Introduction

After a five-month proposal and preparation period, the newly renovated MyUSU online portal launched on August 16, 2021, to centralize the university’s online resources and further connect USU community members. One year later, as MyUSU users have begun to adopt and take advantage of its capabilities, the implementation team is continuing to maintain, grow, and improve the new portal.

The first annual report of MyUSU outlines the implementation of the new portal, key data, and user insights from the first year, and plans for improvement and growth moving forward. By identifying key successes from year one and areas for improvement, this report aims to provide information on the portal’s implementation progress, invite additional feedback, and raise support for continued MyUSU growth and adoption among users and USU leaders.
Success of MyUSU

MyUSU 2.0 offers new and improved features to support the success of USU students, faculty, and staff to centralize university resources and communication into one accessible portal. Based on the data and feedback from its first year of implementation, the MyUSU committee has developed a few key insights for various stakeholders to find success on MyUSU moving forward.

Insights for Users

1. Personalize Shortcuts

Whether a user is a student, faculty, or staff member, they need to access various websites and third-party platforms. MyUSU serves as that resource hub. While the MyUSU committee is constantly adding new features and resources to the portal, most of the commonly used tools are already available for use.

MyUSU Shortcuts provide an easy way for users to personalize their portal by putting their most-used features near the top of the left-hand menu. Focus group feedback indicated that users feel their experience with the portal would be improved if more of their commonly used resources were more conveniently located in the LHM. However, web data suggests that users are not fully taking advantage of the shortcuts feature.

The top 10 most-clicked features were accessed through the main menu 30 times more than through the Shortcuts, on average. Even the top 10 most-used Shortcuts were accessed through the main menu an average of 25 times more than through Shortcuts.

By taking the time to add their most commonly used features to the Shortcuts menu, users can reduce time searching for resources and vastly improve their overall experience with MyUSU.

2. Download the MyUSU App

One of the newest innovations with the portal is the MyUSU app (available for iOS and Android). By downloading the app, students, faculty, and staff can utilize online resources and connect with the campus community on their mobile devices — and members of the USU community are already recognizing its value.

In just its first year, the MyUSU app had over 40,000 active mobile users engage in nearly 1 million sessions. On average, mobile users make over 2,000 clicks per day, engaging with all features from tools to shortcuts and groups to communications.

3. Join Groups and Events

The new MyUSU presented a valuable opportunity to connect and communicate with members of the USU community in a brand-new way, and MyUSU users have already proved this potential.

In the new portal’s first year, nearly 5,000 users have joined at least one of the 140+ groups on MyUSU, in addition to their campus and college groups. Users have also been able to view and join almost 1,000 unique group events.

Focus group feedback indicates that users are interested in joining groups, but they want to see more options that match their interests. As more programs and organizations at USU continue to request groups, connect with their audiences, and create events, the MyUSU committee expects even more users to join and engage with MyUSU Groups and Events.
1. USU Audiences are Increasingly Adopting the Portal

The university made a significant investment by launching MyUSU 2.0, and USU students, faculty, and staff are making good use of the new platform. Here are the key usage statistics showing MyUSU’s high adoption and activity rates:

- Over 60% of USU community members added to the platform are active users.
- In the first year of the portal, these users logged in nearly 1 million times, opened more than 3.5 million sessions, and made more than 7.5 million user actions.
- On weekdays during the semester, an average of 8,000 users make 28,000 actions on MyUSU.

In March 2022, Pathify announced that MyUSU had achieved the vendor’s highest user count and activity rates of all institutions using the technology.

Based on user data and focus group feedback, most usage of the portal appears to be with the key tools and resources necessary for student success at USU. However, as additional groups, events, and faculty/staff features continue to be added, engagement with these aspects and these audiences continues to grow.

2. MyUSU is a Central Location to Connect with Audiences

In the new platform’s first year, the MyUSU committee and users have shown the power of centralizing the digital USU experience.

- **Tools**: With 75+ tools available on MyUSU, users have accessed and utilized these resources more than 2.5 million times.
- **Groups**: Nearly 5,000 users have joined at least one of the 140+ groups on MyUSU, in addition to their campus and college group. To engage with these audiences, group admins have posted 1,500+ communications and 900+ events.
- **Announcements & Ads**: MyUSU communications have received 550,000+ views, communicating important information, updates, and promotions for USU programs and organizations.

