1. Department/Section Name

<table>
<thead>
<tr>
<th>Department/Section Name</th>
<th>Responses</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Administration &amp; Finance</td>
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<tr>
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<tr>
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<td>Alumni Affairs</td>
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<td>6%</td>
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<td>Athletics</td>
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<tr>
<td>Board of Trustees</td>
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<td>0%</td>
</tr>
<tr>
<td>Bookstore - STX</td>
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<td>0%</td>
</tr>
<tr>
<td>Center for Marine &amp; Environmental Studies</td>
<td>1</td>
<td>6%</td>
</tr>
<tr>
<td>Center for Student Success</td>
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<td>0%</td>
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<tr>
<td>Center for the Study of Spirituality and Professionalism</td>
<td>1</td>
<td>6%</td>
</tr>
<tr>
<td>College of Liberal Arts &amp; Social Sciences</td>
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</tr>
<tr>
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<td>0%</td>
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<td>Emerging Caribbean Scientists (ECS) Programs</td>
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<td>6%</td>
</tr>
<tr>
<td>Financial Aid</td>
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<td>0%</td>
</tr>
<tr>
<td>Health Services - STT</td>
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<td>0%</td>
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<tr>
<td>Human Resources</td>
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<td>0%</td>
</tr>
<tr>
<td>Information &amp; Technology Services</td>
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<td>6%</td>
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<tr>
<td>Institutional Advancement</td>
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<tr>
<td>Institutional Effectiveness</td>
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<td>0%</td>
</tr>
<tr>
<td>Institutional Research &amp; Planning</td>
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<td>6%</td>
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<tr>
<td>Internal Audit</td>
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<tr>
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<tr>
<td>Office of the President</td>
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</tr>
<tr>
<td>Office of the Provost</td>
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<td>0%</td>
</tr>
<tr>
<td>Public Relations</td>
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<tr>
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<tr>
<td>Research &amp; Public Service</td>
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<td>Sponsored Programs/Title III</td>
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<td>6%</td>
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<tr>
<td>Student Activities - STT</td>
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<td>0%</td>
</tr>
<tr>
<td>Student Affairs - STT</td>
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<tr>
<td>Student Housing - STT</td>
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<td>VIUCEDD</td>
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<td>6%</td>
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<tr>
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<tr>
<td>Career Services</td>
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<td>0%</td>
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<tr>
<td>Health Services - STX</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Student Activities - STX</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>VIERS</td>
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<td>0%</td>
</tr>
<tr>
<td>Cooperative Extension Services (CES)</td>
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<td>Water Resources Research Institute (WRRI)</td>
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<td>0%</td>
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<tr>
<td>Honors Program</td>
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<tr>
<td>Student Affairs - STX</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Access &amp; Enrollment Services</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Student Learning Assessment</td>
<td>1</td>
<td>6%</td>
</tr>
<tr>
<td>Bookstore - STT</td>
<td>1</td>
<td>6%</td>
</tr>
<tr>
<td>Strategic Plan</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Institutional Assessment</td>
<td>0</td>
<td>0%</td>
</tr>
</tbody>
</table>

2. Who manages the content in your area's section of the UVI website?

Currently, the Director has received training, but given the size of our center (>18 faculty and staff, 5 facilities in 2 islands), and the volume of research, teaching, education and outreach, it is...
impossible for the director to update the content in any meaningful way. In addition, unless most people are trained and allowed to change pages, one single person will probably require 50% of a full time for the next 3 months to update the entire website. Who is funding this work? Most of our CMES faculty and staff are in soft money and have their plates full with work. Why are people whose jo...

3. When were your content contributors trained to use Microsoft SharePoint?
- Oct 2012 to Sept 2013: 2 (14%)
- Oct 2011 to Sept 2012: 2 (14%)
- Oct 2010 to Sept 2011: 0 (0%)
- Oct 2009 to Sept 2010: 1 (7%)
- Oct 2008 to Sept 2009: 2 (14%)
- Oct 2007 to Sept 2008: 3 (21%)
- Not Yet Trained: 3 (21%)
- Training Not Needed: 1 (7%)
- We don’t have a content contributor: 0 (0%)
- Other: 5 (36%)

People may select more than one checkbox, so percentages may add up to more than 100%.

