



ECHO DELTA
Higher Education Marketing & Consulting

Optimizing Program Pages for Today's Online Graduate Students



PRESENTED BY

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What's ahead

01

Attitudinal and behavioral profile of online graduate students

02

6 high-impact sections for every program page

03

Q&A

Motivations are both pragmatic and personal

- Increasing earning potential, yes, but it's also about career advancement
- Achieving a personal goal
- Acutely price aware
- Need to see how this fits within their current life situation

Sources: Education Dynamics, EAB, Echo Delta



Independent research is core

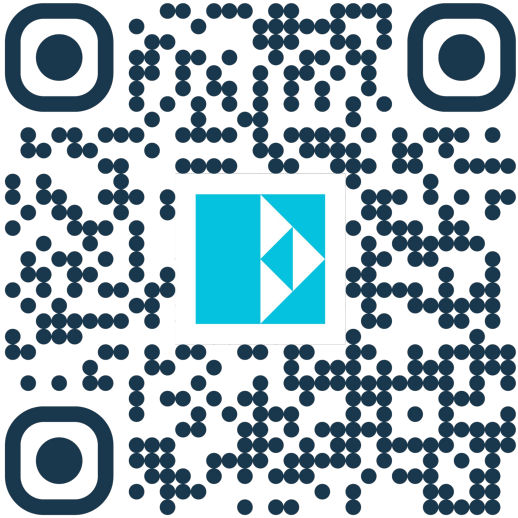
- 3 in 4 will start search with Google or direct visit to college's website
- Search timeframe varies considerably (1-12+ months)
- Majority stealth apps is typical
- Typically apply to 2-3 institutions (varies by area of study)

1. Your grad program pages are about helping students make **confident decisions**.
2. They serve students best when they operate as a **quasi-standalone resource**.

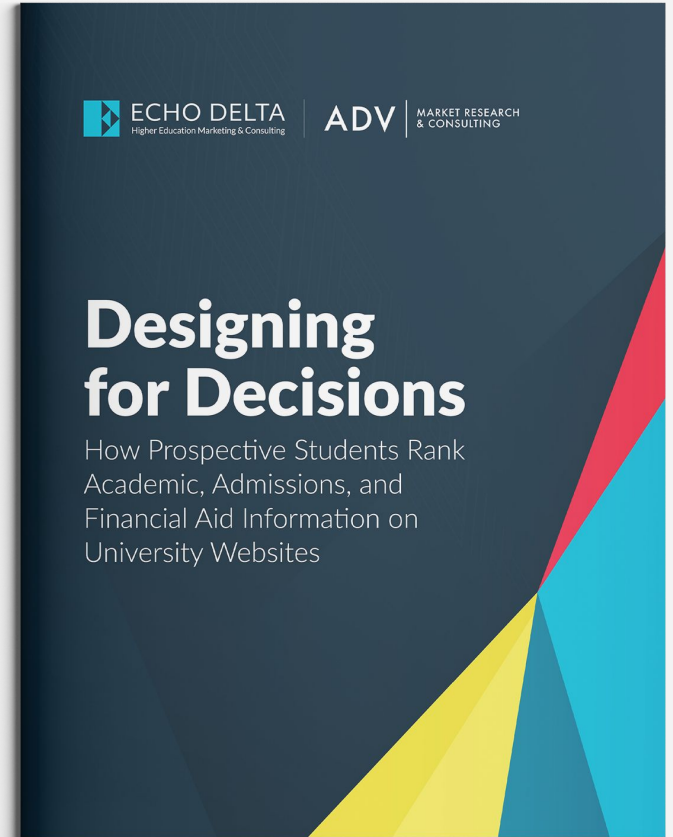
Sources: Education Dynamics, EAB, Echo Delta