While focus group responses indicate that USU leaders should not entirely rely on MyUSU to communicate with their audiences — as other channels remain important. Feedback also shows that MyUSU is a valuable new dimension for bringing all important USU connections and experiences into one location.

3. There are Endless Opportunities for Expansion

The newly renovated MyUSU has measurably grown in the first year of implementation, but this growth is not complete, and the portal’s capabilities offer increasing potential for innovation.

Responses from focus group participants largely show that users see the potential for MyUSU to become a true on-stop location for all their needs, and to accomplish that, users want to see more features. User search data from an average of 1,000 searches per day supports that, as many of the top MyUSU searches are not currently represented with features in the portal.

The potential for more features is not limited to adding new groups, tools, and resources — the MyUSU committee works closely with Pathify to develop new dashboard widgets, integrate with other platforms, and improve the product.

See what is coming soon to MyUSU in the “Strategic Planning” section (pg. 12).
Insights for MyUSU Admins & Communicators

MyUSU group admins and university communicators are responsible for connecting with various audiences through the MyUSU portal. To support that function and improve the effectiveness of university communications on MyUSU, here are the key data points from the first year of the new portal:

- **MyUSU users are best reached on school days during business hours.** Users are most active on MyUSU during weekdays, with the most activity occurring on Mondays and Tuesdays and declining the rest of the week. Activity is highest between 8 a.m. and 5 p.m., with user engagement peaking around 10 a.m. and 1 p.m.

- **Users are purposeful and task oriented on MyUSU.** On the average day a user logs in to MyUSU, they will open 1-2 sessions and perform 3-4 unique user actions.

- **Users will spend an average of 3 minutes per session on MyUSU.** To drive engagement with audiences on MyUSU, admins and communicators need to purposefully address needs.

- **Notifications primarily drive users to groups and communications.** Over 80% of notification views and clicks are for group posts, ads, and announcements. To convert notification previews into clicks, admins and communicators should capture attention and address audience needs in posts, ads, and announcements up front.

- **The most successful groups are the most active groups.** Groups that created 30+ posts in the first year on MyUSU received 7.5x more clicks, were added to shortcuts 6x more often, and gained 7x more members than the average group.

- **Creating group events can also enhance success on MyUSU.** Groups that created 30+ events last year received nearly 3x more clicks, were added to shortcuts almost 10x more often, and gained 1.5x more members than the average group.
Quick Stats

Users & Admins
• 104,228 users
• 63,768 active users (61.2%)
• 40,460 inactive users (38.8%)
• 331 group and page admins

User Activity Totals
• 992.6K logins
• 3.74M sessions
• 7.67M user actions
• 3.92M clicks
• 9.0M views

Average Daily Activity
• 6.21K users
• 10.4K sessions
• 21.4K user actions
• 10.9K clicks
• 25.1K views

Average Session Duration
• 3 minutes, 2 seconds
At-A-Glance Insights
Aug. 16, 2021 – Aug. 8, 2022

Usage by Device
- Desktop (75.4%) 2,825,562 sessions
- Mobile (24.1%) 904,197 sessions
- Tablet (0.5%) 18,069 sessions

Tools
- 77 tools
- 2.54M tool clicks
- 86.1K "All Tools" page views

Notifications
- 314.1K notification views
- 67.2K notification clicks

Pages
- 116K page views
- 68.2K page clicks

Mobile App
- 40.6K total mobile users
- 904.2K total mobile sessions
- 806.8K total mobile clicks
- 2.25K average mobile clicks/day

Messages
- 34.2K message interactions
- 19.2K desktop (56.2%)
- 14.8K mobile (43.2%)
- 200+ tablet (0.7%)

Groups
- Overall Group Statistics
- 145 groups
  - 13 University
  - 14 Academic
  - 7 Involvement
  - 97 Clubs & Organizations
  - 4 Faculty & Staff
  - 1 Instructor
  - 6 Student Services
  - 1 Admin
- Groups that have created 30+ posts...
  - Receive 7.5x more clicks
  - Are added to shortcuts 6x more often
  - Have 7.3x more members than the average group
- Groups that have created 30+ events...
  - Receive 2.8x more clicks
  - Are added to shortcuts 9.9x more often
  - Have 1.5x more members than the average group

