



**DoIT**

**DIVISION OF INFORMATION TECHNOLOGY**  
**UNIVERSITY OF WISCONSIN-MADISON**

# **DoIT Computing Survey 2016**

**July 1, 2016**

---

Prepared By:

Chad Shorter, PhD  
Academic Technology  
[chad.shorter@wisc.edu](mailto:chad.shorter@wisc.edu)

Joshua Morrill, PhD  
Academic Technology  
[Joshua.morrill@wisc.edu](mailto:Joshua.morrill@wisc.edu)

# DoIT Computing Survey 2016

## Objective

Determine a broad view of Faculty, Staff, and Student perceptions of DoIT services at UW–Madison.

## Method

18-question survey in Qualtrics  
(includes open comment sections and demographic questions)

## Survey window

April 6, 2016 – April 28, 2016

## Responses

Faculty and Staff: (303) 21% response rate

Students: (193) 16% response rate

### Notes:

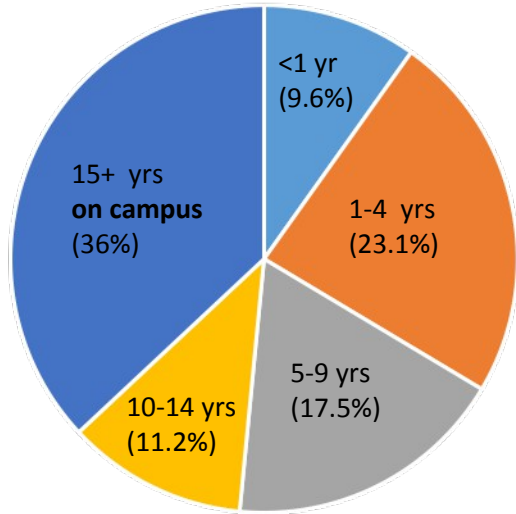
- The student response rate was slightly higher than the rate in the 2015 survey despite a much lower cost for incentives (Amazon gift cards).
- Respondent sample represents the campus community well in terms of the range of campus roles, academic disciplines, age, time at UW (fac/staff), year in school (students), and attitudes toward technology adoption. While traditionally underrepresented groups are proportionately represented in the sample, the total count is small enough that data breakdowns for underrepresented groups are not recommended.

## Key findings

1. Overall, campus users perceive DoIT as a provider of high-quality support and services that meet individual and campus IT needs. The two most commonly selected descriptions of DoIT were “Useful” and “Helpful.” Generally, students were even more pleased than faculty and staff with DoIT services overall and with some specific administrative and instructional services, including MyUW, D2L, Moodle, email, and UW Google Apps.
2. Some services have potential for increased usage among large pockets of unaware and inexperienced users. While it is mostly the case for relatively new instructional services (e.g. Piazza, Top Hat, Kaltura Mediaspace), there are also opportunities for promoting services like UW Google Apps, Lynda.com, and DoIT Repair.
3. Most respondents trust that the information they receive from DoIT will be reliable, accurate, and current. Among communication methods, “Tech News” emails appear to reach the largest audience.
4. Even with a plethora of options, over 40% of faculty, staff, and students typically rely on the DoIT Help Desk to address their IT questions and issues. It is also noteworthy that students rely heavily on friends and online searches when they need IT help.
5. When it comes to adopting new technologies, campus users are considered “early majority adopters.” They are on the willing side of the middle of the pack. The average faculty member, staff member, and student will embrace new technologies when there are clear benefits and the new technologies fit into their lives.
6. Survey results – including open comments – indicate that with a large and varied IT landscape on campus, many users do not know what services and support DoIT does and does not provide.

# Faculty and Staff

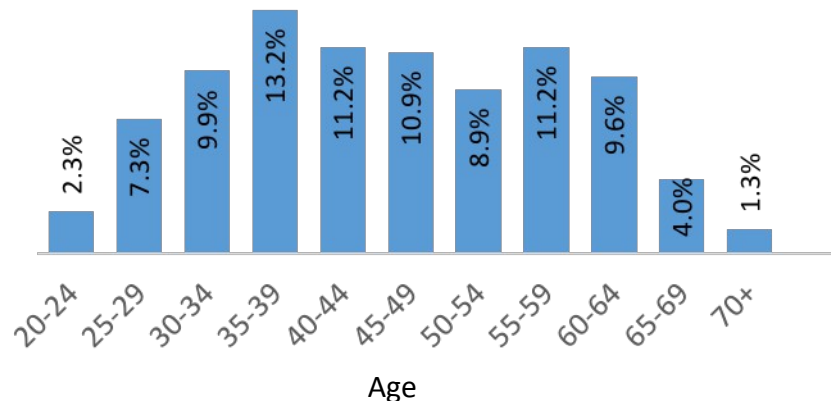
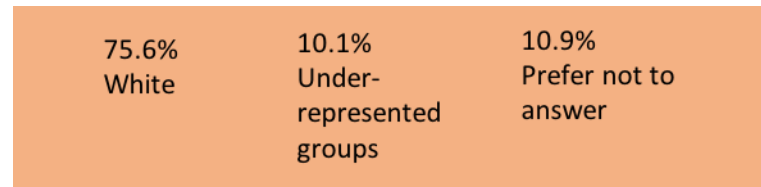
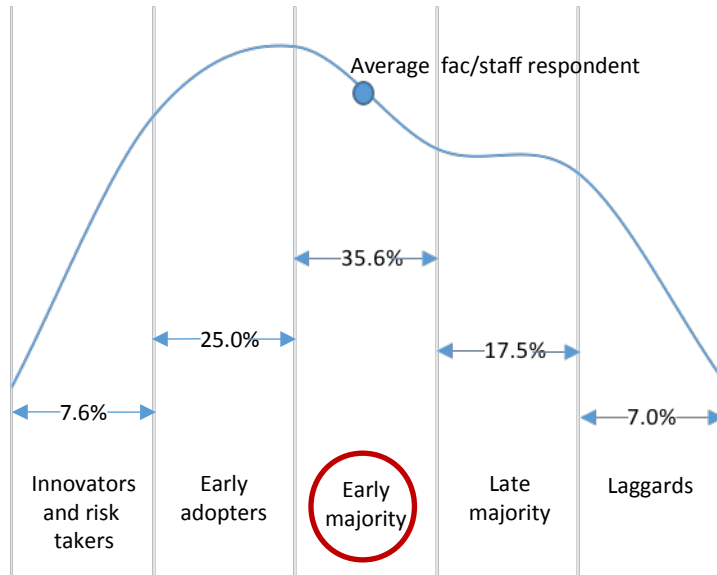
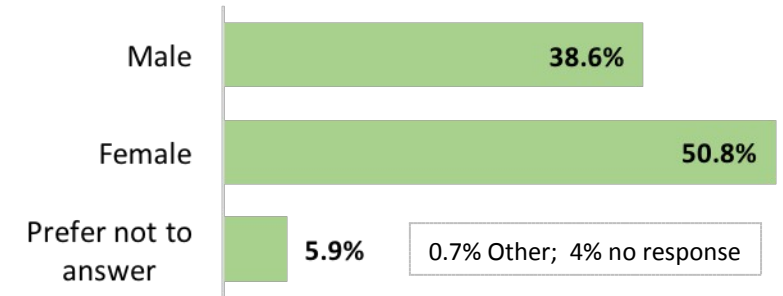
Respondents: 303



