December 2013

Mae Beale, Special Assistant to the Dean
Overview

1. Why did we build the GPS?
2. What is it?
3. Preliminary feedback:
   *(It’s VERY positive!)*
Some information was way out of date or posted five different times in different places. It was hard to verify things.

I was clicking through a lot of pages but not always finding what I needed.

I couldn’t trace my way back to the important pages I needed.

Just give me exactly what I need, or I’m gone.

I ended up having to send my test scores so many times, since I couldn’t find the right school code on the website.

There’s just so much text on these pages. It was hard to find anything.

The setup can be confusing because you have to find most information by department and sometimes I don’t know which department to look in.

When I was applying, I just had to Google everything, since I couldn’t find the information on the website.
Student focus group results

Most important items for snapshot:

1. What’s the school’s reputation?
2. Do they have my program of interest?
3. Can I get in?
4. How much does it cost?
5. How do I apply?
How to access the GPS

sph.unc.edu/gps

Links shown route to GPS Search Page or GPS Detail Pages.
Rest is integrated with department pages.
Current issues; potential benefits

Issues for prospective students:

- Information is **difficult/laborious** to find on website.
- Students **expect on-demand** information.
- Prevents students from being **forwarded**.
  (e.g. via phone, email and/or in-person)

Benefits to staff:

- **Save staff time** now spent answering routine questions and updating the same information on several webpages.
- **Eliminate duplication, inconsistencies, inaccuracies and gaps in content.**
Issues fixed to benefit everyone

**Issues for prospective students:**
- Information is **easier** to find on website.
- Students expect **on-demand** information.
- Students are very likely to be forwarded (e.g. via phone, email and/or in-person). **Fewer forwards.**

**Benefits to staff:**
- **Save staff time** now spent answering routine questions and updating the same information on several webpages.
- **Eliminate duplication, inconsistencies, inaccuracies** and gaps in content.
Google analytics & student feedback

900+ visits/day*

1200+ yesterday

80+ countries

* Average visits/day for past 8 days

“Incredibly easy to use! As a prospective student, all the information I was looking for (admission deadlines, cost, average GRE scores, etc) was clearly visible in the overview and I could drill down for details when I wanted to see more. Exceptional program - one more reason to love UNC-CH.”

Not At All Useful. [Looking for] description of courses of the PhD program. Put more information on a page.

“…that tool is AWESOME!”
### Top 10 GPS detail pages

*(based on # of visits over the past 8 days)*

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program Detail Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>BIOS PhD</td>
</tr>
<tr>
<td>2.</td>
<td>EPID PhD</td>
</tr>
<tr>
<td>3.</td>
<td>BIOS MS</td>
</tr>
<tr>
<td>4.</td>
<td>HPM MHA-r</td>
</tr>
<tr>
<td>5.</td>
<td>HB MPH-r</td>
</tr>
<tr>
<td>6.</td>
<td>NUTR MPH-RD</td>
</tr>
<tr>
<td>7.</td>
<td>PHLP HC&amp;P MPH*</td>
</tr>
<tr>
<td>8.</td>
<td>HB MPH-r*</td>
</tr>
<tr>
<td>9.</td>
<td>NUTR MPH-RD*</td>
</tr>
<tr>
<td>10.</td>
<td>NUTR PhD</td>
</tr>
</tbody>
</table>

*Top detail pages will change throughout the season based on application due dates (which vary by department and program).*

*Program details page* (others are application detail pages)
GPS recap

1. Student-focused
2. High traffic and great feedback thus far
3. **Saves staff time** (on both ?’s & website maintenance)
4. Students ask more focused questions
5. Offers ability to share page(s) via email
6. Continue refinement next season

It took a village – kudos everyone!
SPECIAL KUDOS!!!

- **Student Services Managers** (esp Aldrich, Eppenstein-Anderson, Jones, Colvin*)
- **Program Directors, other Faculty** (esp BSPH dirs)
- **Chairs**
- **Content Managers**
- Anna Maria Siega-Riz, Charlotte Nuñez-Wolff, Peggy Bentley, Barbara K. Rimer
- Robert Pitts, Justin Woodard
- **Web Team** (Anderson, Andregg, Beale, Binkowski, French, B. Moore, Pesci, Sims Evans)
- Sherry Rhodes, Rashida Moore
- **Dean’s Office staff** (Figueroa, Lee, Myrick)

*EPID Asst to the Chair for Grad Studies*
Questions?
Feedback?
Thank you!
REFERENCE

SLIDES
What *is* the GPS?

Web-based information system:

1. **Search degree & non-degree by:**
   - Program
   - **Keyword**
   - Department, and more options

2. **Two (2) detail webpages per program**
   - Details about program
   - Details about how to apply

3. **Integrated with department webpages & School Bulletin***
   - Autopopulated information on courses, steps, hyperlinked lists of programs, emails, contacts, etc (GPS comprised of 5 tables: Programs, Application Steps, Courses, Contacts, Departments)

Most GPS info is curated by departments.

*Other sources:*
- ConnectCarolina
- UNC Directory
- SPH Institutional Research

Edits/changes?

Contact your student services manager, who will then send the change to the GPS Admin (currently Mae Beale).