Group Success & Announcements
- Overall Group Statistics
- 145 groups
  - 13 University
  - 14 Academic
  - 7 Involvement
  - 97 Clubs & Organizations
  - 4 Faculty & Staff
  - 1 Instructor
  - 6 Student Services
  - 1 Admin
- Groups that have created 30+ posts...
  - Receive 7.5x more clicks
  - Are added to shortcuts 6x more often
  - Have 7.3x more members than the average group
- Groups that have created 30+ events...
  - Receive 2.8x more clicks
  - Are added to shortcuts 9.9x more often
  - Have 1.5x more members than the average group

Announcements
- 18 announcements
- 259.2K announcement views
- 14.4K average views per announcement
- 29.8% average announcement view rate

Ads
- 68 total ads
- 318.1K ad views
- 4.7K average views per ad
- 9.8% average ad view rate
Key User Insights

Feb. 23, 2022 Focus Groups

On February 23, 2022, the MyUSU committee held three focus groups — students, faculty/staff, and MyUSU admins — to understand USU stakeholders’ current attitudes and behaviors toward the new MyUSU portal and how to build the best user experience.

Student Insights

The student focus group praised the portal’s more modern approach to the digital university experience while highlighting the need for expansion and maintenance. According to feedback, students primarily use MyUSU to accomplish key academic tasks — primarily when required for student success. When using the portal, students are purposeful and task-oriented in searching and utilizing tools for class, registration, finances, and degree progress. Students enjoy the improved accessibility and user experience with the portal and the mobile app, including the use of icons, colors, and design.

While recognizing the value of expanded social and communication features, students have not yet fully adopted these. Students reported that the key challenges to joining groups are finding the time to explore MyUSU groups and not finding the groups they would like to join. Though individual students have their own communication preferences, many would still like email communications in addition to MyUSU about important topics. Students also reported challenges with notification settings, global search results, and tool organization. Lastly, many returning students at the time were struggling to commit to the new portal and were still using the link to the old portal. The old portal was later decommissioned at the end of spring 2022.

Moving forward, students would like to see increased communication on MyUSU of important topics, prominent displays of key tasks, and to ensure calls-to-action are linked with actionable resources. Also, students would like to see the portal’s offerings grow so that MyUSU can truly become a one-stop location for all their needs and connections.

Faculty & Staff Insights

Although there were diverse backgrounds, the general consensus of the faculty and staff focus group was that they don’t utilize MyUSU on a day-to-day basis. This is largely due to their lack of awareness and understanding of MyUSU. Currently they see this platform as a hub or one-stop-shop for students, although they do see the potential the platform has for becoming a hub for their audience.

To increase buy-in, the focus group said more features and tools need to be implemented to help each user accomplish their day-to-day responsibilities as well as raising awareness through communications, such as emails, sent from our USU leadership.

MyUSU Admin Insights

A variety of MyUSU group and page admins for student services reported that the user experience as an admin is very easy to navigate, admin training is very helpful, and they understand their responsibility. The challenge MyUSU admins are facing is getting users (i.e., students) to engage.

Admins requested more support and best practices outlining more things they can do to engage with students more and encourage student engagement within groups.
Strategic Planning

Implementation Process Overview
Utah State University lacked a platform that allowed the university to strategically provide our various stakeholders timely and personalized communications, community features and click-through access to our secure ecosystem of web-based applications.

With the outbreak of the COVID-19 pandemic, this need was amplified and the legacy MyUSU — an outdated static website or link farm “portal” — was seen as an opportunity for the university to address this problem.

In March of 2021, a request for proposal was released. Following committee and stakeholder feedback, the Pathify platform was selected, giving the university the capability to address our goals and problems. A three-year contract was constructed and put into effect June 2021.

