



United States
Department of
Agriculture

Rural Development



Presented by Karen Priestly

Association of Communications Engineers &
Rural Utilities Service Conference

Telecom Website

Agenda



Content Overview



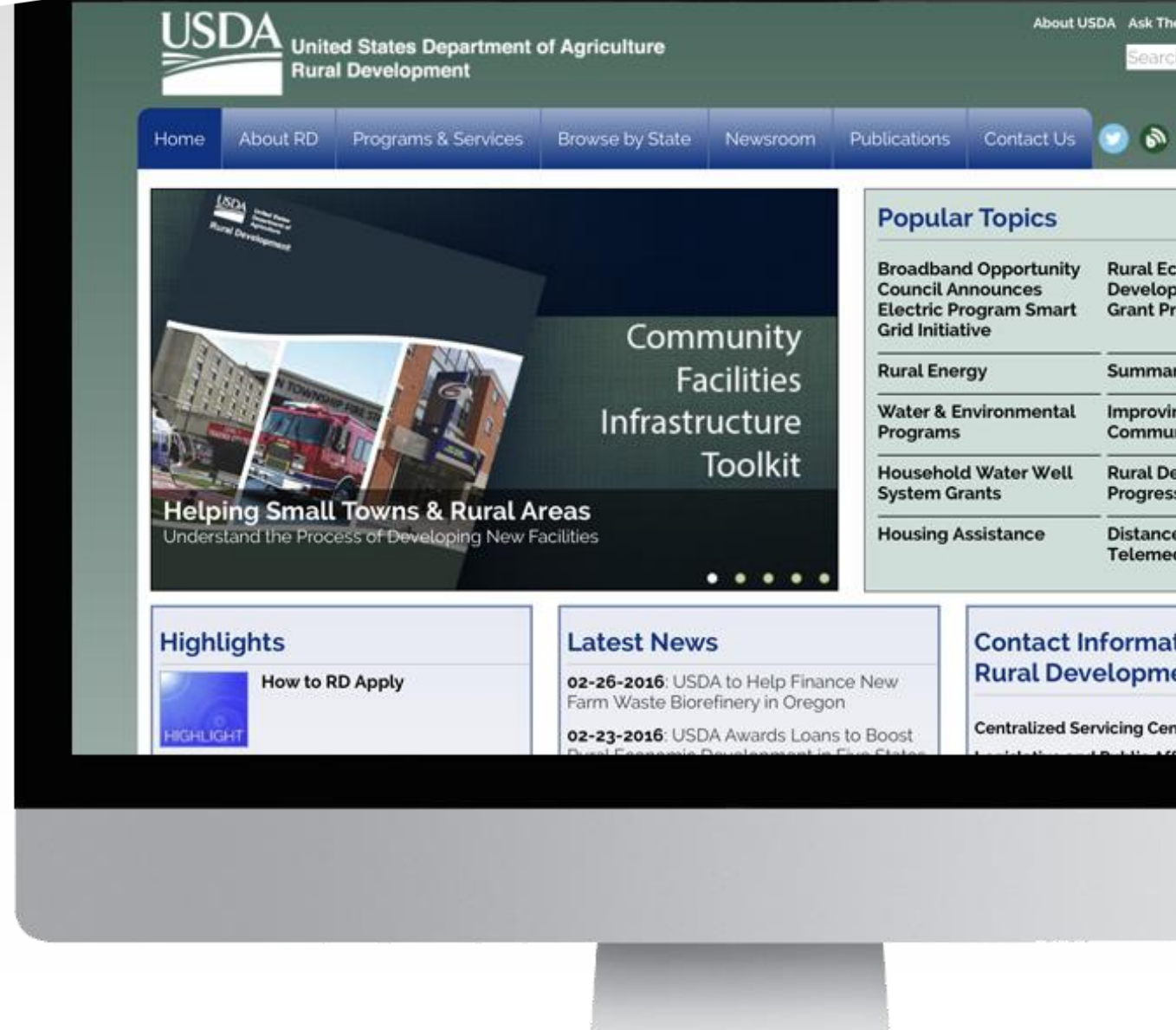
Website Feedback



Website Changes & Enhancements

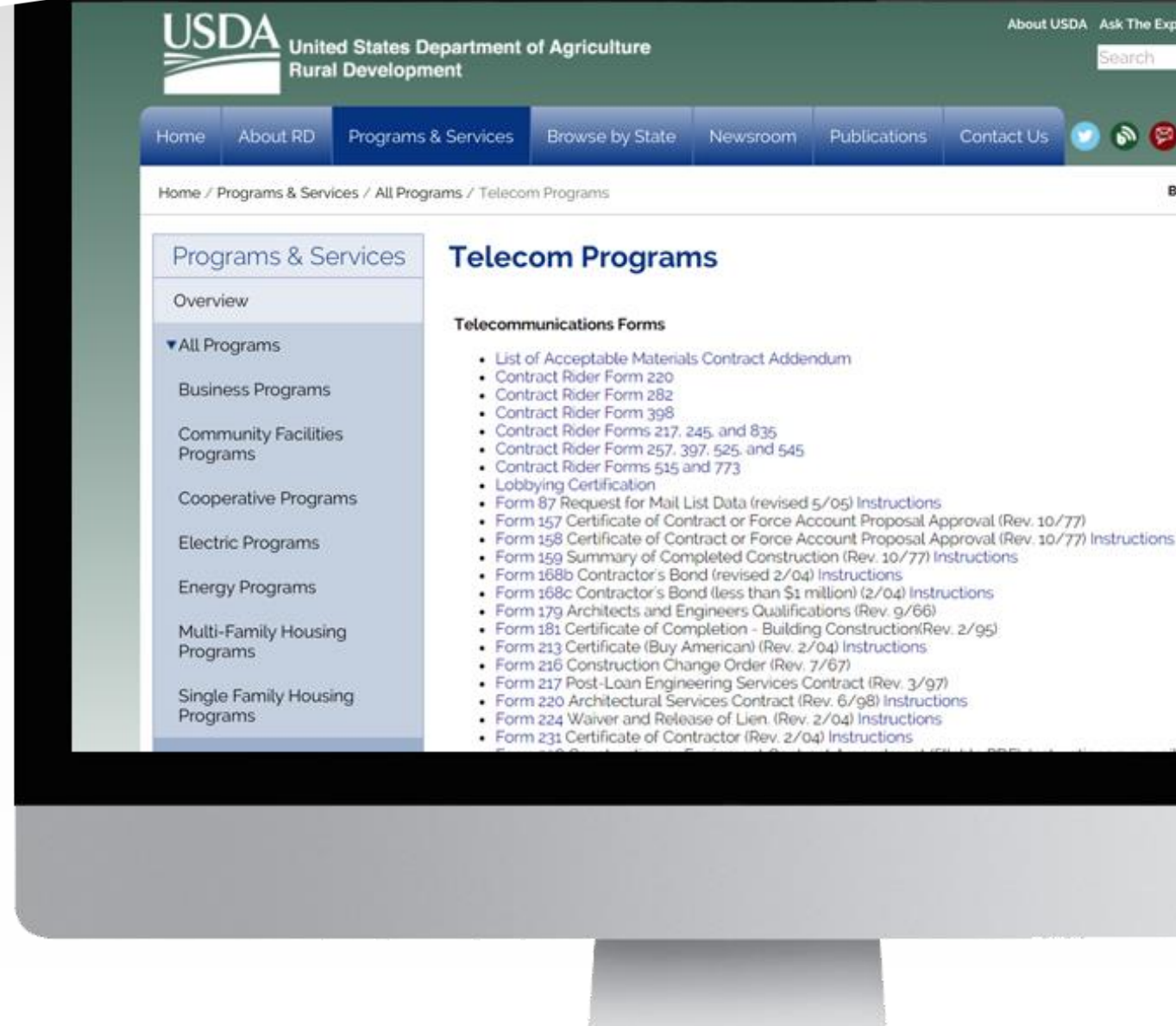


Stakeholder Survey



Telecom Website

Content Overview



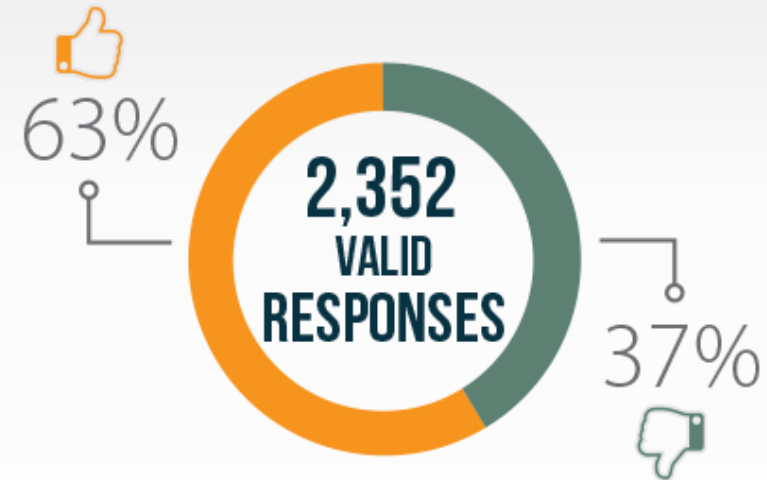
Website *Feedback*

Data Collection Period Sep 2015 – Jan 2016

Survey offered to 10% of visitors.



Google Analytics



Accomplished Not Accomplished

Survey Response Data

Percentage based on external responses to question: Did you accomplish what you came for when you visited the website?

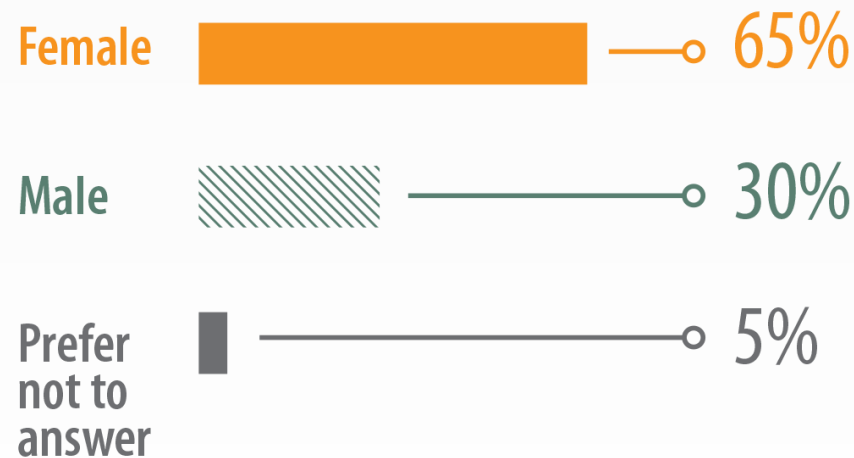