28.4% Faculty and Instructional Staff

33.7% Academic Staff (non-instructional)

29.7% University Staff (5.3% Other; 3% No response)

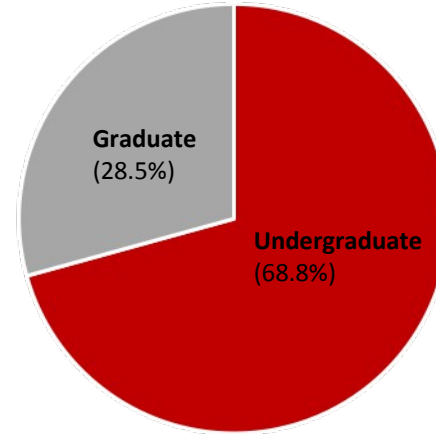


- 20.5% Health sciences and University Hospital
- 15.2% Not serving a specific academic discipline
- 8.9% Biological / life sciences
- 7.3% Social sciences
- 5.9% Other discipline
- 5.3% Computer and information sciences
- 5.3% Business, management, marketing
- 4.3% Physical sciences, including math
- 4.3% Humanities
- 4.3% Education, including physical education
- 4.3% Agriculture and natural resources
- 4.0% Engineering and architecture
- 2.3% Liberal arts / general studies
- 1.7% Fine and performing arts
- 1.3% Public admin, legal, social, protective serv
- 1.3% Communications / journalism
- 0.7% Manufacturing, construction, repair, or transportation

Respondents are willing to embrace new technologies as long as they understand how they fit with their lives.

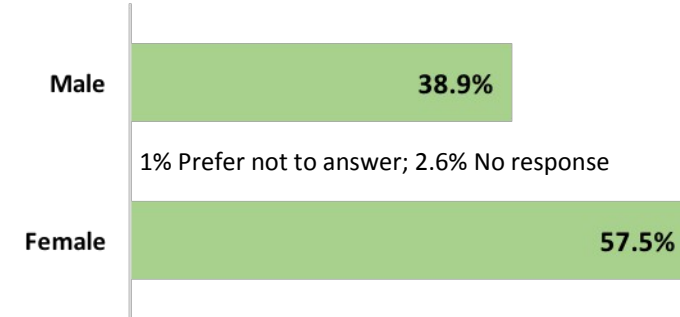
# Students

Respondents: 193

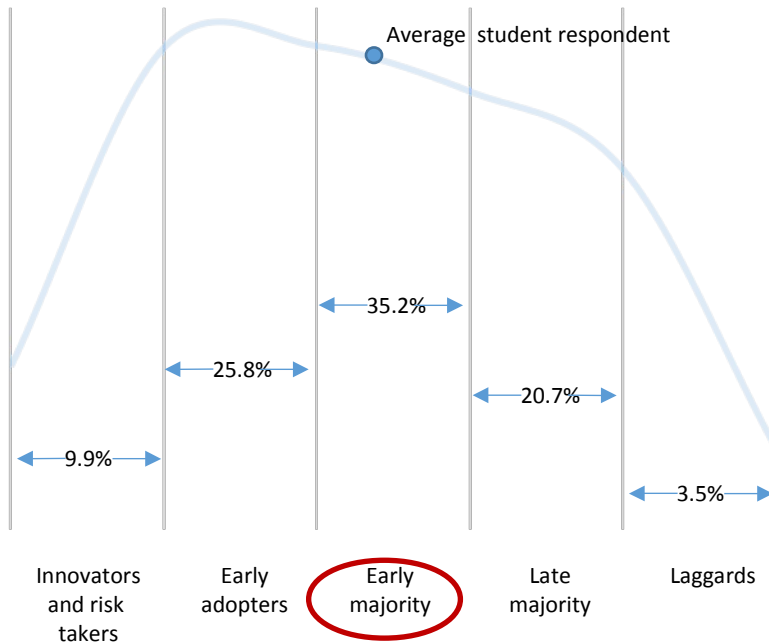
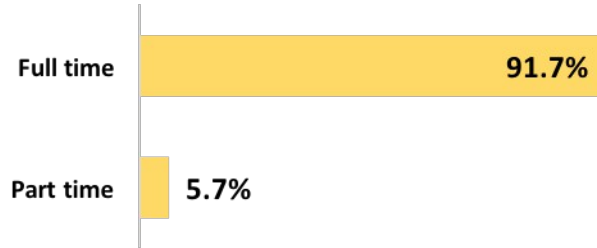


1st year	19.7%
2nd year	14.5%
3rd year	12.4%
4th year	15.5%
beyond 4th year	6.7%
graduate (MA)	4.7%
graduate (PhD)	15.5%
graduate (dissertator)	8.3%
other	0.5%

68.9% White	25.4% Under- represented groups	3.1% Prefer not to answer
----------------	--	---------------------------------



Biological / life sciences	16.6%
Engineering and architecture	14.0%
Humanities	10.4%
Social sciences	10.4%
Business, management, marketing	9.3%
Health sciences	8.3%
Communications / journalism	6.2%
Agriculture and natural sciences	5.2%
Computer and info sciences	5.2%
Physical sciences and math	4.1%
Liberal arts / general studies	3.1%
Education (including phys ed)	2.1%
Other area not described	2.1%
Undecided	1.0%



Respondents are willing to embrace new technologies as long as they understand how they fit with their lives.

## Descriptions of DoIT

Prompt: How would you describe DoIT? Select all that apply.

