



ADULT REENGAGEMENT TECHNICAL TEAM TEAM DISCUSSION PROMPTS – OCTOBER 2017

Definitions

Content: The textual, visual, or aural content that is encountered as part of the user experience on websites. It may include—among other things—text, images, sounds, videos, and animations.

Possible methods for delivering content on this website:

- **Tailoring:** Specific information delivered to users as a result of users' prompted answers to site-based questions.
- **Interactivity:** Information delivery through users' interaction with widgets (e.g. sliders, checkboxes, sortable tables, etc.).
- **Static content:** Information delivered through site navigation that is unchanged by user inputs.
- **Functions:** Administrative tasks (both performed by authorized users and automated) to generate reports and site analytics, download information, or supplement content.

For Discussion: Benefits vs Drawbacks of Inclusion

Content (tailored, interactive, or static):

- Transferable credit estimates
- Benefits (Veteran's, SNAP, unemployment, etc.)
- Enrollment action plan development
- Estimated time to completion
- Estimated cost to completion
- Career exploration (career interest inventory)

Website features:

- Geo-targeting
- Personalization (ex. student-specific landing page)
- User accounts (login vs no login)
- Tailored/custom information
- Interactivity (specific functionality and look to be determined in consultation with eventual vendor)
- One-click results

Functions:

- Supplementation of standard data by individual institutions
 - Program schedules
 - Delivery method
 - Campus-based services
- Integration with campus CRMs
- Reporting