Website *Survey Results*

Gender Demographics

All Users (Google Analytics)



Survey Sample



Females were overrepresented in the survey sample (65% female) compared to all site users (56% female).

Google Analytics uses third-party data on users to predict their gender. It's not 100% accurate, but across 1 million+ users, the error rate is insignificant.

Question: Will 37% of all website visitors have issues that prevent them from accomplishing their goals?

Answer: No. The survey sample is not a true random sample.

Website *Survey Results*

1. Information Missing/Not Found
2. Too Complicated/Confusing/Unclear
3. Site Functionality
4. Not Specified
5. Unable to Contact Someone



Website *Survey Results*

Information Missing/ Not Found

35%
Housing

20%
Not Specified

16%
Other

14%
Contacts

12%
Unspecified Program

3%
Business Programs

Too Complicated/ Confusing/Unclear

41.07%
Not Specified

34.82%
Housing

8.04%
Contact Information

7.14%
Other

6.25%
Program Descriptions

2.68%
Grants

Site Functionality

23%
No Online
Application

19%
Online Tool

18%
Browser

15%
Navigation

13%
Search Tool

12%
Other

Website *Enhancements*

Planned Enhancements

- ➔ Improve Eligibility website
- ➔ RD Apply
- ➔ Incorporate a publications database with a search tool
- ➔ Redesign content areas for stakeholders including lenders, engineers and borrowers
- ➔ Automate translation of program 101 content into Spanish
- ➔ Implement additional Drupal modules e.g. Alfresco
- ➔ Integrate a road map for determining eligibility and for preparing an application
- ➔ Change the page width and fonts for website