### Most frequently selected descriptions by Faculty, Staff, and Students

	Fac, Staff, & Students	Fac/Staff	Students
Useful	57.9%	54.5%	63.2%
Helpful	56.0%	54.1%	59.1%
High-quality	34.1%	33.7%	34.7%
Important	33.1%	34.7%	30.6%
Customer-centered	31.3%	29.0%	34.7%
Dependable	31.3%	28.4%	35.8%
Flexible	30.0%	26.1%	36.3%
Effective	29.6%	28.4%	31.6%

	Fac/Staff N = 303	Students N = 193
Useful	54.5%	63.2%
Helpful	54.1%	59.1%
High-quality	33.7%	34.7%
Important	34.7%	30.6%
Customer-centered	29.0%	34.7%
Dependable	28.4%	35.8%
Flexible	26.1%	36.3%
Effective	28.4%	31.6%
Smart	21.5%	37.8%
Positive	27.1%	28.5%
Efficient	22.4%	26.9%
Respectful	22.1%	25.4%
Open	17.2%	27.5%
Respected	17.2%	24.4%
Secure	15.5%	18.7%
Collaborative	20.1%	9.3%
Bureaucratic	17.5%	8.3%
Energetic	12.2%	14.5%
Caring	12.9%	13.0%
Inefficient	11.6%	8.3%
High-profile	11.2%	6.7%
Rule-bound	10.6%	6.2%
Innovative	8.6%	8.3%
Happy	7.3%	9.8%
Interesting	6.9%	8.3%
Rigid	9.2%	1.0%
Closed	5.0%	3.6%
Dull	3.3%	2.1%
Unfriendly	3.3%	0.5%
Lazy	1.0%	0.0%

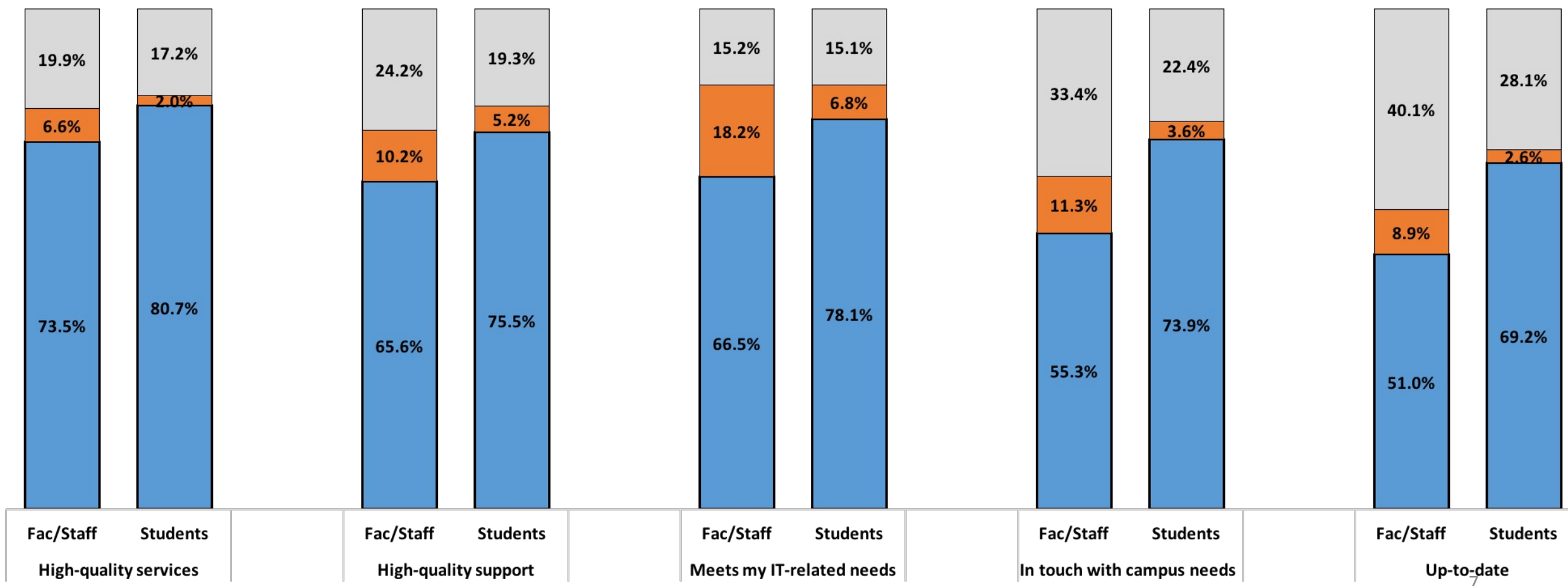
# High-Level View of DoIT Performance

- Don't know enough to judge
- Disagree or Strongly disagree
- Agree or Strongly agree

Most respondents are pleased with DoIT services. Student perceptions are consistently more positive than those of faculty and staff. Many respondents do not have enough experience with or awareness of DoIT services in order to make these big-picture judgements. It is unclear whether this group of respondents does not use DoIT services or simply does not notice DoIT's behind-the-scenes work.

Fac & Staff N = 302

Student N = 192

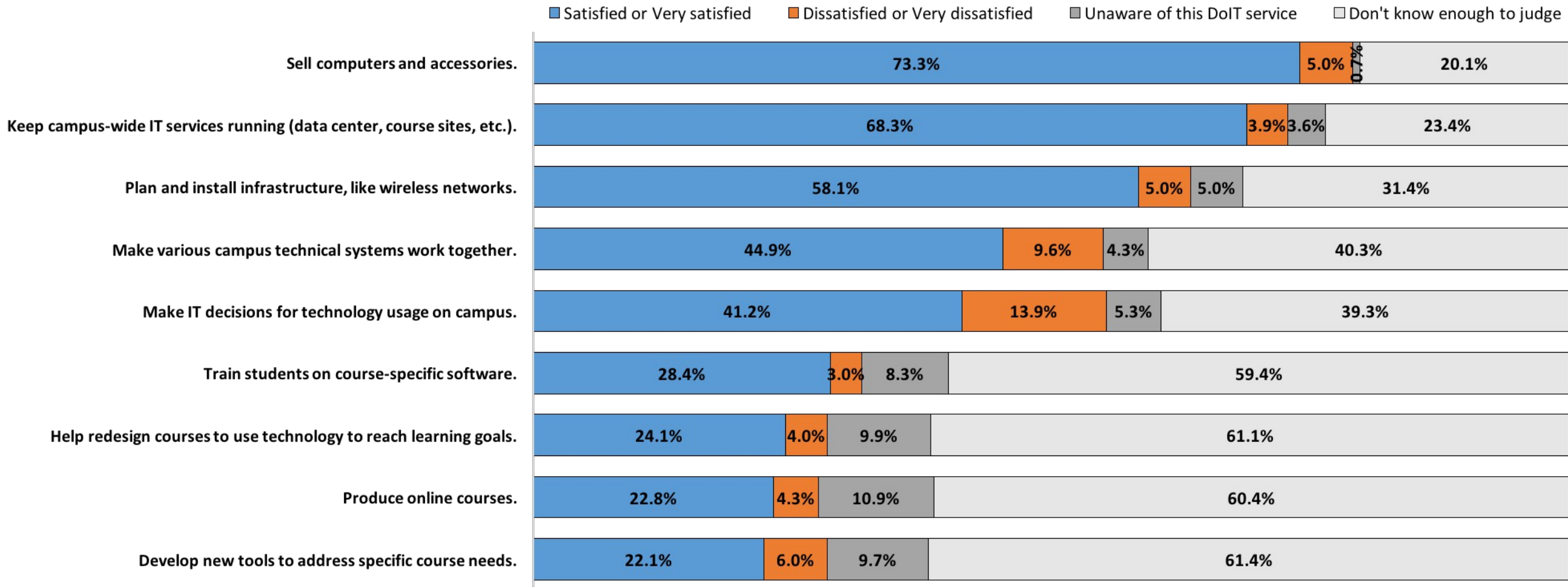


## Satisfaction with Some DoIT Services

### Faculty and Staff

Many faculty and staff respondents are pleased with these DoIT Services. In some cases, respondents do not have enough experience to report a satisfaction level with a service. The last four services on the chart could be potential candidates for promotional communication.

