Key Considerations

- Match prospective students to programs
- Provide student information to institutions
- Filter information by adult-serving characteristics

Features (What does the website offer/do?)

Examples:
- Guidance counseling
    - Previously earned credit
    - In-demand fields
    - Projected career earnings
    - Financial aid and scholarships
- Program information
    - Geographic region
    - Academic requirements
    - Delivery method
    - Schedule
    - Projected cost
    - Projected time to completion
- Resources
    - Virtual mentor/live chat
    - Child care options and availability
    - Practice entry exams
- Social media integration
    - Peer-to-peer support/mentoring
    - Practitioner support/outreach

Functionality (How to operationalize the identified features)

Examples:
- Method of inputs/output
    - Sliders, widgets
    - Comparison tabled results
    - Filter options
- Crosswalk to existing resources
    - Campus websites
    - Community-based organizations
    - FAFSA/WASFA