

**Research Question:**

- How can MySHU better serve the university, both faculty and students alike?

**Recruitment: Target Audience Profiles****Students**

**Age:** Variable. Seton Hill has a diverse population of students. It will be best to have a variety of ages to assess the ease of use across age groups.

**Gender:** No preference

**Class Level:** Variable – freshman through seniors; graduate students; LECOM students; professional students. Seton Hill's campus is home to many class levels, all of which have different needs. These needs should be assessed at all student levels.

**Majors:** Variable – mix of Main campus and Downtown campus students. Students in the Downtown area often find themselves with different needs, such as shuttle schedules, dining options, building hours, and campus security availability. Including students across all campus locations will give more accurate information about their needs.

**Living Situation:** Variable – commuters, main-campus residents, downtown area residents (those who live in buildings owned by Seton Hill University).

**Habits:**

Athletes and non-athletes – athletic students often need to access different forms, course schedules, and contact information based on their scholarship needs and athletic schedules.

Variety of study habits and grades.

Technology knowledge/usage: Variable with a variety of access methods, particularly mobile usage. All students are given MacBook Air laptops along with iPads as part of their tuition. Students utilizing non-Apple computers, tablets, and mobile devices will be useful.

**Faculty:**

**Academic Rank:** Professor, Associate Professor, Assistant Professor, Instructor, Fixed-Term Adjunct, Temporary Adjunct, Adjunct with Continuing Appointment, Part-Time Professor/Instructor with non-teaching duties.

**Years of Experience:** Variable – mix of both new and long-term.

**Habits:**

Faculty that interact with undergraduate, graduate, and professional students

Faculty who teach in Seton Hill's academic programs as well as LECOM (Lake Erie College of Osteopathic Medicine) liaisons.

Faculty who teach on main campus as well as the Downtown locations.

Faculty who use non-mobile DUO authentication for access to MySHU as well as those who utilize their mobile devices (including non-Apple devices, iPhones, iPads, and Apple watches).

Faculty who teach in various departments/schools across campus.

Faculty with a range of experience with Seton Hill interfaces: Moodle, Jenzabar, GriffinGate, Griffin's Lair, MySHU.

Faculty with a variety of needs within MySHU: directory, happenings, grading, class schedule reference, roster needs, academic alerts, ZenDesk, calendar access, forms, documents, departments. Faculty must use the portal for more than Gmail access.

Faculty must utilize MySHU more than once a week. This will allow for a more comprehensive view of their needs and goals regarding the portal.

### **Plan to Reach Potential Recruits**

Due to the variance in scheduling and multiple locations, recruits will be contacted via email. Lists of potentially interested parties have been created from the Academic Technology roster, as well as attendees from Faculty Senate meetings, held once a month. Personal contacts from the department and professional mentor appointments will also be utilized.

Student recruits will be contacted via social media, Canvas infrastructure, and campus email. These recruits will be part of the Typography I, Graphic Design II, and Digital Imaging I courses. Additional recruits will be recommended by students within these courses and will be contacted via campus email.

### **Session Logistics**

Focus group sessions will take place after classes are completed. Students will be asked to stay for an addition 30-45 minutes. Sessions will be held in labs 209 and 211 of the Seton Hill Arts Center. These labs contain computers for students to access MySHU as necessary. They also house ApplePlay/HDMI connected units for the researcher to display MySHU as a reference. The researcher will be equipped with a Macbook Pro in order to display MySHU.

Individual interviews will take place in Office 205 of the Seton Hill University's Art Center. A laptop will be provided for the student or faculty member. Each session will take approximately 30-45 minutes.

Online surveys will be created via SurveyMonkey.com and emailed to prospective students and faculty members. Surveys must be completed within one week to allow for data analysis.

### **Screening Questionnaire**

#### **Student Screener**

Do you utilize MySHU?

- Yes  No [End Interview]

How often do you access MySHU?

- Multiple times per day  Once per day  Once a week  
 Once a semester  Once a year [End Interview]

What is your living situation?

- Main campus resident     Commuter  
 Off-campus/Downtown resident (housing owned by Seton Hill University)

What information do you access on MySHU?

- Grade information     Tuition Management System     Directory information  
 Canvas Login     Happenings     Lost and Found  
 Events     Athletics     Announcements  
 ZenDesk     Financial Aid Center     Course Evaluations  
 Other (Specify)

What devices do you use to access MySHU?

- PC     Apple     iPad  
 Other tablet device     iPhone     Android  
 Other mobile device     Lab computer  
 Other (Specify)

What class level are you?

- Freshman     Sophomore     Junior  
 Senior     Graduate Student     Professional Student  
 Other (Specify)

Are you an athlete?

- Yes     No

Based on the options below, rate your study habits:

- I complete assignments or study right away  
 I try to balance my studying, job, and personal life equally.  
 I wait until the last minute  
 It depends on the subject  
 I don't study

Rate your comfort level with technology:

- I am very comfortable with technology and utilize it everyday.  
 I am somewhat comfortable with technology.  
 I am somewhat uncomfortable with technology. I find myself needing some help  
 I am very uncomfortable with technology and prefer traditional methods of communication, studying, and task completion.

How much time do you spend utilizing a computer each day?

- 10+ hours  
 6-9 hours  
 3-5 hours  
 1 or 2 hours  
 0 hours [End Interview]

**Faculty Screener**

What devices do you complete DUO Authentication on?

- Apple Watch
- iPhone
- Office Phone
- Android Phone
- Other Mobile Device
- Electronic Passcode
- Email
- Hard Key
- iPad
- Other Tablet Device
- I do not authenticate [End Interview]

What information do you access on MySHU?

- Canvas
- Forms/Documents
- Calendar Information
- Events
- Athletics
- Announcements
- ZenDesk
- Academic Alerts
- Academic Information/Rosters
- Gmail only [End Interview]
- Other (Specify)

How often do you access MySHU?

When do you access MySHU?

Where do you access MySHU?

- My office
- In the classroom
- At home
- Other (Specify)

What department are you employed within?

What is your Academic Rank?

- Professor,
- Associate Professor,
- Assistant Professor
- Instructor
- Fixed-Term Adjunct, Temporary
- Adjunct
- Adjunct with Continuing Appointment
- Part-Time Professor/Instructor with non-teaching duties

How many years of experience do you have with Seton Hill University?

Do you have experience with the following Seton Hill interfaces?

- Moodle
- Jenzabar
- GriffinGate
- Griffin's Lair

What are your goals when utilizing MySHU?