4. Who is your Internet audience? What group(s) do you cater your web content and services to?
a. International Scientific community and research collaborators.
b. UVI students and perspective students for both undergraduate and graduate studies.
c. General public (especially our VIMAS and community outreach programs).
d. Territorial and other government agencies, federal and private sponsors and funding agencies.

Potential and existing staff, students and faculty.
Faculty/Staff  Researchers  Funding Agencies  Other Universities  Office of Sponsored Programs  VIMAS  the community, and nationally
Our audience is made up of a lot of groups. The largest is students who are interested in attending U...

5. Who was involved in completing this needs assessment?
Dr. Kostas Alexandridis with feedback from CMES faculty and staff.
Judith Rogers, Christine Freeland, Sharlene Harris, Dannica Thomas
Marisel Melendez and Dr. John Hill
Dara M. Cooper
Dr. Wendy V. Coram, Director
Amanda Wright, Aimee Sanchez, Teresa Turner, Robert Stolz
Consumer Advisory Council and Virgin Islands Assistive Technology Foundation
Incorporated
Laurie Blake & Andrea Ruan
We are presently working on this.
Lennie Hudspeth (me)
No one else
H. Thomas C. Simon
Ashley Till
Tanisha Mills
Primarily Dr. Xuri
Maurice Allen, Mr. Campbell Douglas, Ms. Natasha Mills
PR Staff – Gary Metz, Monica Pinkel-Wil
...

6. How often does your department update its homepage?
- Never: 1 (6%)
- Annually: 5 (29%)
- Once or Twice a Semester: 5 (29%)
- Monthly: 3 (18%)
- Weekly: 1 (6%)
- Daily: 0 (0%)
- We don’t currently have a section of the UVI website: 0 (0%)
- Once Every Few Years: 0 (0%)

7. How often do you currently update the following information on the UVI website (www.uvi.edu)?
- Service Charter
  - Weekly: 0 (0%)
  - Monthly: 0 (0%)
  - Once or Twice a Semester: 1 (6%)
  - Annually: 0 (0%)
  - Never: 10 (59%)
7. How often do you currently update the following information on the UVI website (www.uvi.edu)? - FAQs & Answers to FAQs

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekly</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Monthly</td>
<td>1</td>
<td>6%</td>
</tr>
<tr>
<td>Once or Twice a Semester</td>
<td>1</td>
<td>6%</td>
</tr>
<tr>
<td>Annually</td>
<td>2</td>
<td>12%</td>
</tr>
<tr>
<td>Never</td>
<td>7</td>
<td>41%</td>
</tr>
</tbody>
</table>

7. How often do you currently update the following information on the UVI website (www.uvi.edu)? - Brochures

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekly</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Monthly</td>
<td>1</td>
<td>6%</td>
</tr>
<tr>
<td>Once or Twice a Semester</td>
<td>1</td>
<td>6%</td>
</tr>
<tr>
<td>Annually</td>
<td>4</td>
<td>24%</td>
</tr>
<tr>
<td>Never</td>
<td>4</td>
<td>24%</td>
</tr>
</tbody>
</table>

7. How often do you currently update the following information on the UVI website (www.uvi.edu)? - Printer Friendly (PDF) Form

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekly</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Monthly</td>
<td>2</td>
<td>12%</td>
</tr>
<tr>
<td>Once or Twice a Semester</td>
<td>1</td>
<td>6%</td>
</tr>
<tr>
<td>Annually</td>
<td>3</td>
<td>18%</td>
</tr>
<tr>
<td>Never</td>
<td>5</td>
<td>29%</td>
</tr>
</tbody>
</table>