Download the Report

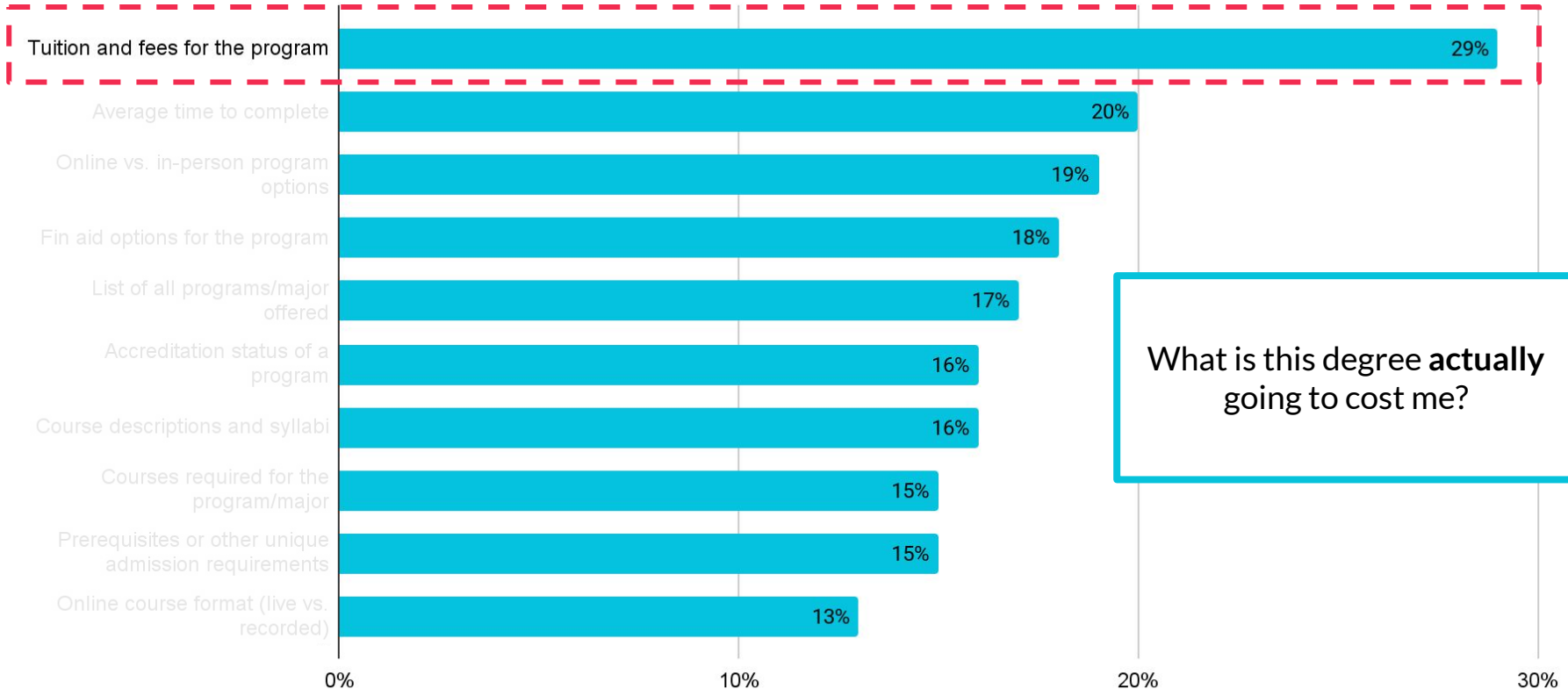


Scan to download
echodelta.co/designing-for-decisions



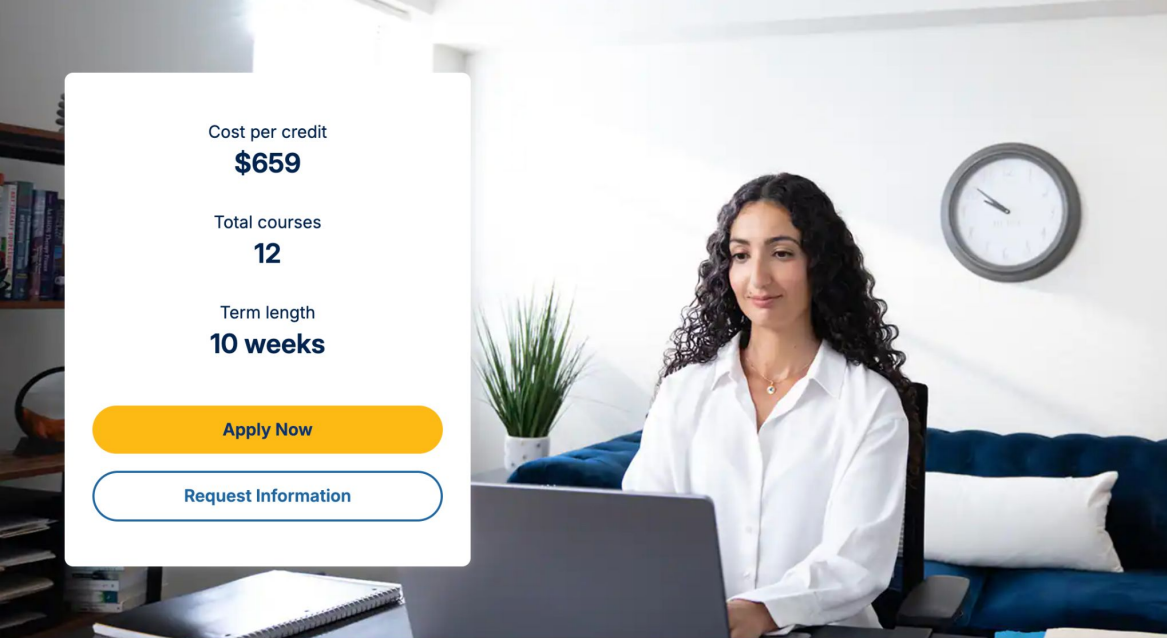
Program Cost

Top academic priorities for graduate students



Getting cost right

Avoid showing cost/credit only



Cost per credit
\$659

Total courses
12

Term length
10 weeks

[Apply Now](#)

