

gpia.info progress report

14 April 2009

stats and usage

	Mar 09	Feb 09	Dec 08
pages	2,960		1,683
number of users*	501		299
groups	74		37
events posted	265		
visits	9,172	10,493	9,000
unique visitors	4,575	4,534	
new visits*	44%		
page views	111,741	136,541	45,000
pages per visit	12.18	13.01	
time on site	5min		
bounce rate*	.58%	.29%	
posts per day	14	10	5

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

*A high number of **new visits** means that we are successful at driving new visitors to the site. About half of our visits are returning users and the other half (about 2,250 visits this month) are new!

***Bounce rate** is the percentage of times that a visitor leaves the site right after viewing the homepage. This means that 94.42% of the time a visitor clicks through to see other pages, actually on average 12 pages and stays for about 5 minutes total.

Traffic: 47% of visitors find us from search engines (1st result when you google 'gpia' and 3rd entry if you google 'New School International Affairs'), 34% are direct traffic, and 18% from referring sites (most from gmail email content or the official site)

Most popular pages in March and their total number of unique views:

homepage – 5,452

fall 2009 courses page – 433

new user login page – 1,839

summer 2009 courses – 343

groups directory – 1,134

spring 2009 courses – 342

people page – 953

ifp page – 331

courses page – 752

internships – 174

program info page – 701

students of gpia - 166

recent developments

Student and Alumni Directory including profiles biographical information, CVs, and photos as well as links to other networking sites. Around 50 profiles have been completed to date.

Student Working Paper Series administered by the Development Concentration with peer reviewed papers listed and linked.

Thesis Database with search feature.

Dynamic navigation pages for main menu options with rotating features such as photos and courses.

plans

Focus on content by pursuing faculty, students and alumni to complete their profiles, including photos, ensure information is consistent and relevant

Create a course syllabus database with past syllabi and link those to faculty profiles.

Write a how to manual and training to ensure better transition to next administrator.

Conduct a gpia.info user survey to assess use and needs.

Modify the theme so that the pages (especially the front page) looks more dynamic with more font options

successes

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.

challenges

Training new faculty to use the site and course groups at the beginning of the semester.

Inconsistent use of Blackboard and GPIA.info. Students seems to prefer gpia.info while some faculty are resistant to using the site.

Ensuring that administrative functions can be passed on.

Unknown challenges of administering the official website over the next year.