N = 298-302



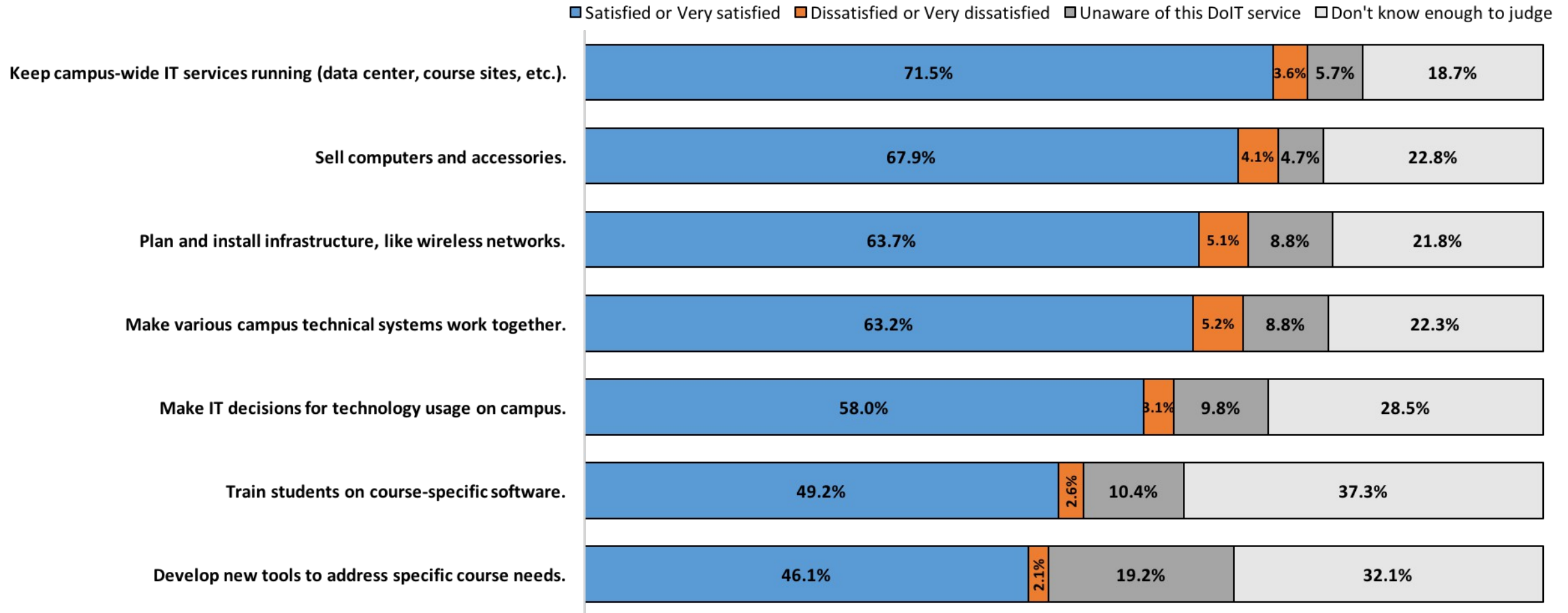


# Satisfaction with Some DoIT Services

## Students

Many student respondents are satisfied with these DoIT Services. For a service like "make various campus technical systems work together," the fact that over 30% of respondents did not know about or have enough experience with it might be seen as a positive outcome because of the behind-the-scenes nature of the service.