[Request Information](#)

OVERVIEW COURSES & CURRICULUM ONLINE EXPERIENCE HOW TO APPLY COST & SAVINGS CAREER OUTLOOK

Total credits

30

Total Credit Hours Required: 38 Credit Hours Minimum beyond the Bachelor's Degree

Source: snhu.edu, start.asuonline.asu.edu, ucf.edu

Getting cost right

- When possible show total cost or total tuition.
- If program FA is available, ensure this is easy to find

MENDOZA COLLEGE OF BUSINESS

APPLY EXPLORE ALL PROGRAMS MENU

Tuition & Aid

Tuition for the 2025-2026 MS in Business Analytics program is **\$66,310**.

Scholarships are available to all qualified candidates, regardless of citizenship. These are determined by the Admissions Committee at the same time your application is being evaluated. To apply for a scholarship, please complete the scholarship section within the application.

Scholarship decisions will be provided at the time of admission.

[→ LEARN ABOUT FINANCIAL AID](#)

Career Development

OVERVIEW
WHAT YOU'LL LEARN
TUITION & AID
CAREER DEVELOPMENT
ADMISSIONS
CLASS PROFILE
STUDENT LIFE
MSBA VOICES
EXPLORE MENDOZA

REQUEST INFO

APPLY

Source: mendoza.nd.edu

Getting cost right


Linking to detailed cost info is okay,
but consider **entire** user experience

Sources: arizona.edu

◀ Back to List of Programs ♥ Favorite

Aging Law and Policy (Certificate)

Graduate Certificate



Coursework Location(s)
Main/Tucson, Chandler, Online - Arizona Online, Phoenix

Areas Of Interest

- Biological & Biomedical Science
- Education & Human Development
- Health, Nutrition & Fitness
- Interdisciplinary Studies
- Law, Policy & Social Justice

Minimum Credit Units
▶ **12 Units**

Department / Academic Unit
James E. Rogers College of Law

Degree
Graduate Certificate

VISIT DEPARTMENT WEBSITE

UNDERSTAND COST & AID

HOW TO APPLY

Getting cost right

Avoid rabbit holes and
information cul-de-sacs

Source: arizona.edu

Costs and Fees

There are many costs to keep in mind when planning your graduate studies at the University of Arizona such as tuition, books, and cost of living. Here you can find information on the following:

- [Graduate Admission Application Fee](#)
- [Financial Guarantee Requirement for Incoming International Students](#)
- [Graduate Student Tuition and Fees Chart](#)
- [Graduate Candidacy Fees](#)

Please keep in mind that there are also *many* resources of [financial support](#) for graduate students.

Estimated Costs of a University of Arizona Education

- [Estimated Cost of Attendance](#) - from the Office of Student Financial Aid
- [Official University of Arizona Tuition Calculator](#) - from the Bursar's Office
- [Residency Classification: In-State vs. Non-Resident Classification](#) - from the Registrar's Office
- [Special Course Fees](#) - from the Registrar's Office

Differential Tuition for Dual Degrees

The Graduate College does not control or charge tuition or differential fees. For questions regarding tuition or differential fees please contact the [Bursar's Office](#).

Late Charges

Please refer to the Bursar's Office for information about [late charges](#).

Guaranteed Mandatory Fees

Guaranteed Mandatory Fees were discontinued in Spring 2024. Please refer to the [Bursar's Office](#) for any questions regarding fees.

Getting cost right

Avoid rabbit holes and information cul-de-sacs

THE UNIVERSITY OF ARIZONA Tuition Chart 2025-26_FINAL.xlsx Download Sign up Log in

Graduate Base Tuition 2025-26 (MAIN CAMPUS)

Some Main Campus, UA South, Az Online, UA Global, and UA Phoenix graduate programs have additional tuition assessed on top of the base graduate tuition. Refer to: <https://tuitioncalculator.fs.azizona.edu/#/>

