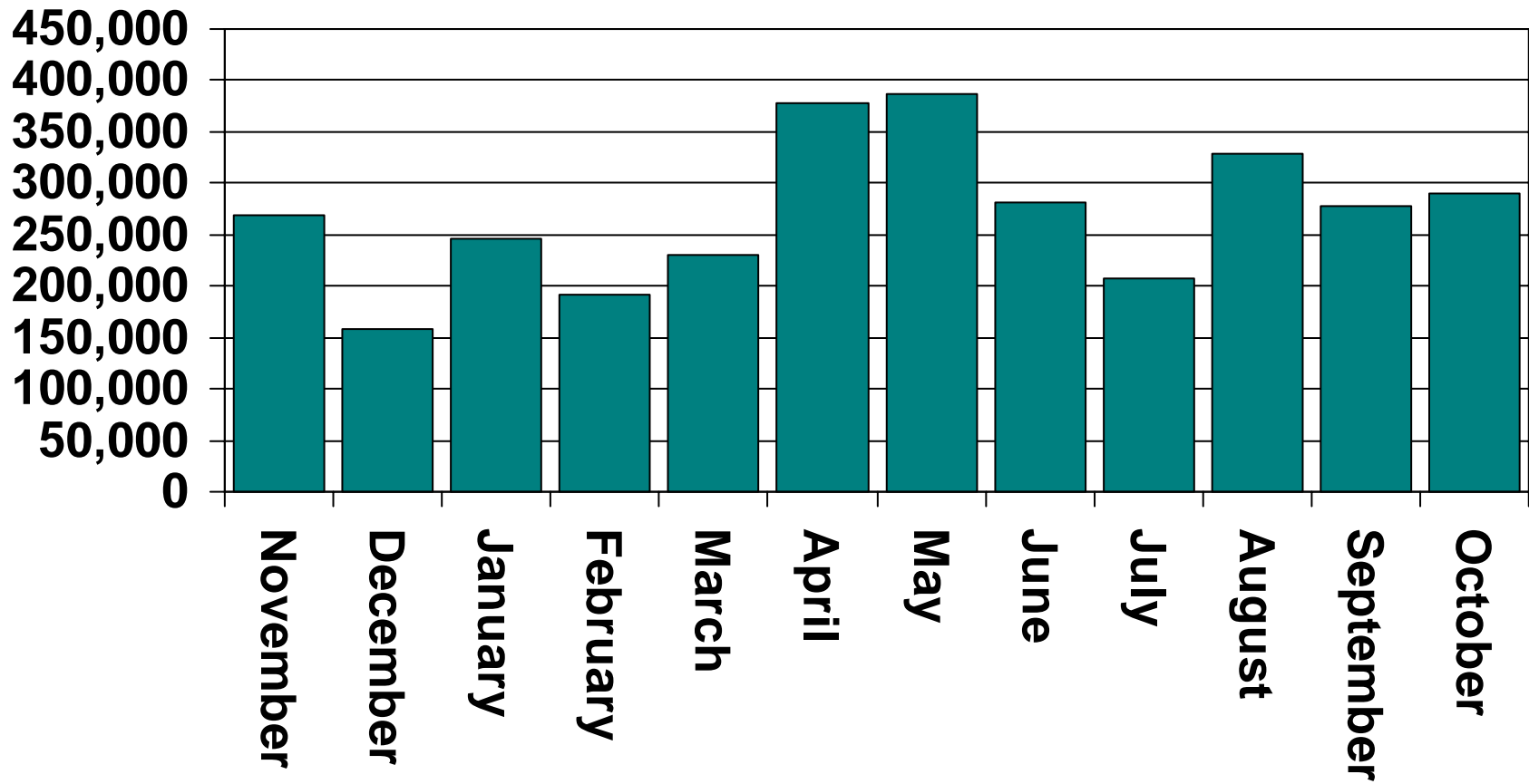


- Site hits since January, 2000  
**100,458,186**
- Visits since January 2000  
**5,152,381**
- Reports since January 2000  
**6,877,641**

