

EAB Tool: BIT Website Audit

EAB Advice:

The Student Affairs Forum strongly encourages institutions to develop a dedicated BIT website. Given how common it is for faculty and staff to search online for information, it is essential for teams to have a prominent web presence. Forum research surfaced examples from basic website with team mission, scope, members, and process to more robust sites with FAQs, annual data, online referral forms, and additional resources.

Notable BIT Websites include:

- Ozarks Technical Community College <http://www.otc.edu/security/bit.php>
- University of Akron <http://www.uakron.edu/vpstudentaffairs/committees/care-team/>
- University of California at Berkeley
<http://campuslife.berkeley.edu/dean/news/studentofconcern>
- University of Alaska-Anchorage
<http://www.uaa.alaska.edu/deanofstudents/CareTeam/index.cfm>
- University of South Carolina <http://www.housing.sc.edu/bit/>
- University of North Carolina at Charlotte <http://ninercare.uncc.edu/>
- College of Charleston <http://deanofstudents.cofc.edu/programs-and-services/students-of-concern.php>

The Forum has developed the audit below to help teams evaluate their current website and brainstorm opportunities around additional content, ongoing maintenance, and analytics.

Website Audit

1. Do you have a dedicated BIT website?
Yes
No
2. Does your dedicated BIT website state the team's mission and/or purpose?
Yes
No
3. Does your dedicated BIT website list team members?
Yes
No
4. Does your dedicated BIT website explain which behaviors merit a referral to the BIT?
Yes
No

5. Does your dedicated BIT website clearly advertise links to an electronic referral form?
Yes
No
6. Does your dedicated BIT website clearly instruct visitors what to do in case of an emergency?
Yes
No
7. Does your dedicated BIT website include links to additional resources on topics such as classroom management, speaking with students of concerns, and college student mental health?
Yes
No
8. Does your dedicated BIT website clearly advertise contact information for the BIT Chair(s)?
Yes
No
9. Does your dedicated BIT website provide general information about team processes?
Yes
No
10. Do you have a plan to test BIT page links annually or semi-annually?
Yes
No
11. Are responsibilities for BIT website maintenance clearly assigned to the case manager or BIT chair and his/her administrative support staff?
Yes
No

12. Does the BIT chair and/or case manager request regular web analytics reports for the BIT website?

Yes

No

13. Circle the items below that the team reviews at least once a year for the BIT website?

- a. Visits (evaluated over time to measure trends)
- b. Unique visitors (evaluated over time to measure trends)
- c. Average time spent on the website
- d. Bounce rate: The rate at which visitors leave the BIT website
- e. Clicks on links on the BIT webpage
- f. Click-throughs from other pages with BIT website links
- g. Use of online referral form (by visits and submissions)