Fall 2025					Spring 2026						
Nonresident per semester					Nonresident per semester						
# of Units	Base Nonresident Tuition	Total NR Tuition	AFAT Fee	Total	# of Units	Base Nonresident Tuition	Total NR Tuition	AFAT Fee	Total		
1	\$861	\$1,084	\$1,945	\$30.50	\$1,975.50	1	\$861	\$1,084	\$1,945	\$30.50	\$1,975.50
2	\$1,722	\$2,168	\$3,890	\$30.50	\$3,920.50	2	\$1,722	\$2,168	\$3,890	\$30.50	\$3,920.50
3	\$2,583	\$3,252	\$5,835	\$30.50	\$5,865.50	3	\$2,583	\$3,252	\$5,835	\$30.50	\$5,865.50
4	\$3,444	\$4,336	\$7,780	\$30.50	\$7,810.50	4	\$3,444	\$4,336	\$7,780	\$30.50	\$7,810.50
5	\$4,305	\$5,420	\$9,725	\$30.50	\$9,755.50	5	\$4,305	\$5,420	\$9,725	\$30.50	\$9,755.50
6	\$5,166	\$6,504	\$11,670	\$30.50	\$11,700.50	6	\$5,166	\$6,504	\$11,670	\$30.50	\$11,700.50
7	\$6,025	\$7,590	\$13,615	\$61.00	\$13,676.00	7	\$6,025	\$7,590	\$13,615	\$61.00	\$13,676.00
8	\$7,970	\$7,590	\$15,560	\$61.00	\$15,621.00	8	\$7,970	\$7,590	\$15,560	\$61.00	\$15,621.00
9+	\$9,916	\$7,590	\$17,506	\$61.00	\$17,567.00	9+	\$9,916	\$7,590	\$17,506	\$61.00	\$17,567.00
Resident per semester					Resident per semester						
# of Units	Base Resident Tuition		AFAT Fee	Total	# of Units	Base Resident Tuition		AFAT Fee	Total		
1		\$1,084	\$30.50	\$1,114.50	1		\$1,084	\$30.50	\$1,114.50		
2		\$2,168	\$30.50	\$2,198.50	2		\$2,168	\$30.50	\$2,198.50		
3		\$3,252	\$30.50	\$3,282.50	3		\$3,252	\$30.50	\$3,282.50		
4		\$4,336	\$30.50	\$4,366.50	4		\$4,336	\$30.50	\$4,366.50		
5		\$5,420	\$30.50	\$5,450.50	5		\$5,420	\$30.50	\$5,450.50		
6		\$6,504	\$30.50	\$6,534.50	6		\$6,504	\$30.50	\$6,534.50		
7+		\$7,590	\$61.00	\$7,651.00	7+		\$7,590	\$61.00	\$7,651.00		

Graduate Student Base Tuition paid by Grad Assist/Associates (GAs) for 2025-26 (MAIN CAMPUS)

