



The Hon Sarah Mitchell MLC
Minister for Education and Early Childhood Learning
Deputy Leader of the Government in the Legislative Council

Ms Helen Minnican
Clerk of the Legislative Assembly
Parliament House
Macquarie Street
SYDNEY NSW 2000



MT19/1735

Dear Ms Minnican

Helen

Thank you for your letter of 22 November 2019, seeking the Department of Education's response to Recommendation 6 of the Public Accounts Committee report titled *Examination of Auditor-General's Performance Audit Reports May 2017 – December 2017*.

The Department is committed to continuous improvement in customer service driven by quality analytics and data-driven feedback. In response to the committee's recommendation:

"The Committee recommends that the Department of Education develops key performance indicators (KPIs) that capture both quantitative and qualitative data in relation to its School Website Service program to inform and guide improvements to the program."

The Department can advise that Adobe Analytics has been deployed to every school website live on the School Website Service (SWS) platform. This enables quantitative reporting across core key performance indicators such as the number of visitors accessing the platform, the amount of time a visitor spends on a website, the type of devices being used and the content being viewed by users. This data is distributed to the SWS product owner to inform platform enhancements.

Qualitative reporting is in the planning phase for the SWS platform. The proposed solution will enable the users to mark content as positive or negative in terms of usefulness. This data will then be distributed to content owners to inform content development.

Progress is on track towards completion.

Should further information or clarification be required on the Department's response to this recommendation, please contact [REDACTED] in the Department by telephone on [REDACTED]

Yours sincerely

Sarah Mitchell
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6 MAR 2020