Website *Changes*

- Improve visual markers for content
- Enhance site search tool
- Produce how-to video on using the property eligibility tool
- Enhance the Ask The Expert (ATE) system
- Develop interactive tool to help visitors identify loan or grant needs

Stakeholder Content Survey

To better understand unique stakeholders, we want to hear from you

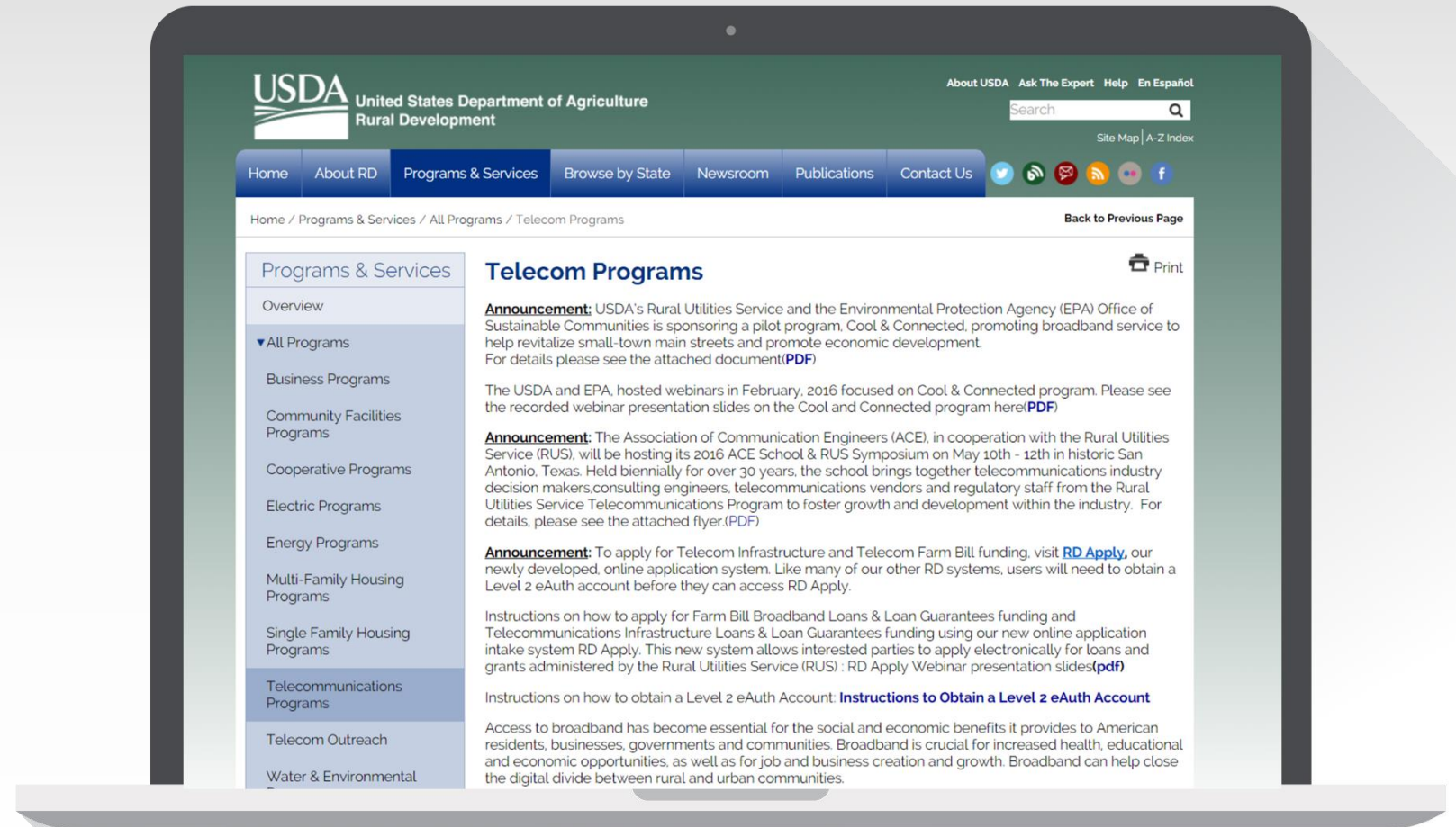
➔ Get Your Feedback



Survey: <https://www.surveymonkey.com/r/TC32WXM>

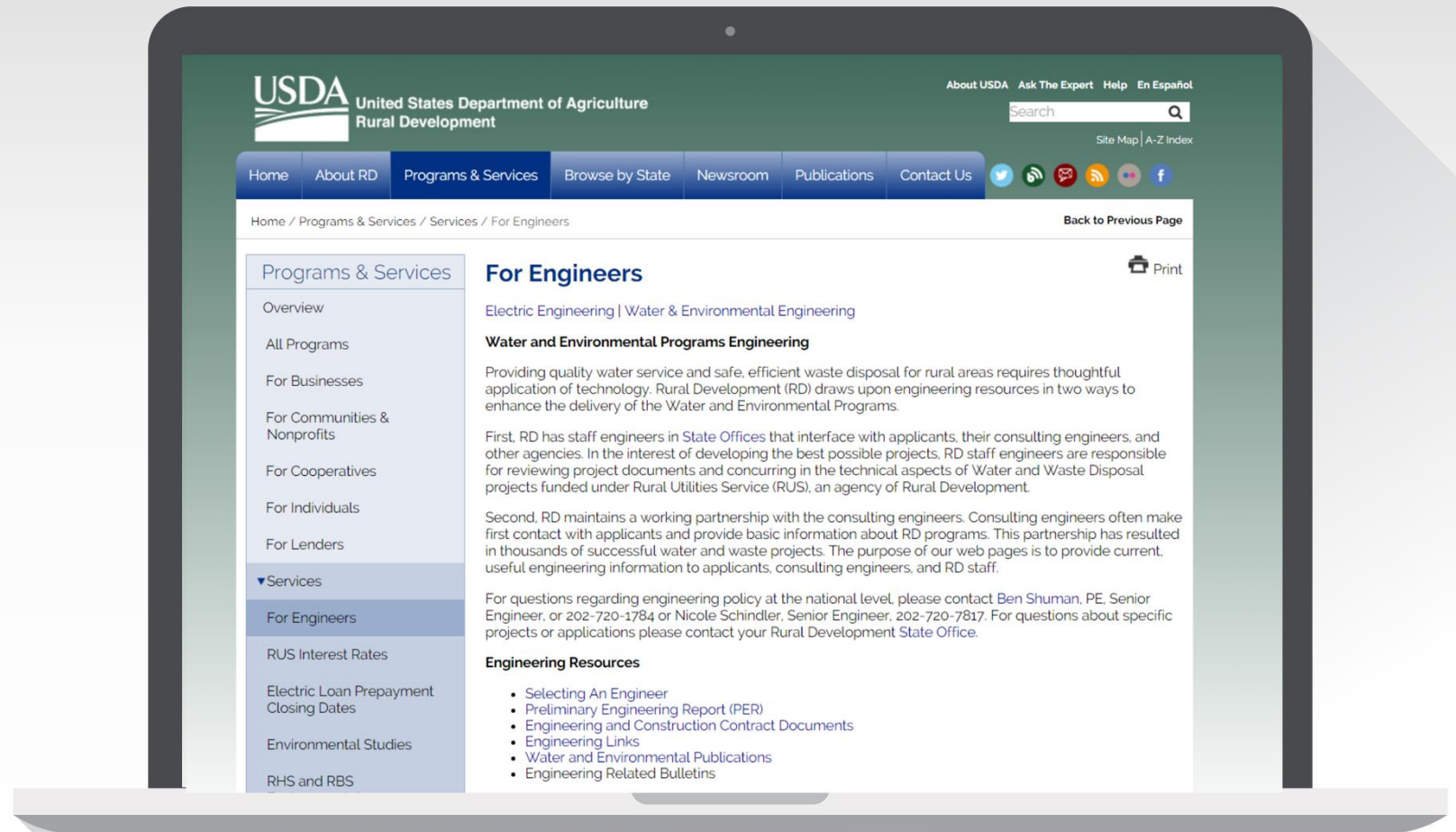
Survey Questions

TELECOM PROGRAM PAGE