7. How often do you currently update the following information on the UVI website (www.uvi.edu)? - eForms

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekly</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Monthly</td>
<td>1</td>
<td>6%</td>
</tr>
<tr>
<td>Once or Twice a Semester</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Annually</td>
<td>2</td>
<td>12%</td>
</tr>
<tr>
<td>Never</td>
<td>5</td>
<td>29%</td>
</tr>
</tbody>
</table>

7. How often do you currently update the following information on the UVI website (www.uvi.edu)? - Publications

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekly</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Monthly</td>
<td>2</td>
<td>12%</td>
</tr>
<tr>
<td>Once or Twice a Semester</td>
<td>2</td>
<td>12%</td>
</tr>
<tr>
<td>Annually</td>
<td>1</td>
<td>6%</td>
</tr>
<tr>
<td>Never</td>
<td>3</td>
<td>18%</td>
</tr>
</tbody>
</table>

7. How often do you currently update the following information on the UVI website (www.uvi.edu)? - News Releases

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekly</td>
<td>1</td>
<td>6%</td>
</tr>
</tbody>
</table>
8. In the next 5 years, what additional information would you like to display on the UVI website?

We need updates at least once per semester in the following areas:

a. CMES structure, including facilities and functions (Marine Science Facility, Wet Lab Facility, Oceanographic Lab Facility, Environmental Analysis Laboratory, Geocomputational and Statistical Analysis Institute, STT VMAS program, STX VMAS program)

b. Faculty and staff research and teaching profiles

c. Photos
9. In the next 5 years, what data would you like to get from your online audience?

a. Community and audience surveys (through embedded professional survey companies currently used such as survey monkey, adobe eforms cloud servers, etc). b. All CMES UVI forms including administrative and research functions (e.g., dive and float plans, study research participant feedback and evaluations, other UVI forms). c. Accident and other reporting functions related to CMES boat and diving fieldwork. Feedback on how to make the website more advantageous for them. Feedback in regards to what's available on site. Concerns about unit. Recruitment information for interested students. Testimonies…

10. Will your area need e-commerce capabilities? If so, describe what type types of products or services you would like in the e-commerce system?

a. Ordering CMES publications and books/broshures b. Potentially branding products for CMES/UVI c. Booking boats, facilities, equipment etc for external (and internal audiences). That would be a nice feature - but not in the near future. Unsure, but possibly a "donate here" button possibly to collect registration fees for the symposium using an online payment system with a credit card or paypal no Training in this area will enable us to predict future hyperlinks. No. As the courses/programs offered continue to grow, particularly on-line, it is critical to provide a fully integrated on-line registra...

11. Does the content manager(s) like our current content management system?

1 - I hate it. 2 - 12%
2 - 2 - 12%
3 - 8 - 47%
4 - 2 - 12%
5 - I love it. 1 - 6%

12. Should we implement workflow?

Yes 9 - 53%
No 4 - 24%
Other 4 - 24%

13. Would your department like website traffic reports?

Annually 0 - 0%
Quarterly 6 - 35%
Monthly 9 - 53%
Weekly 0 - 0%
Daily 1 - 6%
No Report Needed 1 - 6%

14. Does your department use any of the following communication tools? - MyCampus Classifieds

Now 4 - 24%
Later (In the Next 5 Years) 0 - 0%
Never 11 - 65%
14. Does your department use any of the following communication tools? - MyCampus Messages
- MyCampus Communities
- MyCampus eForms
- Blackboard Email Groups
- Blackboard Discussion Rooms
- Blackboard Chat Rooms
- Banner Textbook Lists
14. Does your department use any of the following communication tools? - Podcasts

- Podcasts
  - Now: 1 (6%)
  - Later (in the next 5 years): 5 (29%)
  - Never: 8 (47%)

14. Does your department use any of the following communication tools? - Facebook

- Facebook
  - Now: 10 (59%)
  - Later (in the next 5 years): 1 (6%)
  - Never: 6 (35%)

14. Does your department use any of the following communication tools? - Twitter

- Twitter
  - Now: 8 (47%)
  - Later (in the next 5 years): 1 (6%)
  - Never: 7 (41%)

