Stakeholder-Agnostic Content Prioritization Module

Mobile content prioritization should be a collaborative process among all website users, including prospective students, current students, past students, faculty, and staff. This tool provides a module of questions that can be integrated into various data collection instruments that likely already exist: student satisfaction surveys, faculty and staff meeting agendas, prospective student focus groups, and alumni surveys. The results can then provide an apples-to-apples comparison of demand for various potential content that will be instrumental in assembling a content prioritization matrix (see Tool #3).

1. For each of the following items, please rate how important it is to be able to easily find it on our mobile website:

	(1) Not Important	(2) Somewhat Important	(3) Quite Important	(4) Very Important
Academic Calendar				
Alumni Info				
Directories				
Event Calendar				
News				
Maps				
Request for Info				
RSVP for Events				
Emergency Alerts				
Library				
Other:				
Other:				
Other:				