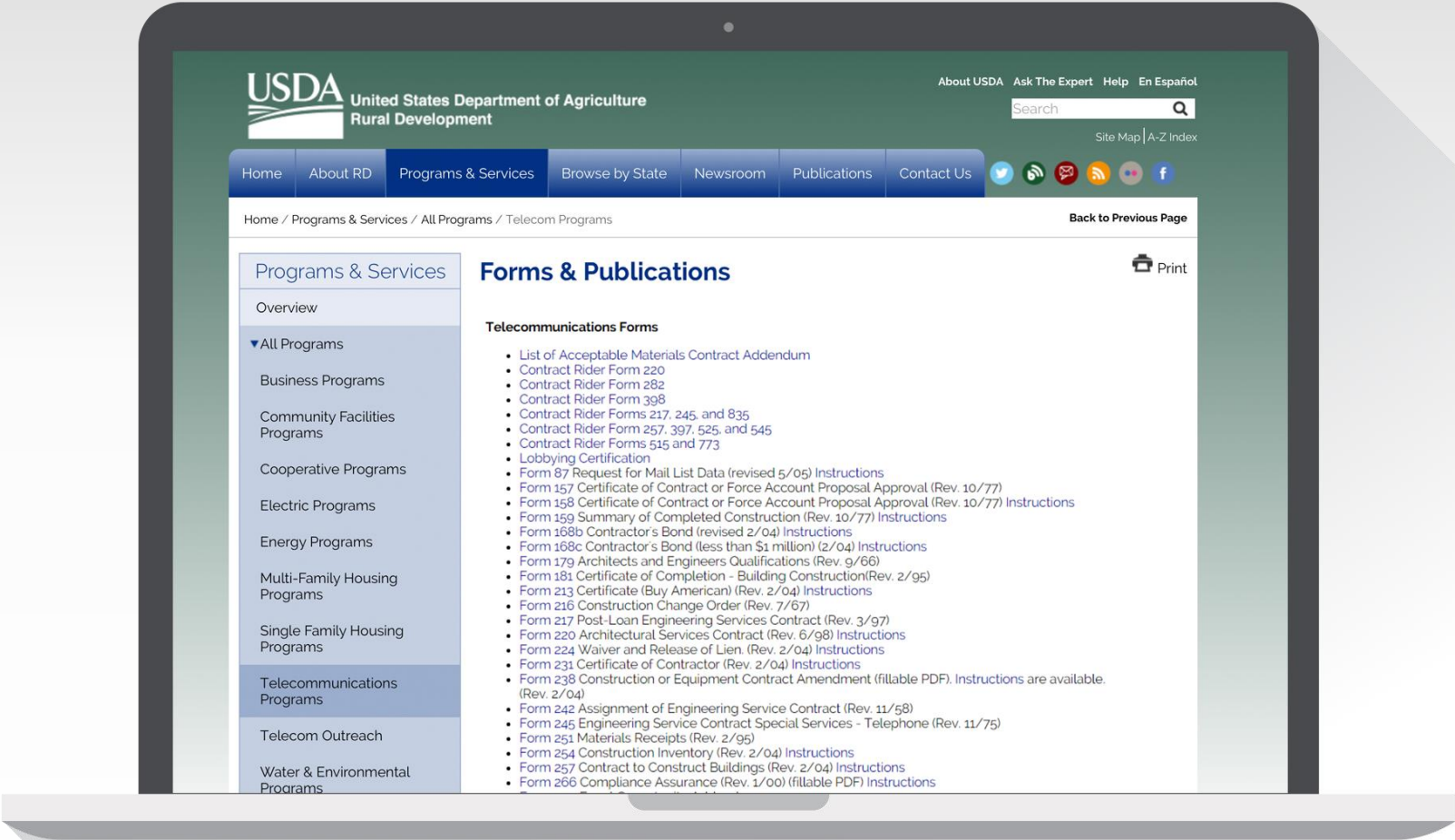
Survey Questions

ENGINEERING RESOURCES



Survey Questions

FORMS



Questions





United States
Department of
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Rural Development



Thank you

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