2025-26

Source: arizona.edu

Getting cost right

Replace dense, caveat-heavy content with self-serve calculators

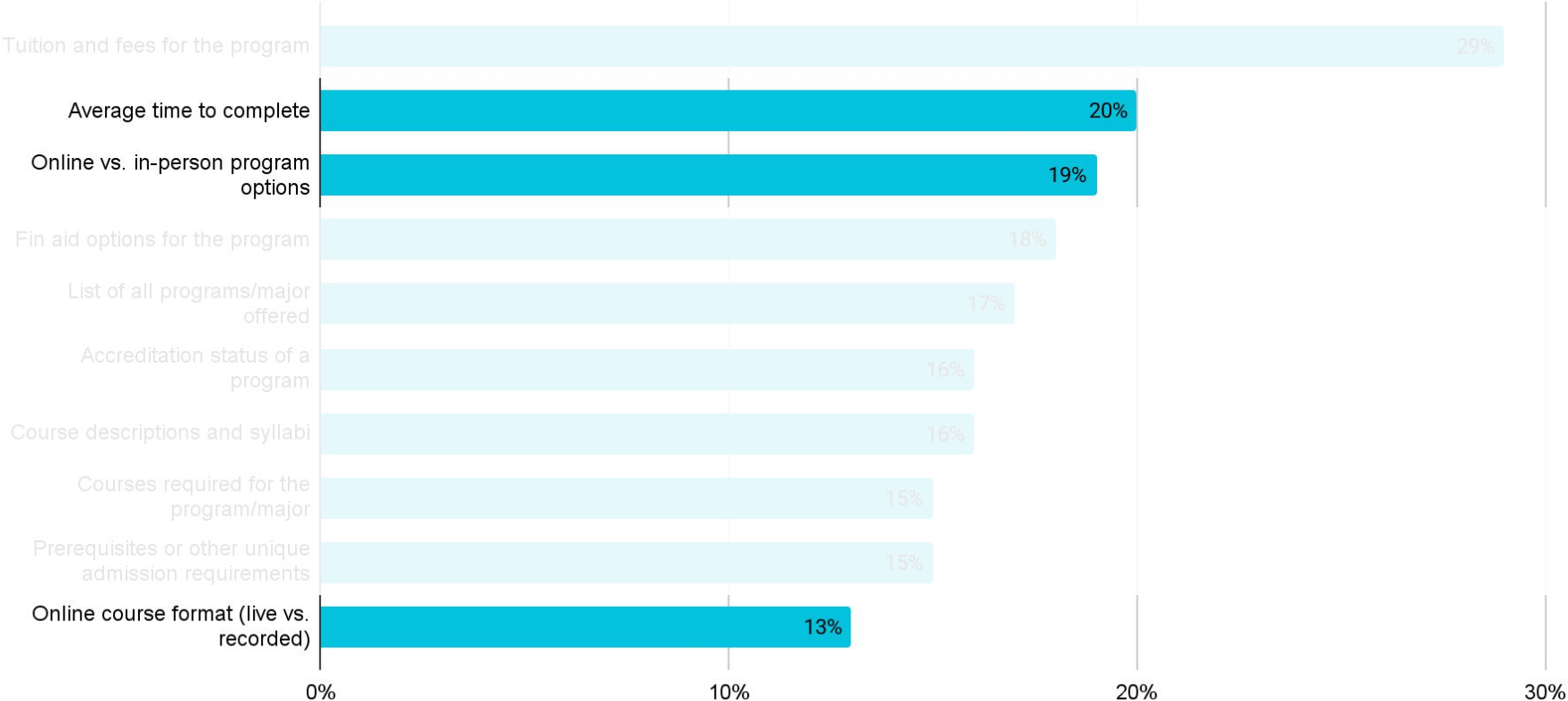
Source: bgsu.edu

Calculate Your Estimated Cost of Attendance by Semester

Fee	Options Selections	Semester Charge
Registration Fee:		\$8.00
General Fee:	<input type="text" value="BGSU Online - Distance"/>	\$102.60
Credit Hours:	<input type="text" value="6"/>	
Instructional Fee:		\$2,900.40
Residency:	<input type="text" value="Non-Ohio Resident"/>	\$66.00
Technology Fee:		\$87.00
Career Service Fee:		\$18.00
Other Expenses: <small>(Learning Community, Course Fees, etc.)</small>		\$ <input type="text"/> .00
Total		\$3,182.00
<p>***Make sure you are entering your semester award. Most award notifications are for the academic year. Visit your MyBGSU to review your award by semester. Be sure NOT to include Federal Work Study, The Federal Direct PLUS Loans are credit based loans. Only include Plus Loan funds if a pre-application has been submitted and approved.*** **</p>		
Financial Aid		\$ <input type="text"/> .00

“Fit with Life” Considerations

Top 10 academic priorities for graduate students



Time to complete

- Total length is above-the-fold
- Describe in months or years

The screenshot shows the top portion of the Purdue Global Law School website. At the top left is the Purdue Global Law School logo. To the right are navigation links for 'CONTACT US' and buttons for 'REQUEST INFO' and 'APPLY NOW'. Below the navigation is a menu with categories: 'Academic Programs', 'Admissions', 'Tuition', 'About', 'Student Life', 'Alumni', and 'Blog'. A search icon is on the far right. The main banner features the text 'STATE-ACCREDITED ONLINE JURIS DOCTOR PROGRAM' over a background image of a person's hands. Below the banner is a 'NEXT' button. A statistics section follows, with four columns: 'PROGRAM LENGTH' (4 Years Part-Time, 2 2/3 Years Full-Time), 'PROGRAM EFFORT PER WEEK' (25-35 Hrs. Part-Time, 40-50 Hrs. Full-Time), 'CREDITS REQUIRED' (92), and 'COST PER CREDIT HOUR' (\$575). Below this is a section titled 'Train to Become a Licensed Attorney' with a paragraph of text. To the right is a circular seal from 'THE PRINCETON REVIEW' for 'Best Online JD Programs' in 2025. At the bottom, there is a line of text: 'Purdue Global Law School is accredited by the Committee of Bar Examiners of the State'.

Source: purduegloballawschool.edu

Modality

- Likely an early pass/fail criteria
- Ensure it's above-the-fold in H1 and/or callout
- Pass the 10 ft test

LEHIGH UNIVERSITY | College of Education

HOME ONLINE PROGRAMS ADMISSIONS ABOUT

REQUEST INFO APPLY NOW

Home > Master of Education in Behavior Analysis

Master of Education in Behavior Analysis

Curriculum
Faculty
Frequently Asked Questions

Get Started

REQUEST INFORMATION
APPLY NOW

Connect With Us

Email Us
(610) 215-2867

Bridge Theory and Practice With an Online Behavior Analysis Master's

Master of Education in Behavior Analysis

Format: Online
Number of credits: 30
Average duration: 2 years

Application deadline: April 15, 2026
Start date: May 26, 2026

APPLY NOW

Who Can Benefit?

Our program readies professionals to pursue Board Certified Behavior Analyst (BCBA) certification.

Source: programs.ed.lehigh.edu

Class times: say asynchronous without saying asynchronous.

Online Student Experience

What's it like going to SNHU?

Attending college online at SNHU can be a life-changing experience. In fact, **91.6% of online students would recommend SNHU** according to a 2024 survey with 8,000+ respondents.