14. Does your department use any of the following communication tools? - LinkedIn

- LinkedIn
  - Now: 5 (29%)
  - Later (in the next 5 years): 2 (12%)
  - Never: 7 (41%)

14. Does your department use any of the following communication tools? - YouTube

- YouTube
  - Now: 7 (41%)
  - Later (in the next 5 years): 2 (12%)
  - Never: 5 (29%)

14. Does your department use any of the following communication tools? - Picasa

- Picasa
  - Now: 3 (18%)
  - Later (in the next 5 years): 4 (24%)
  - Never: 7 (41%)
### 14. Does your department use any of the following communication tools?

<table>
<thead>
<tr>
<th>Tool</th>
<th>Now</th>
<th>Later (In the Next 5 Years)</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>MyUVI.net</td>
<td>5</td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td>Survey Monkey (or any other eSurvey management website)</td>
<td>11</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Google Docs or Google Drive</td>
<td>8</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Quick Response (QR Codes)</td>
<td>1</td>
<td>4</td>
<td>9</td>
</tr>
<tr>
<td>Google Calendar</td>
<td>6</td>
<td>2</td>
<td>6</td>
</tr>
</tbody>
</table>

### 15. Are you considering using any social media and other communication tools not listed above? If yes, what tool(s)? How will you manage the tool(s)?

Adobe connect
Adobe forms
central Cloud services (dropbox, google drive, skydrive, sugarsync)  
NA  
NA  
The soccer team used facebook this year to get the word out about upcoming games and it seemed very effective. We anticipate using that more for other teams in the future. All seem to be listed. Considering facebook but management of many different social networks is an issue  
no  
no  
no  
I don't know.  
No, just YouTube.  
No . . . Unaware at the Moment  
Blogger
16. If your area participates in social media, who manages social media communications for your area?

Some centrally by CMES administration (e.g., CMES dropbox, CMES surveymonkey (x2 licenses), CMES/VIMAS facebook accounts). Some by individual faculty and staff - research project related and associated. NA The students on the soccer team were the ones getting the word out on facebook about upcoming games and practices. Dara M. Cooper Dr. Wendy V. Coram Primary: Aimee Sanchez Secondary: Amanda Wright Kareem Forbes no n/a I don’t think we have such a person. The department itself doesn’t use these technologies, individual faculty do. Caroline Simon/Hasheem Thomas Facebook - Christine Freeland, Carey ...

17. In the next 5 years, what other web functionality is needed to help your department achieve its strategic goals?

1. Research/Team management tools (interactive - very important) 2. Interactive content 3. Forms and form storage communication 4. Link with social media 5. Storing, displaying and showcasing scientific content and data (including visualizing and serving data to diverse audiences) 6. Newsletter Information about IRB/IACUC Link to Recovery.Gov We would really like to get the word out to potential recruits - especially those in the states about the opportunities to play college sports at UVI. Live streaming? video and a bet ...

18. What type of website should UVI have?

Online Brochure - Brochure style websites have basic promotional information and contact information directed to a general audience.
Online Catalog - Catalog style websites are typically updated annually with new policies and procedures. This design focuses on prospective students, faculty, and donors.
Data & Information Driven - Data & information driven websites utilize a content management system with workflow to allow internal and external stakeholders to request products and services online.
Social Media & Networking Website - A social media & networking website encourages interaction with community driven content - pictures, videos, stories, etc. with other users.
Graphics & Multimedia Driven - Visitors are introduced to the website a graphic rich homepage (aka splash page). Surfers navigate through the website through graphics instead of text-based links.
Other

19. What are the strengths of the current UVI website?

Simplicity. Most or all components are listed; however, I do believe the format can be more attractive and user-friendly. Easy access to division programs etc. Basic and easy to navigate. quick links and short web addresses, slideshows online directory online careers page easy to update Simplicity Colorful Correlated titles See remarks on staff survey The site has really come a long way. The current site is information-driven as it offers a wealth of information where you can find just about anything UVI related on the site. Nice color scheme; visually uniform layout Quicklinks Home Page Menu Bar ...