The implementation process was broken out into three phases with an initial launch on August 16, 2021:

**Phase 1 | Student-Centric + Initial Structure for Launch**
June 2021 - August 16, 2021

Designed to be student-centric, the new MyUSU implemented the information, resources, and tools from the legacy MyUSU. It also built out essential widgets, groups, and pages for students to allow for a new way of communication and community-building that wasn’t possible through the legacy portal. A governance structure was established, and admin training and communication procedures and workflows were put in place.

**Phase 2 | All Stakeholders + Growth**
August 17, 2021 - Present | Year One - Two

This phase added in staff and faculty stakeholders as a focus along with our student focus by building out information, resources, tools, widgets, groups, and pages. This made continual improvements to training, procedures and workflows.

Continued building features and updates to MyUSU were made available by Pathify, and we furthered growth of the platform to better serve stakeholders.

**Phase 3 | Maintenance + Growth**
Present | Year Two - On

Phase Two will transition to Phase Three once the current MyUSU platform has all the available Pathify features implemented and available for all stakeholders. Phase Three will maintain the current features, make any needed improvements, and grow the platform by adopting new Pathify features to better serve stakeholders.

Phase 2 Roadmap
The MyUSU platform will continue to grow based on user needs, feedback and features made available by Pathify. During the 2022-2023 academic year, the following features will be implemented and enhanced:

**New Features**

- **Tasks:** Automated tasks and reminders for action items targeted to specific roles including faculty and staff.
- **Unauthenticated and Prospects Portal:** A public version of MyUSU providing features, tools and information personalized to prospective students, alumni, and past employees.
- **Global Search and Spidering Crawl:** The MyUSU global search bar will not only search and populate content within MyUSU but within selected USU websites for users.
- **Frequently Asked Questions:** Pre-populated and created answers to frequently asked questions that will appear when keywords or phrases are searched in the MyUSU global search bar.
- **Branding:** Ability for the USU team to customize space to enhance USU’s brand and the platform vividness.

**Widgets**

- **Widget Library:** A library of pre-made widgets from the vendor as well as list USU’s custom made widgets, increase the users’ ability to personalize their dashboard by selecting which widgets they’d like to appear.
- **Improved Canvas Widget:** An improved version of the canvas widget from the vendor to include more personalized information from canvas.
- **Custom Widgets:** Custom widgets such as the federal aid eligibility status will be created from our predetermined list and upon users’ needs and requests.

**Pages**

The approach for pages has been adjusted to only include necessary pages from a predetermined list. Requests for pages will not be an option to avoid repeating content on other USU websites. Instead, the FAQ’s and the global search crawl features will provide users with the other information needed.
Appendices

Appendix A: Data Analytics Methodology

To examine how USU community members engaged with the newly renovated MyUSU portal in its first year, the MyUSU committee compiled and analyzed website data from Aug. 16, 2021, to Aug. 8, 2022. The data summarized in this report were obtained from Google Analytics website traffic and Pathify admin portal analytics.

Some data points have been rounded for readability. Additionally, because some analytics in this report are powered by the data source that underlies Google Analytics, some information may be incomplete due to individual users’ browser configurations and specific user actions (e.g., clearing cookies). Pathify estimates that data in the report may be underestimated by approximately 5%, depending on the specific data point.

Appendix B: Average Daily Activity on Active Days

All Weekdays
- 7.1K users
- 12.3K sessions
- 25.4K user actions
- 13.0K clicks
- Average Session Duration: 3 minutes, 8.7 seconds

Fall Semester Weekdays
- 8.57K users
- 15.5K sessions
- 28.6K user actions
- 14.4K clicks
- Average Session Duration: 2 minutes, 47.7 seconds

Spring Semester Weekdays
- 7.99K users
- 14.0K sessions
- 27.5K user actions
- 14.7K clicks
- Average Session Duration: 2 minutes, 53.1 seconds
Appendix C: Top Clicks

Top 10 Clicks

1. USU Email ....................................................662,174 16.9%
2. Registration Menu .....................................321,037 8.2%
3. Canvas ...........................................................290,773 7.4%
4. Degree Works ............................................249,592 6.4%
5. View Class Schedule ................................248,918 6.4%
6. MyUSU Global Search .............................239,409 6.1%
7. Financial Account Summary ....................208,636 5.3%
8. MyUSU View All Tools ............................187,883 4.8%
9. College Scheduler .................................157,127 4.0%
10. MyUSU Announcements ......................128,270 3.3%