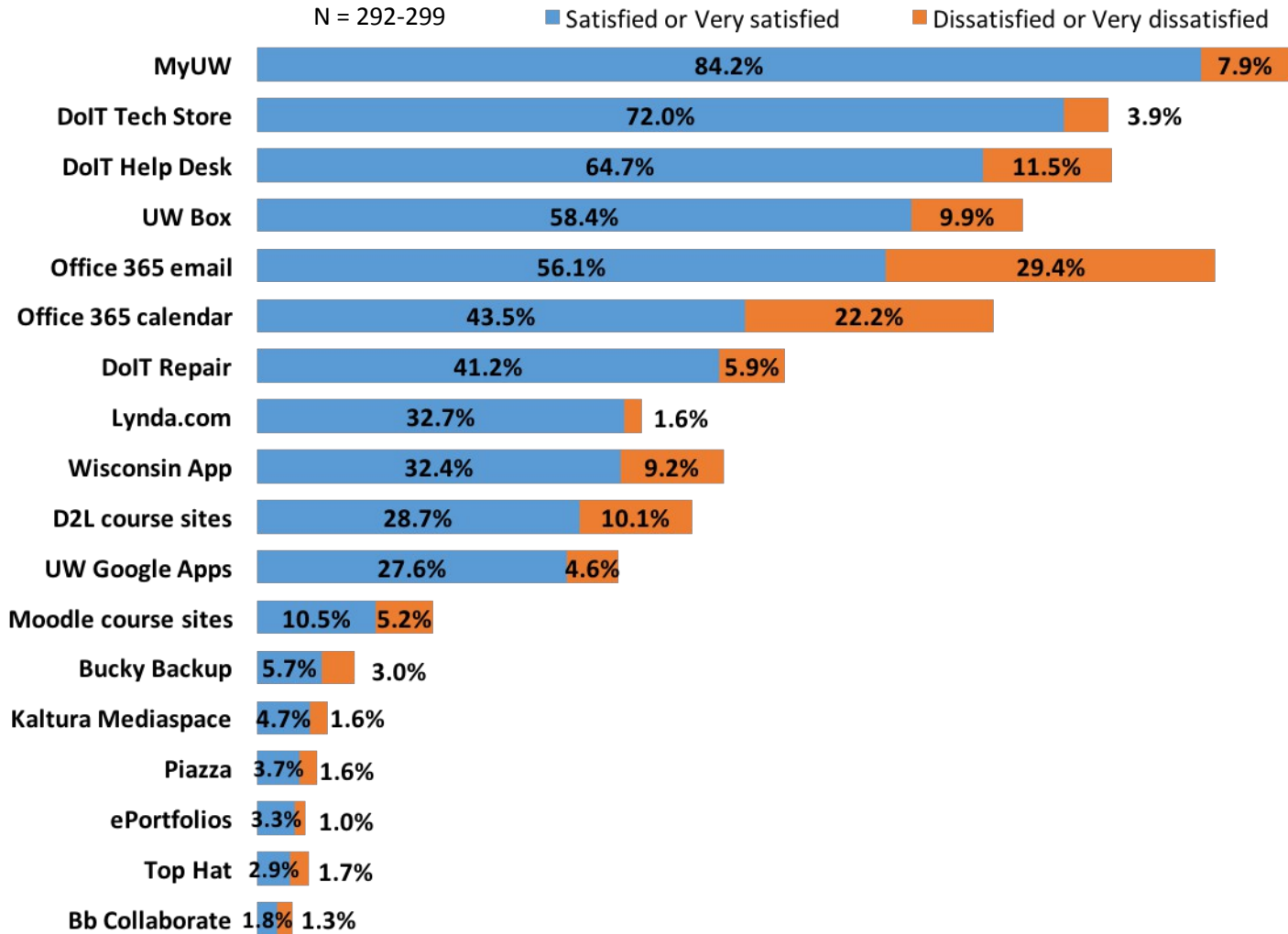
N = 192



## Satisfaction with Specific DoIT Services

### Faculty and Staff

Many respondents are pleased with common and/or high-profile services. Newer services and those with specific instructional purposes are fairly unknown to respondents.



## Services to Promote

Assuming proper back-end support, these services could be promoted more based on respondents' lack of awareness (30+% or experience (45+%).

Unaware of service	Don't know enough to judge	
0.3%	5.9%	MyUW
1.7%	20.8%	Tech Store
--	22.1%	Help Desk
6.3%	24.1%	UW Box
1.7%	11.6%	O365 email
2.3%	30.4%	O365 calendar
3.6%	46.5%	DoIT Repair
18.2%	45.2%	Lynda.com
14.2%	40.6%	Wis App
12.2%	45.5%	Desire2Learn
8.9%	49.2%	UW Google Apps
19.8%	62.7%	Moodle
30.0%	59.4%	Bucky Backup
33.3%	58.4%	Kaltura
33.3%	59.4%	Piazza
32.7%	60.7%	ePortfolios
33.3%	59.7%	Top Hat
34.7%	59.4%	Bb Collaborate

Note: D2L and Moodle not highlighted for promotion due to upcoming move to Canvas.

## Satisfaction with Specific DoIT Services

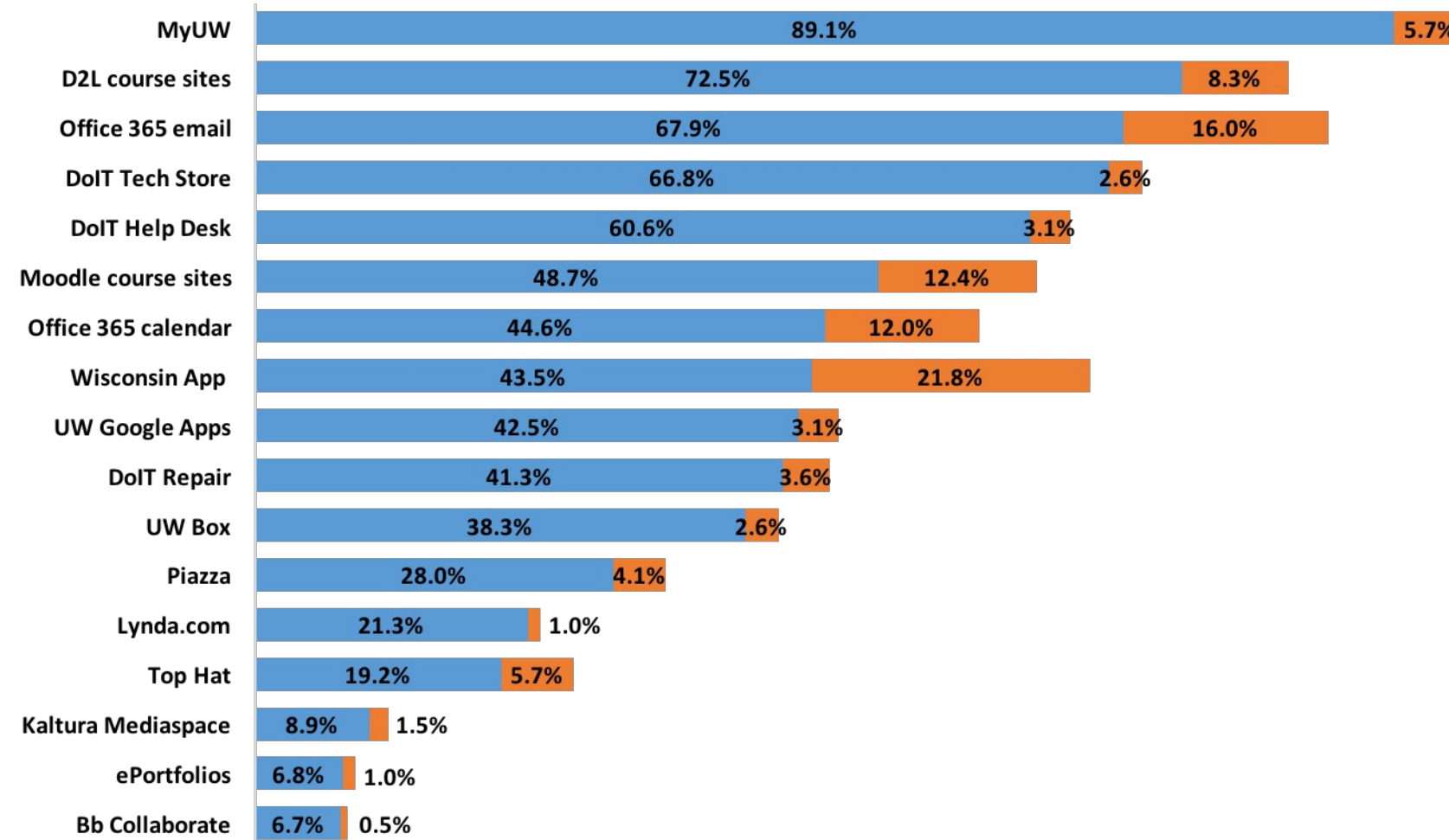
### Students

Many students respondents are pleased with common and/or high-profile services. Newer services and those with specific instructional purposes are known by small audiences.

