IDE 611
Assignment 1: Website Evaluation
Donald Petrie

Website Evaluation Report

Website Information

Name: El Paso Independent School District

URL: https://www.episd.org/elpasoisd

Site Author/Web Master: Blackboard, Inc.

Evaluation Consultant Information

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Goals and Learning Objectives of the Project

The goal of this project is to conduct a thorough evaluation, from an objective and professional perspective, of the website and to provide feedback to the client. Further, this evaluation will provide the client with recommendations tailored to enhance the efficacy of the website. Lastly, the learning objectives of this evaluation are to gain a better understanding of educational website construction, purpose, use, and efficiency to allow the client to improve their website while simultaneously improving the consultant's understanding of educational website evaluative practices.

General Description of the Website

Purpose

The website focused on in this evaluation serves as the central repository of all information for the El Paso Independent School District (EPISD), a K-12 school district located in El Paso, Texas. EPISD is comprised of 84 schools providing K-12 education as well as specialty,

alternative, and career and technical education. EPISD's website contains all district and school information directly on the website or through links to external resources. Lastly, this website serves the students, parents, staff, faculty, and community by providing administrative and educational data and resources to its users.

Intended Audience

The target audiences for this website are the students, parents, staff, faculty, and community that utilize the EPISD for the purposes of educating school age children. The EPISD currently serves 54,000 students and their families and employs 8,000 staff and faculty members, all of which utilize the website of interest to this evaluative report for information and resources.

Website Content

EPISD's website provides information for all individual schools and the district, accessible directly through the website's home page.

Home Page: The home, or landing, page provides users with access to several menus including a drop down menu of all district schools that link the user to the desired school's website and buttons that allow the user to navigate to pages associated with the user's role as student, parent, or staff. Further, the home page provides buttons that allow the user to view information regarding the district, the school board, district departments, school registration, and the community. The home page also displays concentrated information windows focused on district news, videos of the week, and upcoming district events. Lastly, the home page contains button links to external resources such as a parent portal page and resource pages regarding education in a COVID-19 environment.

Parents: Links the user to a page focused on parent information such as calendars, attendance, policies, and parent organization information.

Students: Links the user to a student-centric page with links to policies, student email, and student tools such as online learning resources.

Staff: Login required page that serves the staff and faculty of the district with administrative information and applications.

About Us: Allows users to view district mission, vison, plans, and leadership pages.

Departments: Links user to a directory, which includes hyperlinks to all district departments.

Registration: Directs user to a page that contains student registration information and resources.

Community: Provides links to military support, news, photo galleries, and volunteer information.

Join our Team: Links to the user to employment opportunities, information, and resources offered by the district.

Unique Features

The unique features of this website include a drop down menu that lists hyperlinks to all 84 EPISD operated schools and campuses, quick link icons to the district's Facebook, Twitter, You

Tube, and Instagram pages, and redundant buttons at the bottom of the page that simplify the search process for users.

Description of the Evaluation

Evaluation Method

This evaluator utilized a scale tool and a checklist tool, designed by reliable sources with peer review, to assess the website. Further, the evaluator utilized themselves and two other disinterested parties to conduct the evaluations, using both tools, to ensure unbiased objectivity.

Evaluation Instruments

This evaluator utilized the Content Validity Scale (Arnone & Small, 2020) and the Website Motivational Analysis Checklist (WebMAC) (Arnone & Small, 2020). The WebMAC is an evaluative tool that poses 32 questions to the evaluators in order to assess the websites ability to stimulate (S) the user, provide meaningful (M) information, is organized (O), and is easy-to-use (E). The evaluator scores each question from 0-3, with 3 representing strong agreeance with the question and 0 representing strong disagreement.

Eight questions are focused on each of the SMOE categories with the scores give to these questions comprising the total score for that category. These total scores are placed on a bar graph that indicates the level of improvement required in the SMOE category. Scores are then aggregated (SM/OE) to determine the value (V) and expectancy of success (XS) scores to be placed on a dual axis graph which determines the overall quality of the website through score intersection and quadrant placement.

The Content Validity Scale is a self-reporting tool that allows the evaluator to determine how valid a website's content is by assigning a score of 1-5 to a question designed to assess content validity. A score of 1 equates to strong disagreement while a score of 5 indicates strong agreement with the question. This assessment tool is simplified in design, when compared to the WebMAC, but provides a sharper focus on website validity of content.

Description of the Evaluators

Three evaluators were utilized during this evaluat5ion of the EPISD website. The first evaluator, also the author of this report, is a graduate student enrolled in Syracuse University's Master of Science in Instructional Design, Development, and Evaluation program, and is a member of the United States Army Sergeants Major Academy Fellowship program. The second evaluator is a graduate of a Master of Arts in counseling degree program from Colorado Christian University and is a civilian mental health counselor for the United States Army. The third evaluator is an undergraduate student at the University of Denver and a recent EPISD high school graduate.

Data Analysis and Synthesis

Upon completion of the evaluations by all three evaluators, scores were aggregated and averaged for reapplication to the prescribed graphs utilized in the WebMAC and for final scores for the content validity scale.

