

Strategic Team Feedback on Web Terminology

Montgomery College Web Site Redesign

Overview

Feedback collected February 26th, 2009.

Number of individuals who participated: 9 (individuals present at meeting)

Methodology

The Leadership Team distributed handouts describing the major navigation categories of the site map and a list of words for each of the major categories. The team was instructed to read the words and give the Leadership Team feedback on the terminology according to their experience. The team had about one hour to complete the exercise.

Highlights

1. Reevaluate the wording **ESL/ESOL** since it is terminology that our international students might not understand (mentioned by 4 individuals)
2. Discuss the differences between **careers, student careers, jobs, employment**, etc. (mentioned by 6 individuals)
3. Discuss **Institutes & programs** and **Degrees (programs of study)**; not sure an 18 year old will know what institutes and programs mean. It could also cause confusion with degrees (mentioned by 5 individuals)
4. Discuss the heading **Student Life**; individuals have mentioned MC Life, Campus Life, and Student Services (mentioned by 3 individuals)

Interesting Feedback

1. Include an online calculator on the "Tuition costs & financial aid" page (mentioned by 2 individuals)
2. Include virtual advising capability
3. Instead of "Glossary of higher ed. Terms", have a "Student insider's guide (Student handbook)
4. Add "Work study" and "Budgeting for College" on the "Cost & Financial Aid" page
5. Add Child Care to the "Advising & support" page; some students won't be able to go to school without child care