



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