20. What information should appear on the homepage of the new UVI website? - Slide Show

Yes 13 76%
Maybe 2 12%
No 0 0%

20. What information should appear on the homepage of the new UVI website? - You Tube Video

Yes 6 35%
Maybe 6 35%
No 1 6%

20. What information should appear on the homepage of the new UVI website? - Links to You Tube Video Titles

Yes 5 29%
Maybe 5 29%
No 2 12%
20. What information should appear on the homepage of the new UVI website? - Facebook Status Updates
Yes: 5 (29%)
Maybe: 4 (24%)
No: 5 (29%)

Yes: 11 (65%)
Maybe: 3 (18%)
No: 1 (6%)

20. What information should appear on the homepage of the new UVI website? - Campus Events (Today Only)
Yes: 6 (35%)
Maybe: 3 (18%)
No: 5 (29%)

20. What information should appear on the homepage of the new UVI website? - Campus Events (Today & Tomorrow Only)
Yes: 8 (47%)
Maybe: 5 (29%)
No: 2 (12%)

20. What information should appear on the homepage of the new UVI website? - Important Deadlines & Due Dates
Yes: 13 (76%)
Maybe: 3 (18%)
No: 0 (0%)

20. What information should appear on the homepage of the new UVI website? - Student Activities for the Week
Yes: 11 (65%)
Maybe: 2 (12%)
No: 2 (12%)

20. What information should appear on the homepage of the new UVI website? - Community Outreach Activities for the Week
Yes: 12 (71%)
Maybe: 1 (6%)
No: 2 (12%)
20. What information should appear on the homepage of the new UVI website? - Link to the Bulletin Board

- Yes: 10 (59%)
- Maybe: 3 (18%)
- No: 0 (0%)

20. What information should appear on the homepage of the new UVI website? - "Apply Now" button

- Yes: 15 (88%)
- Maybe: 1 (6%)
- No: 0 (0%)

20. What information should appear on the homepage of the new UVI website? - "Donate Now" button

- Yes: 13 (76%)
- Maybe: 2 (12%)
- No: 0 (0%)

20. What information should appear on the homepage of the new UVI website? - Link to Employment Opportunities

- Yes: 11 (65%)
- Maybe: 1 (6%)
- No: 3 (18%)

20. What information should appear on the homepage of the new UVI website? - Mission Statement

- Yes: 8 (47%)
- Maybe: 5 (29%)
- No: 2 (12%)

20. What information should appear on the homepage of the new UVI website? - Vision Statement

- Yes: 9 (53%)
- Maybe: 4 (24%)
- No: 2 (12%)
20. What information should appear on the homepage of the new UVI website? - Core Values

Yes: 8 (47%)
Maybe: 6 (35%)
No: 1 (6%)


Yes: 8 (47%)
Maybe: 3 (18%)
No: 4 (24%)

20. What information should appear on the homepage of the new UVI website? - Link to Strategic Plan

Yes: 10 (59%)
Maybe: 4 (24%)
No: 1 (6%)

20. What information should appear on the homepage of the new UVI website? - List of all of the Schools & Colleges

Yes: 14 (82%)
Maybe: 2 (12%)
No: 0 (0%)

20. What information should appear on the homepage of the new UVI website? - Weather Beacon

Yes: 4 (24%)
Maybe: 6 (35%)
No: 4 (24%)

20. What information should appear on the homepage of the new UVI website? - Blog Topics

Yes: 3 (18%)
Maybe: 7 (41%)
No: 3 (18%)
20. What information should appear on the homepage of the new UVI website? - Social Media icons

- **Yes**: 9 (53%)
- **Maybe**: 4 (24%)
- **No**: 1 (6%)

20. What information should appear on the homepage of the new UVI website? - Alumni Spotlight

- **Yes**: 7 (41%)
- **Maybe**: 4 (24%)
- **No**: 2 (12%)