Top Clicks by Feature Category

- Tools 2,541,503 66.4%
- Shortcuts 538,218 14.1%
- Main Menu 348,620 9.1%
- Global Search 239,409 6.3%
- Groups 90,126 2.4%
- Pages 68,176 1.8%

Total 3,826,052 100.00%

Appendix D: Usage by Day and Time

Average User Activity by Day

![Average User Activity by Day chart]

Legend:
- Users
- Avg. Daily Users
- User Actions
- Avg. User Actions
- Clicks
- Avg. Clicks
- Sessions
- Avg. Sessions

Weekdays show higher user activity compared to weekends.
Appendix E: Top Searches

<table>
<thead>
<tr>
<th>Term</th>
<th>Number of Searches</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box</td>
<td>16,718</td>
<td>8.9%</td>
</tr>
<tr>
<td>Degree Works</td>
<td>16,163</td>
<td>8.6%</td>
</tr>
<tr>
<td>Canvas</td>
<td>16,434</td>
<td>7.7%</td>
</tr>
<tr>
<td>Handshake</td>
<td>10,468</td>
<td>5.4%</td>
</tr>
<tr>
<td>Transcript</td>
<td>8,204</td>
<td>4.1%</td>
</tr>
<tr>
<td>Scholarships</td>
<td>7,502</td>
<td>3.7%</td>
</tr>
<tr>
<td>Banner</td>
<td>5,825</td>
<td>2.9%</td>
</tr>
<tr>
<td>Email</td>
<td>5,218</td>
<td>2.5%</td>
</tr>
<tr>
<td>Library</td>
<td>5,017</td>
<td>2.5%</td>
</tr>
<tr>
<td>Testing Center</td>
<td>2,918</td>
<td>1.4%</td>
</tr>
<tr>
<td>Advisor</td>
<td>2,712</td>
<td>1.4%</td>
</tr>
<tr>
<td>Orientation</td>
<td>2,192</td>
<td>1.1%</td>
</tr>
<tr>
<td>Grades</td>
<td>2,491</td>
<td>1.3%</td>
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<tr>
<td>Employee</td>
<td>1,905</td>
<td>1.0%</td>
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<tr>
<td>Catalog</td>
<td>1,787</td>
<td>0.9%</td>
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<tr>
<td>PAFSA</td>
<td>1,677</td>
<td>0.9%</td>
</tr>
<tr>
<td>Apple Time</td>
<td>1,100</td>
<td>0.5%</td>
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<tr>
<td>Registration</td>
<td>1,055</td>
<td>0.5%</td>
</tr>
<tr>
<td>Calendar</td>
<td>946</td>
<td>0.5%</td>
</tr>
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</table>

Appendix F: Top Shortcuts

<table>
<thead>
<tr>
<th>Feature Name</th>
<th>Number of Clicks</th>
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</thead>
<tbody>
<tr>
<td>USU Email</td>
<td>372,074</td>
</tr>
<tr>
<td>Canvas</td>
<td>72,830</td>
</tr>
<tr>
<td>Box</td>
<td>17,958</td>
</tr>
<tr>
<td>Degree Works</td>
<td>12,636</td>
</tr>
<tr>
<td>View Class Schedule</td>
<td>10,590</td>
</tr>
<tr>
<td>Banner Main Menu</td>
<td>8,793</td>
</tr>
<tr>
<td>College Scheduler</td>
<td>5,291</td>
</tr>
<tr>
<td>Financial Account Summary</td>
<td>3,353</td>
</tr>
<tr>
<td>TouchNet Payment System</td>
<td>2,849</td>
</tr>
</tbody>
</table>

Appendix G: Top Tools

<table>
<thead>
<tr>
<th>Feature Name</th>
<th>Number of Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration Menu</td>
<td>328,328</td>
</tr>
<tr>
<td>USU Email</td>
<td>221,596</td>
</tr>
<tr>
<td>View Class Schedule</td>
<td>110,141</td>
</tr>
<tr>
<td>Degree Works</td>
<td>108,610</td>
</tr>
<tr>
<td>Canvas</td>
<td>64,060</td>
</tr>
<tr>
<td>Financial Account Summary</td>
<td>51,278</td>
</tr>
<tr>
<td>Banner Main Menu</td>
<td>50,861</td>
</tr>
<tr>
<td>College Scheduler</td>
<td>32,083</td>
</tr>
<tr>
<td>View All Tools</td>
<td>29,012</td>
</tr>
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</table>