Results

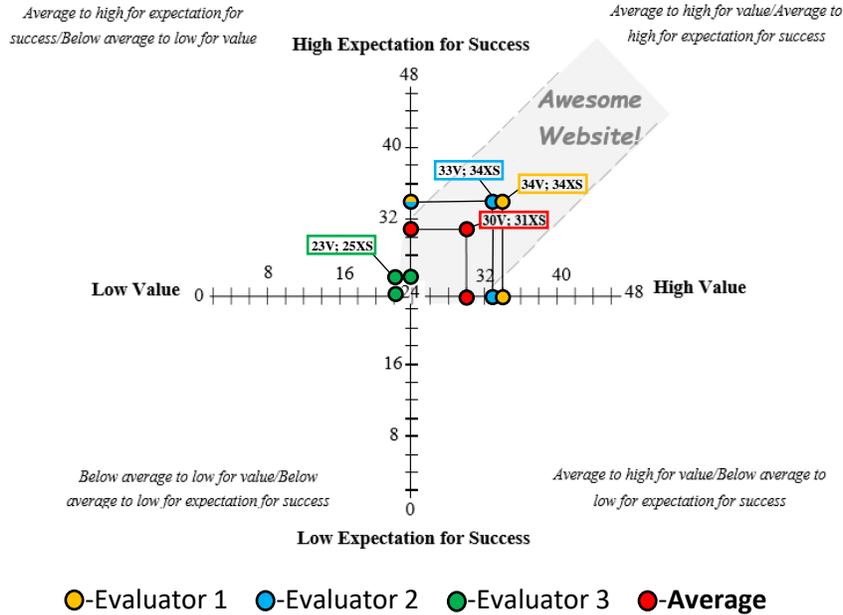## WebMAC Professional Attribute Results

The WebMAC Professional Attribute scores of all three evaluators and the averages of these scores are provided in the line chart and table below. The results may range between 1 (needs most improvement) and 24 (highest motivating score).

🟡-Evaluator 1   🔵-Evaluator 2   🟢-Evaluator 3   🔴-**Average**
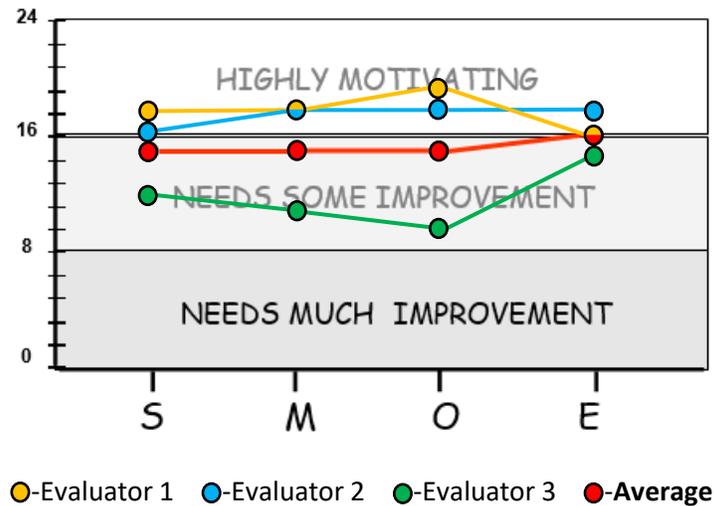
Category	Evaluator 1	Evaluator 2	Evaluator 3	Average
How Stimulating (S)	17	16	12	**15**
How Meaningful (M)	17	17	11	**15**
How Organized (O)	18	17	10	**15**
How Easy to Use (E)	16	17	15	**16**

WebMAC Professional Value and Expectation for Success Results

Plotted on the graph below are the evaluator and average scores for the WebMAC Professional Value and Expectation for Success. The average value score calculated amongst the responses from all three evaluators was 30 while the average expectation for success score, using the same methodology was 31. These scores indicate that the evaluated website holds an average to high score for both value and expectation for success.

Average to high for expectation for success/Below average to low for value

High Expectation for Success

Average to high for value/Average to high for expectation for success

Awesome Website!

33V; 34XS

34V; 34XS

30V; 31XS

23V; 25XS

Low Value

High Value

Below average to low for value/Below average to low for expectation for success

Average to high for value/Below average to low for expectation for success

Low Expectation for Success

🟡-Evaluator 1   🔵-Evaluator 2   🟢-Evaluator 3   🔴-**Average**

Content Validity Test Results

The Content Validity Test scores of all three evaluators and the averages of these scores are provided in the table below to allow for assessment of EPISD website content. The results may range between 1 (strongly disagree) and 5 (strongly agree).