N = 187-192

■ Satisfied or Very satisfied

■ Dissatisfied or Very dissatisfied



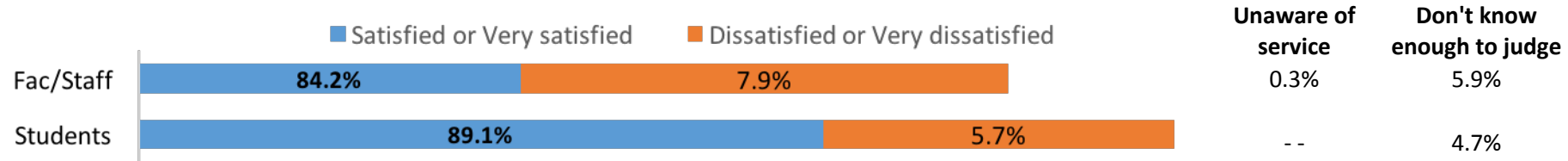
## Services to Promote

Assuming back-end support, these services could be promoted more based on a lack of awareness (35+%).

Unaware of service	Don't know enough to judge	
--	4.7%	MyUW
6.2%	12.4%	Desire2Learn
0.5%	14.5%	O365 email
2.6%	26.4%	Tech Store
1.0%	33.2%	Help Desk
10.4%	26.4%	Moodle
2.1%	40.4%	O365 calendar
10.4%	23.3%	Wis App
21.2%	31.1%	UW Google Apps
3.1%	39.4%	DoIT Repair
20.7%	36.3%	UW Box
35.2%	30.1%	Piazza
45.6%	29.5%	Lynda.com
52.8%	19.7%	Top Hat
59.6%	27.5%	Kaltura
57.0%	32.1%	ePortfolios
64.2%	25.4%	Bb Collaborate

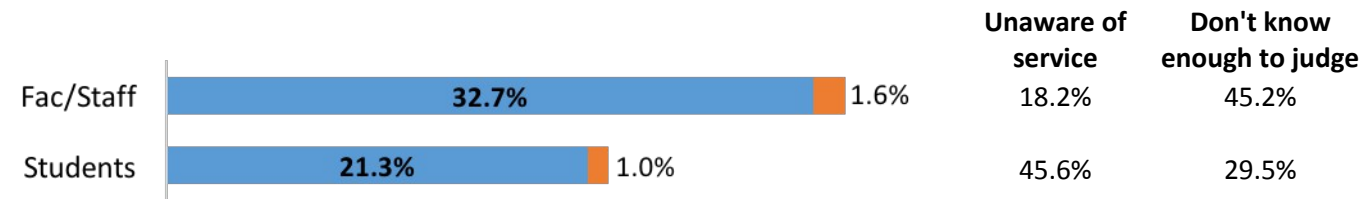
## Example Breakdowns of Service Satisfaction Levels

### MyUW



MyUW is an example of a highly regarded service. Everyone knows about it (99.7% fac/staff, 100% students) and nearly everyone is satisfied or does not have enough interaction with it to form an opinion (90.1% fac/staff, 93.8% students).

### Lynda.com



Lynda.com has relatively low awareness – especially among students – but those who have used it enough to form an opinion are extremely satisfied. Awareness of Lynda.com is on the rise (45% of fac/staff and 63% of students were unaware in 2015) and this flat-fee service with low back-end support requirements appears to be ripe for further promotion.

### Desire2Learn course sites



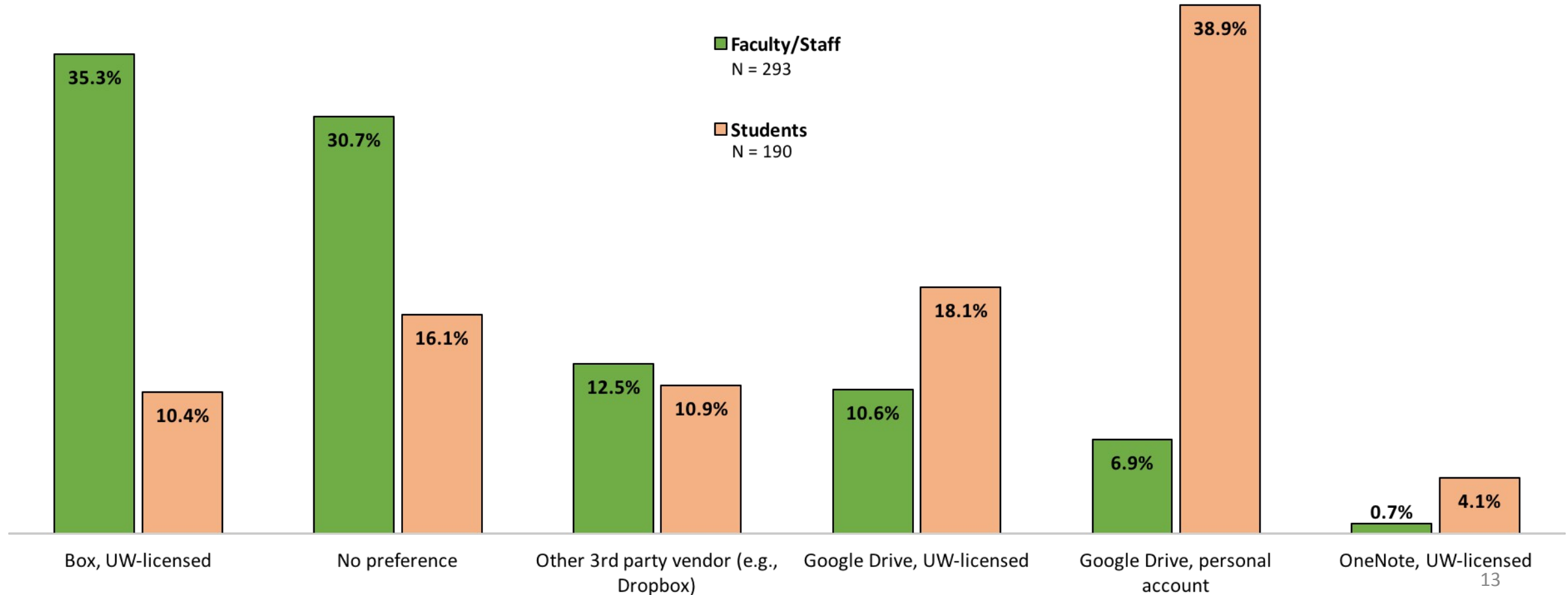
Because of the additional degree of granularity in the responses in this year's survey, an initial glance at satisfaction rates appear to be a significant departure from the past. If we were to consider all non-dissatisfied users as a successful perception of the enterprise service, then we find a "success rate" of 89.9% among faculty and staff for D2L course sites – a number that is comparable to historical satisfaction rates. In 2015, 91.5% of faculty and staff who answered the question were "slightly satisfied," "satisfied," or "very satisfied." (Nearly 45% of fac/staff respondents did not answer the question in 2015.)

