

GPIA.info

Where the official website, *newschool.edu/internationalaffairs*, is geared toward prospective students, GPIA.info was created by students in the Spring Semester of 2009 to meet the demands of current students and faculty. It is the unofficial website of the program.

The site's platform is a very user-friendly and dynamic Content Management System (CMS) application called Drupal that allows different groups of people to create and edit content on the site. Because of the ability to democratize the administration of the website, it is constantly being updated. Up-to-date news, events and announcements appear on the homepage, class and concentration discussion groups are very active, new internships are posted in the directory, etc.

Stats and Usage

	Dec 08	Mar 09	Mar 10
pages (total to date)	1,683	2,960	7,272
number of users ¹ (total to date)	299	501	1,106
groups (total to date)	37	74	185
events posted (total to date)		265	409
visits (total in month)	9,000	9,172	18,741
unique visitors (total in month)		4,575	7,365
new visits ² (total in month)	44%	44%	33%
page views (total in month)	45,000	111,741	208,955
pages per visit (average in month)		12.18	11.15
time on site (average in month)	5min	5min	5min 11 sec
bounce rate ³ (average in month)		.58%	.69%
posts per day (average in month)	5	14	27

¹ **Number of users** registered for *gpia.info* accounts (only necessary to add content)

² A high number of **new visits** means that we are successful at driving new visitors to the site

³ **Bounce rate** is the percentage of times that a visitor leaves the site right after viewing the homepage. This means that 99.31% of the time a visitor clicks through to see other pages, actually on average 11 pages, and stays for about 5 minutes and 11 seconds total.

Recent Developments

- News Feature that displays faculty, students and alumni in the news
- Integration with Milano site means we now list Milano courses that gpia students can take with links to Milano faculty profiles

- Embedded Forms that allow us to collect information electronically
- Cross-linking with Official Program Site to ensure that information on both sites is up to date and user friendly

Most popular pages

Page	March 2010 Views	March 2009 Views	Change
Homepage	10,931	5,452	+ 5,479
New User Login Page	3,471	1,839	+ 1,632
Groups Directory	2,231	1,134	+ 1,097
Courses Page	1,914	752	+ 1,162
Fall 2010 Courses Page	1,553	(Fall 2009) 433	+ 1,120
Program Info Page	995	701	+ 294
People Page	748	953	- 205
Summer 2010 Courses Page	643	(Summer 2009) 343	+ 300

Plans

- **Amend** the site to meet the needs of students at both Milano and GPIA throughout the integration process
- **Deepen** the links within the site to ensure ease of use
- **Create** a course syllabus database with past syllabi and links those to faculty profiles
- **Write** a How-to and Training manual to ensure easy transitions between administrators
- **Conduct** a gpia.info user survey to asses use and needs

Successes

- Hiring and training of an extraordinarily competent **web administrator assistant**
- New **organization** of the menu with consistent and dynamic navigation pages has helped both prospective and current students navigate the site more successfully
- Utilizing **Google statistics** allows us to assess use of site

- The Drupal platform allowed us to create a **massively interactive site** that can be updated constantly by a community of users. It has proved much more reliable and flexible than other tools such as blackboard and a greater number of administrators are involved in updated the site each semester
- Speaking at student information sessions, orientations, and faculty meetings has **increased familiarity and comfort** with the site
- GPIA.info is now consistently used as **the preferred site** over Blackboard

Challenges

- **Unknown** challenges presented by the Milano/GPIA integration, including capacity
- Ensuring usage** of the site by students for program related web-based ventures