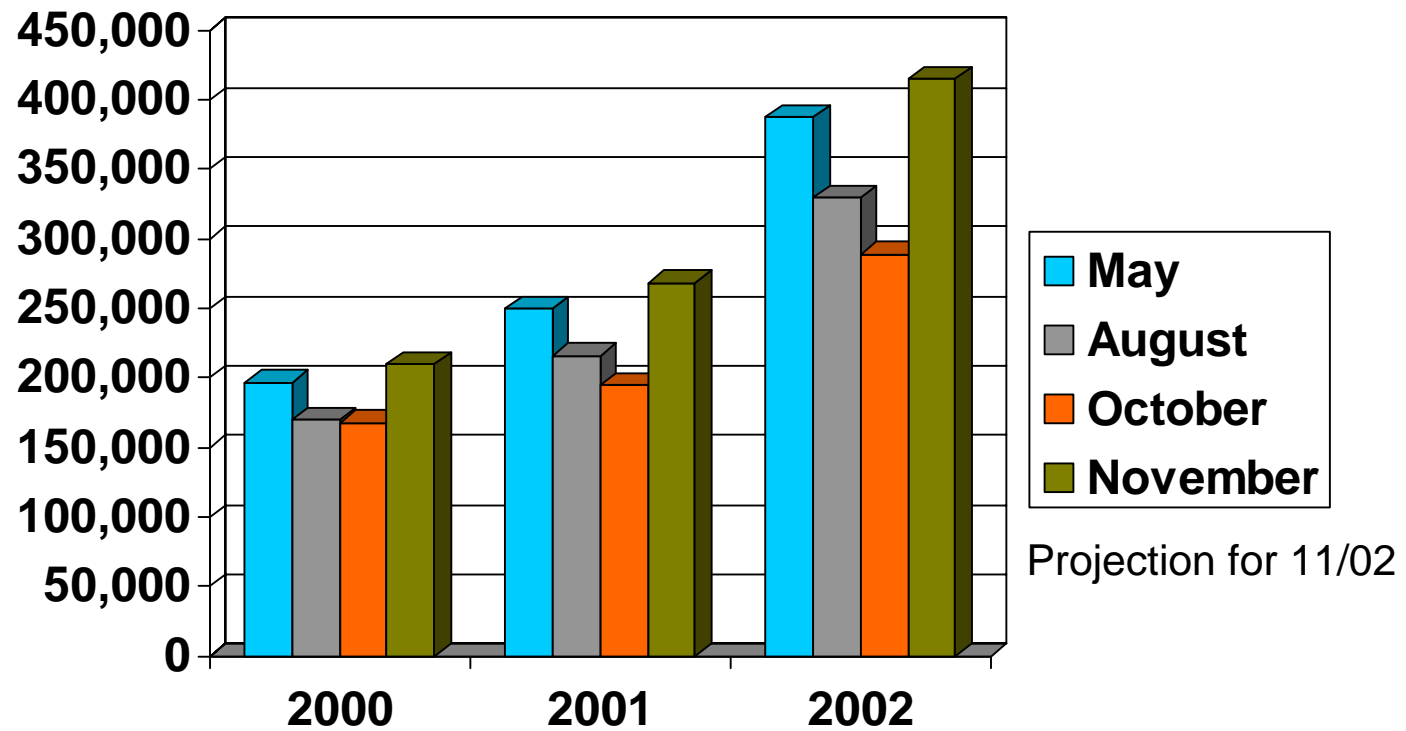
# Reports by Year



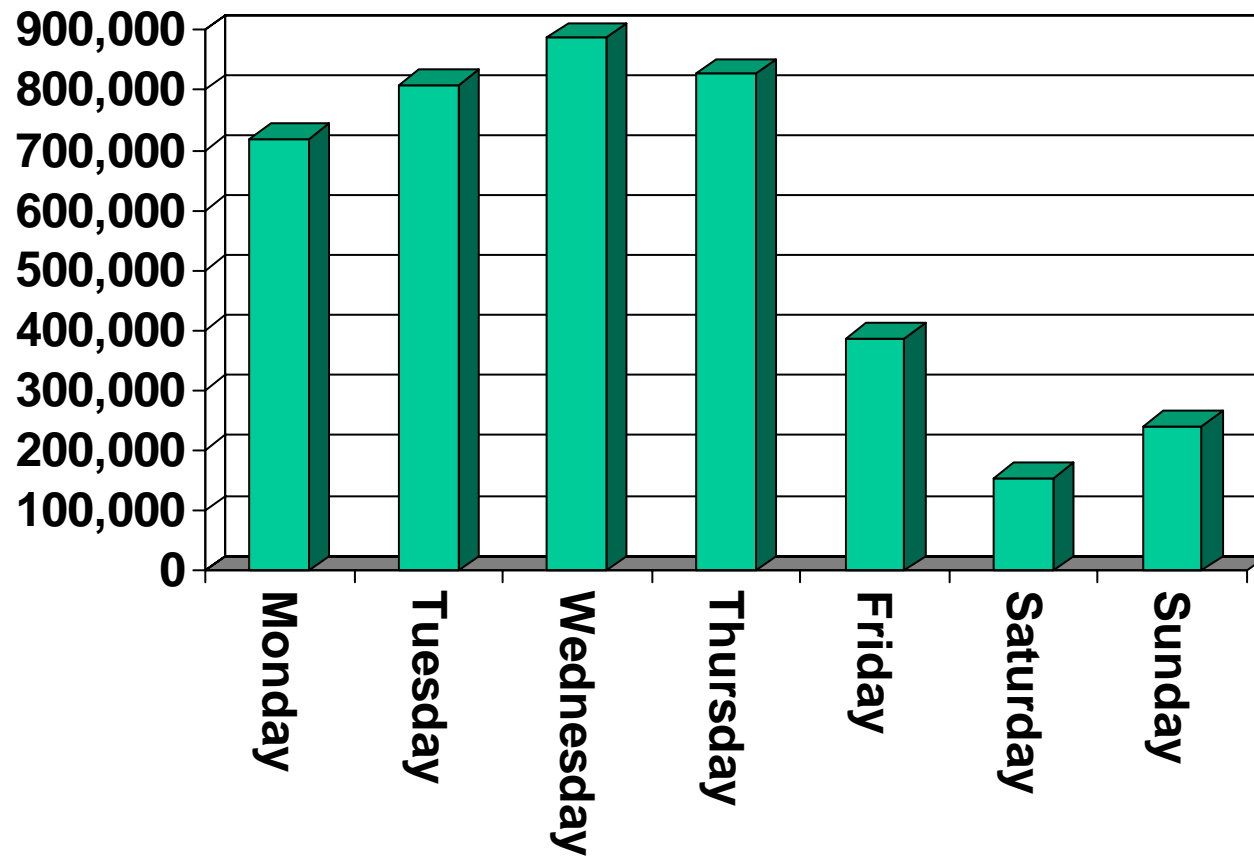
# Reports by Month – this year



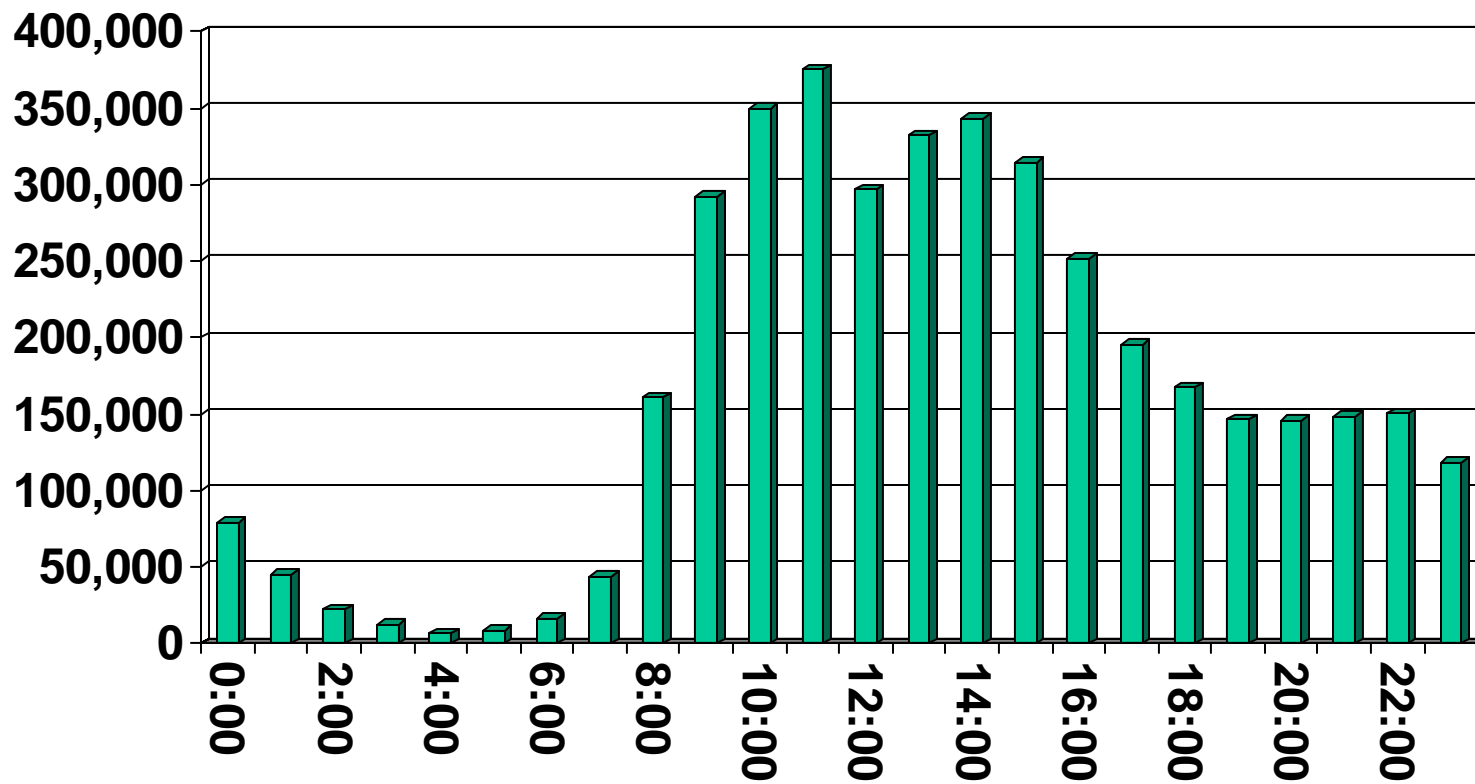
# Selected Months – year to year



# Requests by Day



# Requests by Hour



# Reports Available to Campuses



- <http://assist.org>
  - Database
    - ASSIST Activity Reports
- General
- Community College Transfer Course Agreement Reports
- Some customized reports available at request (with sufficient notice)
- Example of Custom Report for Saddleback

# User Feedback



# Two Feedback Forms:



- Feedback Form
- Transfer Denied Form
  - Both forms include links to the FAQ page.
  - Users don't make much distinction
  - Users often think their message is going to someone on campus
  - Most are questions from students
- Link to FAQ page

# Kinds of Questions...



- Students that need general academic advising
- Information for private or out-of-state institutions
- Questions about reverse-transfer issues
- Other academic questions unrelated to ASSIST

# Kinds of Questions...



- Students looking for non-existing articulation
  - No articulation between those campuses
  - No articulation for a course or program
- Confusion about a term or concept
  - Especially transferable/articulated
- Actual feedback about usability