Question	Evaluator 1	Evaluator 2	Evaluator 3	Average Response
The source of information for this Web site is credible.	4	4	2	**3.33**
There is a way to contact the author of this Web site, if necessary.	4	3	4	**3.66**
The factual information or content of the Web site seems accurate.	3	4	2	**3.00**
If the Web site presents concepts or principles in its domain (e.g. science, art), they are appropriately presented without confusing or missing information.	4	2	2	**2.66**
There are no typographical or spelling errors that could potentially cause the information at this Web site to be misunderstood.	4	5	3	**4.00**
The content is appropriate for the intended audience.	5	4	2	**3.66**
The links from this site appear to be credible.	5	4	4	**4.33**
This Web site appears to be free of bias.	3	4	4	**3.66**
The information at this Web site is current enough for the type of information it includes.	4	4	3	**3.66**
The links from this Web site appear current and unbiased.	4	4	3	**3.66**

Interpretation and Synthesis of Overall Findings

This evaluator's interpretation of the findings of this evaluation is that this website is above average in nearly all areas, but can seek to improve upon its standing through concerted efforts in certain areas of need. The results of the Content Validity Test indicated that greatest area of need for this website is presenting concepts or principles in specific domains and presenting them appropriately without confusing or missing information. Further, the Content Validity Test indicates that any misunderstanding of information is not likely to be attributed to typographical or spelling errors as this is a strength of this site. The Content Validity Test scored nearly all questions at an above average score indicating that all evaluators agreed with the majority of questions.

Stimulating

The website was quite stimulating and only requires slight improvement in this area. While the website serves the purpose of stimulating its users, it tends to go too far in some areas, resulting in confusion when trying to locate certain resources and information. The landing, or home, page is a little too busy and becomes distracting to some.

Meaningful

This site provides meaningful information to users, but not all information located on this site is meaningful to all users. As a central site for use by parents, students, faculty, and staff, many aspects of the site are not applicable to many users.

Organized

The organization of the site is sufficient regarding mapping and locating information. The organizational process of the site could be improved upon through the elimination of redundancies. Overall, the organization of the site results in an easy navigation experience.

Easy-to-use

This area was the greatest strength of the site when compared to the other SMOE elements. The site is easy to use from many perspectives and offers the user many ways back to the home page if navigation becomes problematic. Lastly, the search function resulted in higher than average ease of use scores, as it was very responsive and helpful to the evaluators.

Recommendations and Suggestions for Improvement

The following recommendations have been aggregated from all evaluators and are based on the SMOE model utilized during evaluation, the results of which are:

How Stimulating (S) – 15 (needs some improvement)

How Meaningful (M) – 15 (needs some improvement)

How Organized (O) – 15 (needs some improvement)

How Easy to Use (E) – 16 (needs some improvement/highly motivating)

These results indicate that EPISD needs to improve its website in all categories to enhance the professional attributes of the site. The recommendations of this evaluator are as follows:

- This website would benefit from quieting down the home page. By simplifying the homepage and creating a less busy image, this website will allow users to focus more clearly on the information they are seeking and how to find it.

- By installing a filter prior to the landing page, this site can seek to funnel users into the appropriate are of the site. Users would benefit from a landing page that asked the users status (student, staff, parent, etc.) and school of interest in order to direct the user to the proper resources. By placing all information, for all users, in the same place, this site becomes difficult to navigate.

- Eliminating redundant links and redirects would ease the frustrations of some users. By committing to a more efficient method of organization, this site can become more user friendly. Search results should not return several results for the same information, located in several different places on the site. This causes confusion and a lack of confidence in the information presented.

Experiential Reflection

The reflection of this writer is that this assignment provided an excellent opportunity to view the intricacies of design from a new and objective perspective. Viewing a site for the purposes of evaluation, as opposed to normal use, provides a perspective that allows one to see how to improve upon it without the frustration that comes as a user. This writer now possesses a better understanding of the design process as it relates to educational web design and usage.

Importance of Evaluating Websites

The importance of evaluating websites must not be underestimated as it provides the opportunity to begin back at the front of the ADDIE process in order to improve upon current website situations. The evaluation can result in several ways to improve upon the website, expose system failures, or validate strengths within the design. Ultimately, the evaluation process is highly important and should not be overlooked or underestimated.

Suggestions for Website Evaluation

While the WebMAC and Content Validity Test account for many aspects of website functionality, value, validity, and expectations for success, it is the opinion of the writer that these tools must be updated appropriately to account for societal, institutional, and educational changes. Keeping these tools and the questions therein up to date will enhance the effect they have during evaluation practices.

References

Arnone, M., & Small, R. (2020, September 10). *Assignment 1: Website Evaluation: WebMAC Professional.* Retrieved from Blackboard.Syracuse.edu: https://blackboard.syracuse.edu/webapps/blackboard/content/listContent.jsp?course_id=_434804_1&content_id=_6359435_1

Arnone, M., & Small, R. (2020, September 10). *Assignment 1: Website Evaluation; Content Validity Scale.* Retrieved from Blackboard.Syracuse.edu: https://blackboard.syracuse.edu/webapps/blackboard/content/listContent.jsp?course_id=_434804_1&content_id=_6359435_1

Blackboard, Inc. (2020, September 10). *El Paso Independent School District.* Retrieved from EPISD.org: https://www.episd.org/elpasoisd