Note: In the past few years, the Learn@UW–Madison team has developed the Learn@UW brand to represent a suite of digital teaching and learning tools instead of referring solely to what they now call Desire2Learn course sites (or D2L). It is possible that some respondents are simply unaware of the name "D2L course sites." However, in 2015, when "Learn@UW" appeared on the survey, nearly 15% of fac/staff respondents had not heard of the service.

## Work/School-related File Storage and Versioning Preferences

Students are most likely to use a personal Google account. The popularity of Google Apps personal accounts might indicate that students' drive to streamline their technology usage (for example, 70% of Canvas pilot participants prefer a single LMS on campus) trumps the desire to keep personal and academic worlds separate *when there is no social element involved*. (ECAR studies 2013-2015 show a growing trend of students who do not want to mix their academic and personal lives on social media. This preference for separation does not appear to be a significant issue when it comes to file storage and versioning.)

Faculty and staff respondents are most likely to use UW Box or have no preference for file storage and versioning.



# Usefulness of DoIT Information Channels

Given their extensive reach, TechNews emails could be investigated further with this audience to help make them an even more powerful communication channel for DoIT.

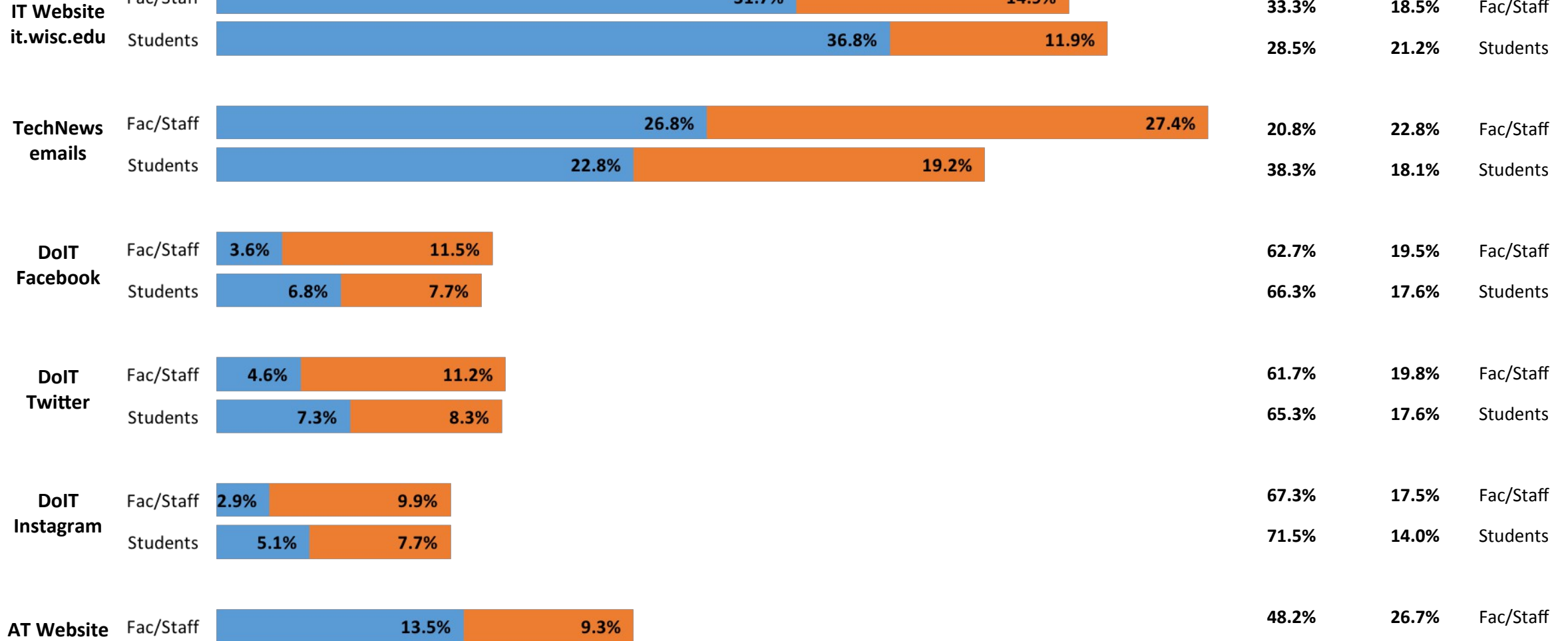
Fac/Staff N = 295-298  
Students N = 190