Appendix H: Top Pages

<table>
<thead>
<tr>
<th>Feature Name</th>
<th>Number of Views</th>
<th>Number of Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advising</td>
<td>26,781</td>
<td>14,000</td>
</tr>
<tr>
<td>Student Financial Support</td>
<td>22,570</td>
<td>8,872</td>
</tr>
<tr>
<td>Academic Testing Center</td>
<td>14,013</td>
<td>4,234</td>
</tr>
<tr>
<td>Registrar's Office</td>
<td>12,506</td>
<td>4,264</td>
</tr>
<tr>
<td>Student Academic Support</td>
<td>9,408</td>
<td>3,406</td>
</tr>
<tr>
<td>Student Health and Wellness Center</td>
<td>8,494</td>
<td>3,278</td>
</tr>
<tr>
<td>Dining Services</td>
<td>4,401</td>
<td>1,235</td>
</tr>
<tr>
<td>Counseling and Psychological Services (CAPPS)</td>
<td>3,248</td>
<td>1,866</td>
</tr>
<tr>
<td>Parking &amp; Transportation Services</td>
<td>1,441</td>
<td>10</td>
</tr>
<tr>
<td>Career Design Center</td>
<td>1,335</td>
<td>20</td>
</tr>
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</table>

Appendix I: Top Notification Clicks

<table>
<thead>
<tr>
<th>Feature Name</th>
<th>Number of Clicks</th>
<th>% of Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group Posts</td>
<td>42,754</td>
<td>63.6%</td>
</tr>
<tr>
<td>Announcements</td>
<td>11,000</td>
<td>17.8%</td>
</tr>
<tr>
<td>Group Events</td>
<td>2,608</td>
<td>3.8%</td>
</tr>
<tr>
<td>Connection Requests</td>
<td>2,367</td>
<td>3.5%</td>
</tr>
<tr>
<td>Group Post Interactions</td>
<td>1,065</td>
<td>1.6%</td>
</tr>
</tbody>
</table>

Average User Activity by Hour

Average User Activity by Hour
Appendix J: Top Announcements and Ads

Most Viewed Announcements

By Everyone:

**Notice**

Welcome to the new and improved MyUSU!

This looks cool, right? MyUSU more than looks cool. MyUSU is exactly that — YOUR very own customizable space for connection and community to enhance your success and experience at USU. Let’s kick start your success.

1. Watch the "Getting Started on MyUSU" video tutorial.
2. Update your profile and set your privacy permissions in your account settings.
3. Explore MyUSU — make connections, join groups, and add pages and tools to your left menu.

We’ve started the new MyUSU off small and will continue to grow and build it out to fit your needs. At any point if you have questions about the functionality of MyUSU, click the help button in the bottom right corner or go to the MyUSU Help Center. Go Aggies!

P.S. Access to the old MyUSU is still available if you’d like to access a link in the place you’re familiar with through the tools section in the left menu.

By Students:

**Notice**

Hey! Your professors are trying to reach you! Check your new A#@usu.edu email.

it.usu.edu/studentemail

Most Viewed Ad

Start the semester stress-free by pre-ordering your textbooks now! We will have them bagged and ready for you before classes start.

Pre-order your textbooks for Fall 2021!

Convenient in-store pickup & tax-free savings at the Campus Store!

Campus Store

Most Liked Ad

***

*APPLICATION CLOSED*

COVID-19 disrupted more than classes. If you experienced any financial difficulties because of the pandemic (from food and housing to health and child care), you may be eligible for national relief funds. We’re now processing and distributing aid. Funding is limited.

Apply for Fall 2021 Student Relief Funds
Questions & Feedback

We know you're excited — so are we! Please reach out if you have any questions, comments, feedback or concerns about the new and improved MyUSU.

The Division of Student Affairs

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