20. What information should appear on the homepage of the new UVI website? - Student Spotlight

- **Yes**: 7 (41%)
- **Maybe**: 5 (29%)
- **No**: 2 (12%)

20. What information should appear on the homepage of the new UVI website? - Faculty Spotlight

- **Yes**: 7 (41%)
- **Maybe**: 4 (24%)
- **No**: 3 (18%)

20. What information should appear on the homepage of the new UVI website? - Alternate between student, faculty, & alumni spotlight

- **Yes**: 8 (47%)
- **Maybe**: 4 (24%)
- **No**: 1 (6%)

20. What information should appear on the homepage of the new UVI website? - Campus Life

- **Yes**: 8 (47%)
- **Maybe**: 5 (29%)
- **No**: 3 (18%)
20. What information should appear on the homepage of the new UVI website? - Link to Centers & Institutes

- Yes: 9 (53%)
- Maybe: 6 (35%)
- No: 0 (0%)

20. What information should appear on the homepage of the new UVI website? - Link to New Presidential Initiatives

- Yes: 7 (41%)
- Maybe: 7 (41%)
- No: 1 (6%)

20. What information should appear on the homepage of the new UVI website? - Link to Student Support Services

- Yes: 10 (59%)
- Maybe: 5 (29%)
- No: 0 (0%)

20. What information should appear on the homepage of the new UVI website? - Honors & Recognition

- Yes: 10 (59%)
- Maybe: 4 (24%)
- No: 1 (6%)


- Yes: 9 (53%)
- Maybe: 3 (18%)
- No: 1 (6%)


- Yes: 15 (88%)
- Maybe: 1 (6%)
- No: 0 (0%)
20. What information should appear on the homepage of the new UVI website? - Link to Suggestion Box

- Yes: 9 (53%)
- Maybe: 5 (29%)
- No: 0 (0%)

20. What information should appear on the homepage of the new UVI website? - myCampus Log-In

- Yes: 11 (65%)
- Maybe: 3 (18%)
- No: 0 (0%)

20. What information should appear on the homepage of the new UVI website? - Link to Continuing Education Programs

- Yes: 9 (53%)
- Maybe: 5 (29%)
- No: 0 (0%)

20. What information should appear on the homepage of the new UVI website? - Links to Campus Maps

- Yes: 13 (76%)
- Maybe: 2 (12%)
- No: 0 (0%)

20. What information should appear on the homepage of the new UVI website? - Links to Virtual Campus Tours

- Yes: 13 (76%)
- Maybe: 1 (6%)
- No: 0 (0%)

20. What information should appear on the homepage of the new UVI website? - Link to the Sitemap

- Yes: 9 (53%)
- Maybe: 2 (12%)
- No: 0 (0%)
20. What information should appear on the homepage of the new UVI website? - Search Tool

<table>
<thead>
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20. What information should appear on the homepage of the new UVI website? - Link to Emergency Response & Preparedness Information

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21. Will your department need any mobile apps? If yes, please describe the audience and purpose of the mobile application.

Yes - community engagement and outreach (mostly USVI territorial audience, but some broader community too). NA Not sure Possibly, but will need further thought and discussion. Maybe no Yes, we would like a mobile app to sell products to St. John students. The St John operation will need to have access to the Prism system (point of sale) to enhance the inventory daily. Don't know. Donate now, alumni publications and other relative updates. This will maintain connectivity to young alumni and those on the go. Yes, but we would have to carefully consider what we want the app to do. There's no sense in...

22. What should the institution do to improve the quality and quantity of UVI web content?

Availability and funding of personnel and IT to maintain the website and support its users. The more time faculty/staff are spending in this the less they are performing their work tasks. Support (technical, financial and skill-based) in implementing science communication, science scholarship, and science literacy efforts. Also regular orientation, training and professional development on science communication from experts and well qualified and vetted professionals on message production, message passing, and message communication with emphasis on penetrating audience, and social engineering...