What to expect:

-  10-week terms
-  Learn around your schedule
-  24/7 online support

Echo Delta's research shows moderate interest in class times among grad students

OVERVIEW COURSES & CURRICULUM **ONLINE EXPERIENCE** HOW TO APPLY COST & SAVINGS CAREER OUTLOOK

Faculty Profile

Online Classrooms

Student Support

General Info

What does an online course look like?

You'll take your courses within SNHU's Brightspace platform. This is where you'll find your:

- Schedule of weekly assignments
- Discussion boards
- Grades
- Instructor announcements

How to Take an Online Class at SNHU

For additional details, please refer to the [Short Paper Case Study Rubric](#) document.

Submissions

No submissions yet. Drag and drop to upload your assignment below.

Drop files here, or click below

Upload Select Choose Existing

You can upload files up to a maximum of 1 GB.

Return to submissions

Activity Details

Task: Submit to complete this assignment

Assessment

Short Paper/Case Study Rubric

MORE VIDEOS

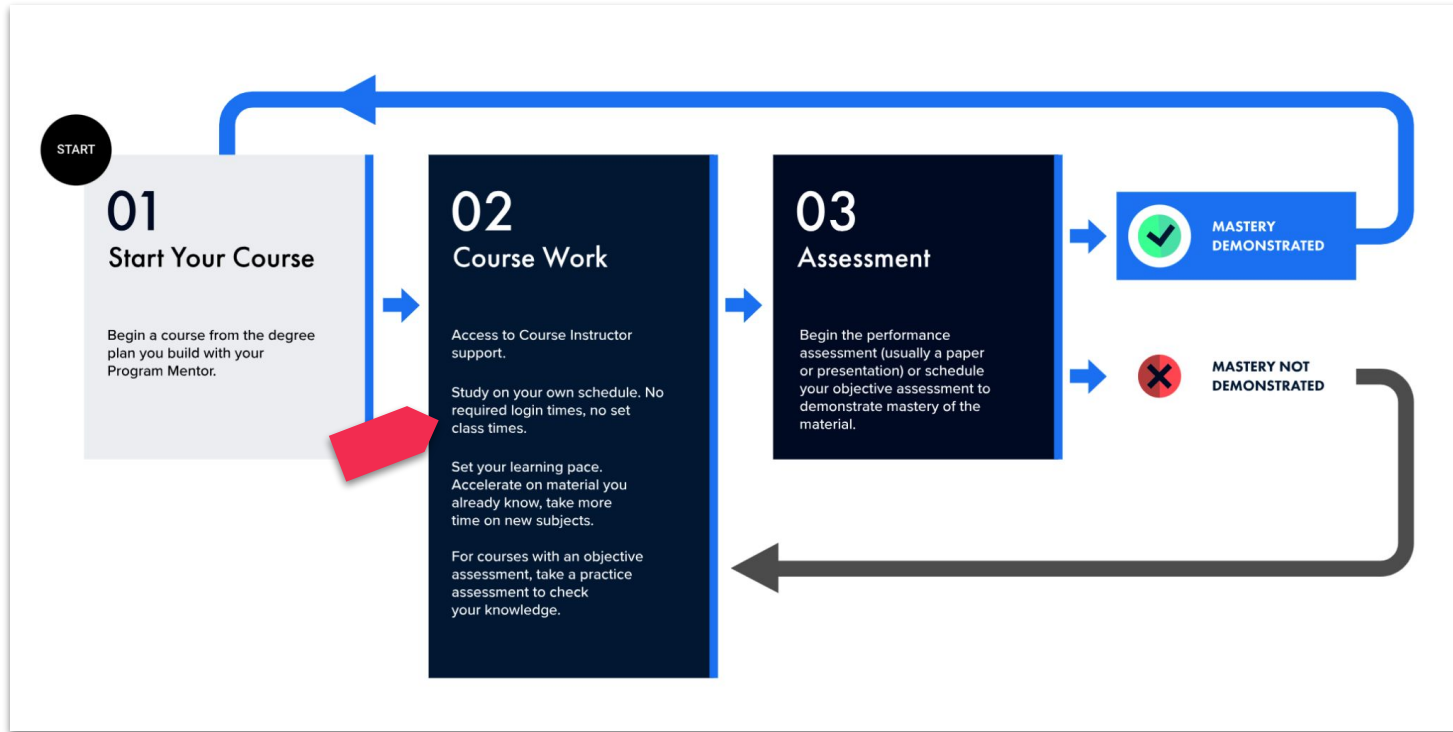
1:20 / 3:01 • Submission

Info Watch later Share

SNHU

Source: snhu.edu

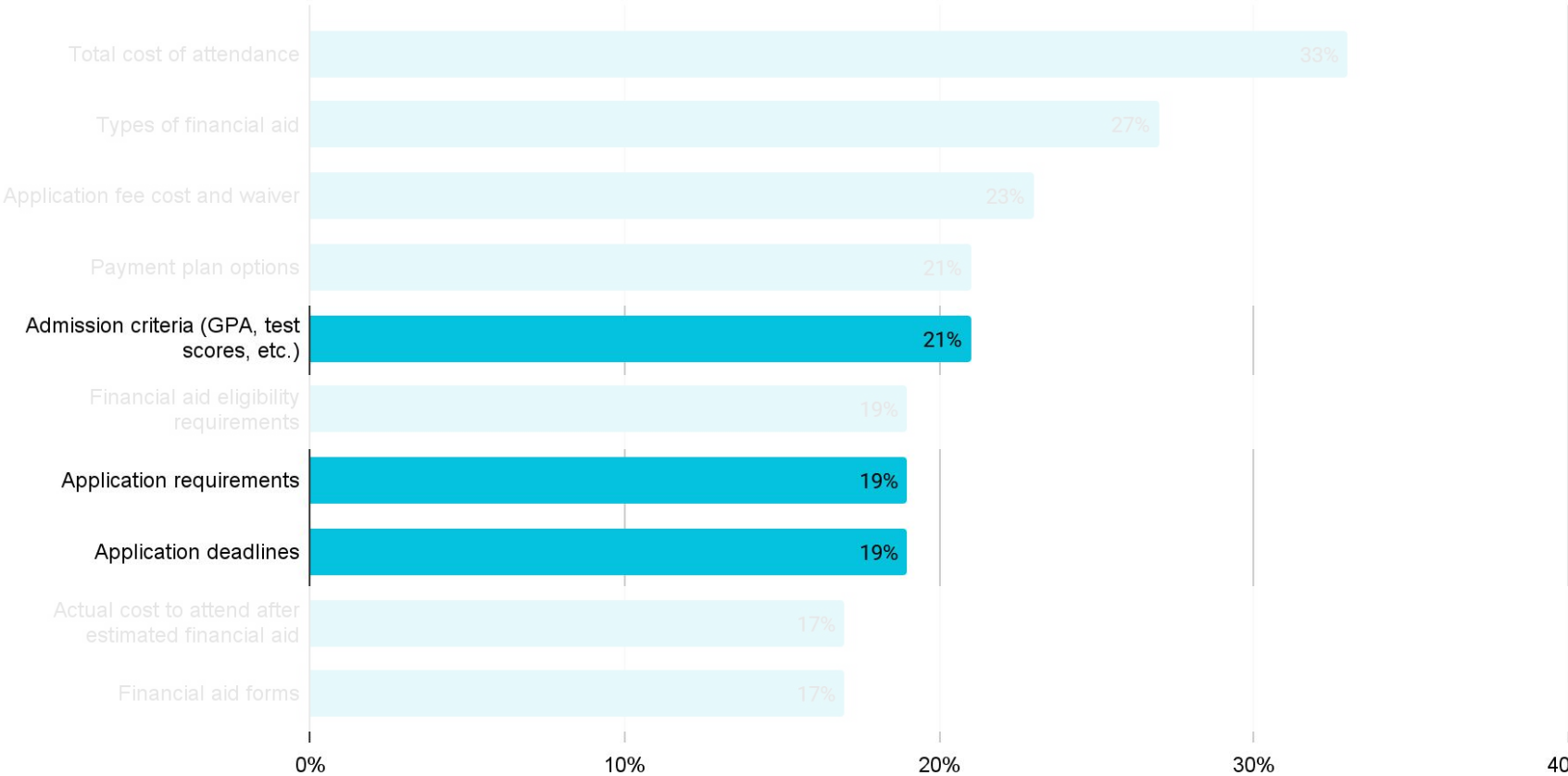
Class times: say asynchronous without *saying* asynchronous.



Source: wgu.edu

Admission Details

Top admissions priorities for graduate students



Getting admissions right

Ensure admission requirements are clearly labeled and easy to find

Source: und.edu

Applied Economics & Predictive Analytics Master of Science (M.S.)

Gain data analytics skills grounded in economic perspectives.

The Master of Science in Applied Economics & Predictive Analytics (MSAEP) uniquely combines applied economics with hands-on predictive analytics, giving you both the theoretical foundation and practical skills to solve real-world problems using data. No GRE required!

Program type:	Format:
Master's Degree	On Campus or Online
Est. time to complete:	Credit hours:
2 years	30

[REQUIREMENTS](#) [TUITION & AID](#) [HOW TO APPLY](#)

REQUEST INFORMATION

First Name *

Last Name *

Email *

Page 1 of 2

NEXT PAGE

Getting admissions right

Ensure admission requirements are clearly labeled and easy to find

Source: und.edu

Master's in Applied Economics Requirements

Complete these requirements for an Applied Economics & Predictive Analytics master's online or on-campus.

