

MEASURING SUCCESS

what	how
Intuitive design / website usability	<ul style="list-style-type: none">▶ beta-site testing▶ site ergonomics (critical path trends and workflow analysis)▶ page visits to key areas of the site
Visual aesthetics Conveying the brand	<ul style="list-style-type: none">▶ concept testing▶ focus group feedback
Selectivity & yield	<ul style="list-style-type: none">▶ online application numbers▶ site traffic & stickiness, particularly for admissions & yield-related pages▶ survey feedback from enrolling and non-enrolling students
Giving	<ul style="list-style-type: none">▶ growth in online dollars▶ growth in number of online gifts▶ growth in number of online donors▶ growth in number of first-time gifts▶ average household gifts
Alumni support	<ul style="list-style-type: none">▶ participation rates in online community▶ increase in events attendance▶ increase in alumni giving