*School Bulletin is still under development.*
Multiple points of entry to detail pages

- How to Apply
  - Optional
- Department Landing Page
- Programs Landing (YOUR DEPT ONLY)
- How to Apply to PROGRAM
  - Optional
- Search Tool Landing Page
- Program Detail Page
Increased efficiencies via a database

- **Database**
- **Search tool interface**
- **DB dynamically populates many webpages throughout SPH site**
- **Simplified maintenance process** (via School Bulletin updates once each summer, or via a help ticket anytime)
Database populates many pages

Department pages:
1. **Apply** *(8)*
2. **Degrees & certificates** *(8)*
3. **Courses** *(8)*

Two detail pages *for each* program/degree/certificate:
4. **Details about program/degree/cert** *(~55)* *(incl course req’s)*
5. **Details about how to apply** *(~55)*

Other pages:
6. **School bulletin** *(1)*
7. **Search page** *(1)*
8. **SPH FAQs** *(1)*
9. **Department snapshots** *(8)* *(for prospective students)*
Case study

Caller (after hours):
Hello. I live in D.C. and am interested in...

learning more about your online MPH.

Immediate next steps for the caller:

- Learn **our structure**: 8 depts; several MPHs
- **Get forwarded to OSA** for help with choosing interest area(s) and list of depts with online MPHs.
- **Explore all relevant dept websites.**
- **Get forwarded to student services managers** for each dept of interest re deadlines, qualifications, etc.
THINGS ON THE FRONT PAGE OF A UNIVERSITY WEBSITE

- Campus Photo Slideshow
- Alumni in the News
- Press Releases
- Statement of the School’s Philosophy
- Virtual Tour
- Promotions for Campus Events

THINGS PEOPLE GO TO THE SITE LOOKING FOR

- List of Faculty Phone Numbers and Emails
- Campus Address
- Application Forms
- Academic Calendar
- Campus Police Phone Number
- Parking Information
- Usable Campus Map
- Department/Course Lists

FULL NAME OF SCHOOL
1. Search landing
2. Search results
3. Search results email
4. Utility buttons at right of PD & AD
5. Program details (PD)
6. Application details (AD)
You have a world of academic options at UNC Gillings School of Global Public Health.

Ready to figure out which one is right for you?

No matter your education level, the Gillings Program Search tool helps you explore the options and determine what you really want.

Choose CRITERIA or SEARCH BY KEYWORD to access useful information on selecting a department, a degree, tuition and costs, learning environment, requirements and more.
Prepopulated emails

Click this link to view UNC Gillings School of Global Public Health Programs:
http://sph.unc.edu/gps/?rasp_st_level_tax%5B%5D=doctoral
Utility buttons at right of PD & AD

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**How To Apply**
Click the button below for details on applying to this program.

- [APPLICATION DETAILS]

**Department Information**

- [MORE PROGRAM INFORMATION/FAQ’S]
- [STUDENT HANDBOOK]
- [HPM DEPT SNAPSHOT]

**Questions?**
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[PRINT THIS PAGE]
[SAVE DETAILS AS PDF]
[EMAIL THIS PAGE]
[SEARCH OTHER PROGRAMS]
Program Details (PD)

Program Focus
Provides advanced, research-oriented training in theory and methodology of biostatistics to prepare individuals for careers in academic, government and industry.

General Information

<table>
<thead>
<tr>
<th>Minimum Credit Hours:</th>
<th>47</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expected Duration:</td>
<td>4-6 yrs</td>
</tr>
<tr>
<td>Learning Environment:</td>
<td>Residential</td>
</tr>
<tr>
<td>Dual Degree Options Available:</td>
<td>Yes</td>
</tr>
<tr>
<td>Application Cycle:</td>
<td>Fall</td>
</tr>
<tr>
<td>Application Deadline 1:</td>
<td>February 11, 2014</td>
</tr>
</tbody>
</table>

Applicant Information

<table>
<thead>
<tr>
<th>Who Should Apply:</th>
<th>Students with strong quantitative abilities and an interest in applications of math, statistics, and computer programming to health-related issues.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applications Received:</td>
<td>~150</td>
</tr>
<tr>
<td>Applicants Admitted:</td>
<td>~40</td>
</tr>
</tbody>
</table>

Enrolled Student Demographics:
- 40% / 60% female to male
- 53% minority, including 11% underrepresented minorities (defined as Black or African American, Hispanic of any race, American Indian or Alaskan Native, Native Hawaiian or Other Pacific Islander)
- 45% international
- mean age of 29

Our School is committed to diversity and inclusion.

Total Students Enrolled: ~90

Incoming Class Size: Matriculating class size for the program: 11-19
Application Details (AD)

1. Complete online ApplyYourself application

APPLICATION DEADLINE: FEBRUARY 11, 2014 | FEE: $85 | STEP LINK

(ApplyYourself is a common application system for UNC-Chapel Hill programs.)

STEP LINK

3. FYI: application review process

1. SPH application review:
   Interview
   - No interview required.
   Department recommendation will be sent to the Graduate School for final approval.

2. UNC Graduate School application review and final decision:
   The UNC Graduate School reviews all admissions recommendations made by programs. Once final decisions have been made, the Graduate School will send you an email instructing login to the ApplyYourself portal to see the decision letter.

3. NOTE: Financial aid is separate from the admissions process. For more information, please refer to our School’s Costs and Funding page and/or UNC-Chapel Hill’s Office of Scholarships and Student Aid (OSSA) website.

Questions?
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CHAPEL HILL, NC 27599-7420
USA

EMAIL THIS PAGE
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