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