■ Very or Moderately Useful

■ Only Slightly or Not at all useful

Unaware of  
service

Don't know  
enough to  
judge



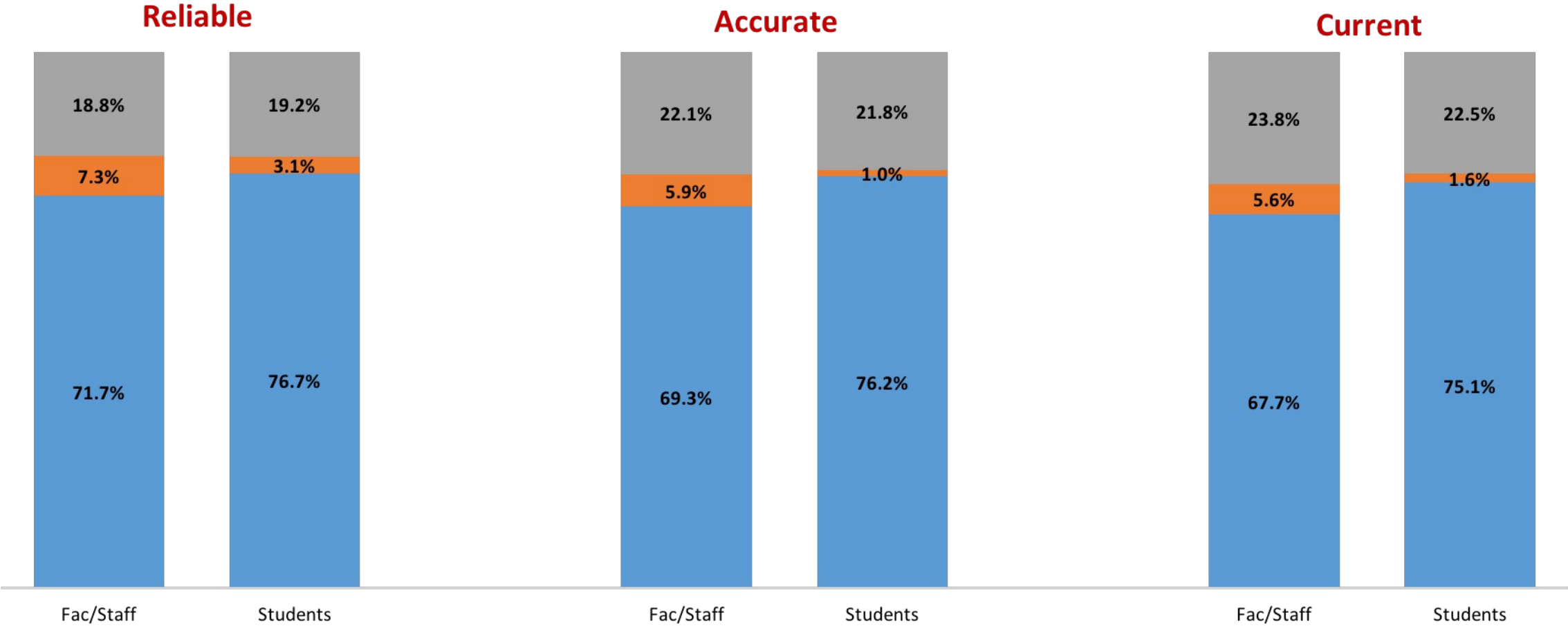
Students not asked to rate AT Website

# Trust in DoIT Communications

- Agree or Strongly agree
- Disagree or Strongly disagree
- Don't know enough to judge

Faculty, staff, and students trust that DoIT provides information that is reliable, accurate, and current.

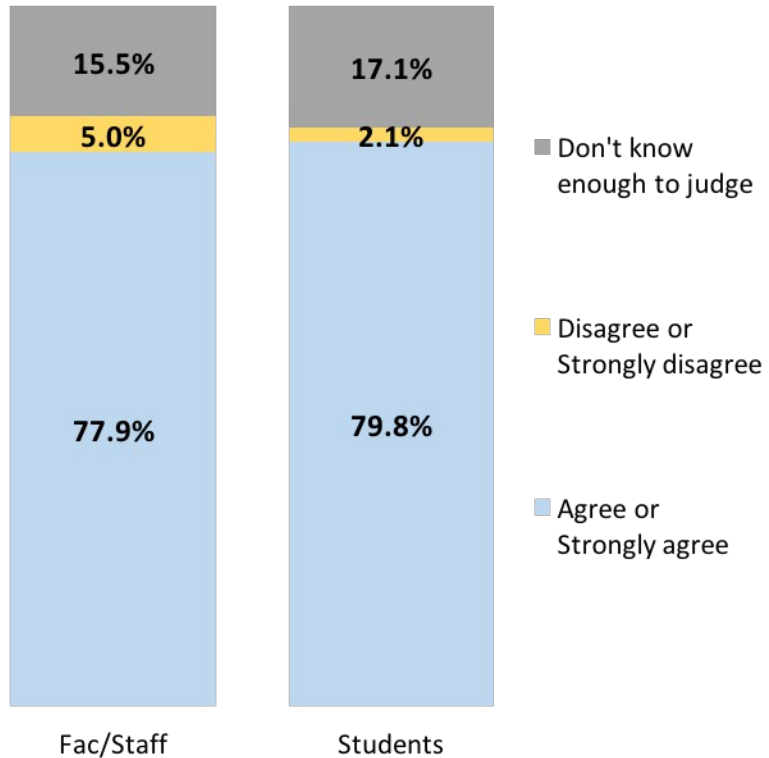
Fac/Staff N = 294-296  
Student N = 191



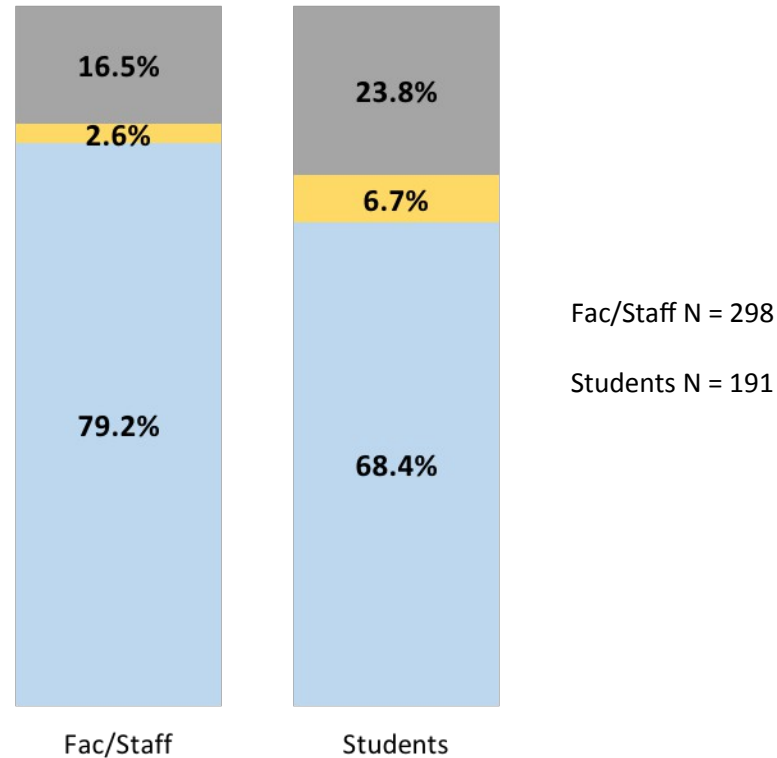
# Data Security Perceptions

These responses can provide a baseline measure as campus endeavors to improve security education, awareness, and training for all users. In that regard, nearly ¾ of respondents feel like they already operate in a secure manner. Clear and compelling reasons to take training seriously might be needed in order to change attitudes and behaviors.

I feel like UW keeps my data secure.



I am aware of the measures I need to take to keep my data secure.



I feel like I take sufficient precautions to maintain data security.



Question prompt: Whether we refer to student grades, research, human resources information, personal passwords, or other data, maintaining security on campus requires a commitment to appropriate safety measures from the institution and from every user.



## Seeking IT Help for School/Work

When you need IT help at work/school, what do you *typically* do? Please select all that apply.

Faculty and staff are most likely to seek assistance from local IT support. Faculty and staff are nearly as likely to use the DoIT Help Desk as they are to try to figure out issues on their own. Students are almost twice as likely as faculty and staff to search for solutions online but are still dependent (42%) on the DoIT Help Desk. More than half of the student respondents indicate that they ask friends for help.