Admission Requirements

1. A four-year bachelor's degree from a recognized college or university.
2. An overall undergraduate grade point average of 2.75 or greater for all undergraduate work or a GPA of at least 3.0 for the junior and senior years of undergraduate work (based on A=4.0).
3. Satisfy the School of Graduate Studies' English Language Proficiency requirements as published in the graduate catalog.
4. Complete undergraduate intermediate microeconomics, one semester of calculus, and one semester of probability and statistics, or equivalent with a minimum grade of C in each course and a minimum GPA of 3.00 on a 4.00 scale in the required courses.
5. Any applicant who has not previously received credit in the intermediate microeconomics course but meets all other stated admission criteria, may be admitted on provisional status. In such a case, the student must complete our free online short course in intermediate microeconomics before admittance to full graduate status. Failure to address this condition could result in dismissal from the School of Graduate Studies.

Combined BS/MSAEPA Option

A combined BS/MSAEPA option is available to outstanding undergraduates who have completed 90 semester hours in

Getting admissions right

Display both application deadlines and start dates.

MENDOZA COLLEGE OF BUSINESS

APPLY EXPLORE ALL PROGRAMS MENU

Admissions

The next step in your early career could be earning your MSBA—a degree that will deepen your analytical expertise, expand your strategic thinking, and position you to lead in a data-driven world.

ROUND	APPLICATION DEADLINE	DECISION RELEASE	CONFIRMATION DEADLINE (TYPICALLY 30 DAYS)
Early Action	Sept. 4, 2025	Oct. 17, 2025	Nov. 17, 2025
Round 1	Oct. 14, 2025	Dec. 12, 2025	Jan. 12, 2026
Round 2	Jan. 8, 2026	Mar. 13, 2026	Apr. 13, 2026
Round 3	Mar. 17, 2026	May 1, 2026	Jun. 1, 2026

■ **Early Action Deadline**

Applying in the Early Action round automatically qualifies you for an interview, demonstrating your commitment to Notre Dame's MSBA program. For subsequent rounds, interviews are by invitation only. The Early Action round, though non-binding, is tailored for applicants who are eager to join our community. Interviews for this round will be conducted from August to September on a first-come, first-serve basis.

Graduate Application Deadlines

FALL: May 15* | Aug. 1

SPRING: Oct. 15 | Dec. 1

SUMMER: March 15 | May 1

*Priority deadline

If you're an international student, refer to the [international application process](#) for deadlines.

Calendar

Important dates for our students

The M.S. in Business Analytics is delivered 100% online, featuring accelerated 7-week courses and two start dates a year. Choose the start date that is best for you.

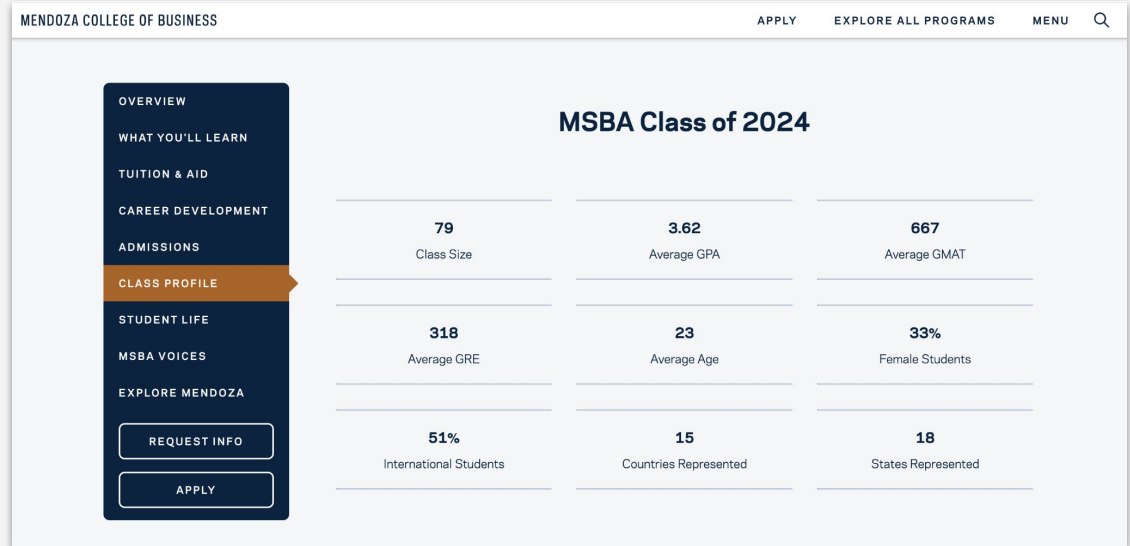
[View full calendar](#) +

Now enrolling:
Apply Date:
12/12/25
Class Starts:
1/12/26

Source: mendoza.nd.edu, onlinedegree.uncw.edu, und.edu

Grad students are sizing up the odds

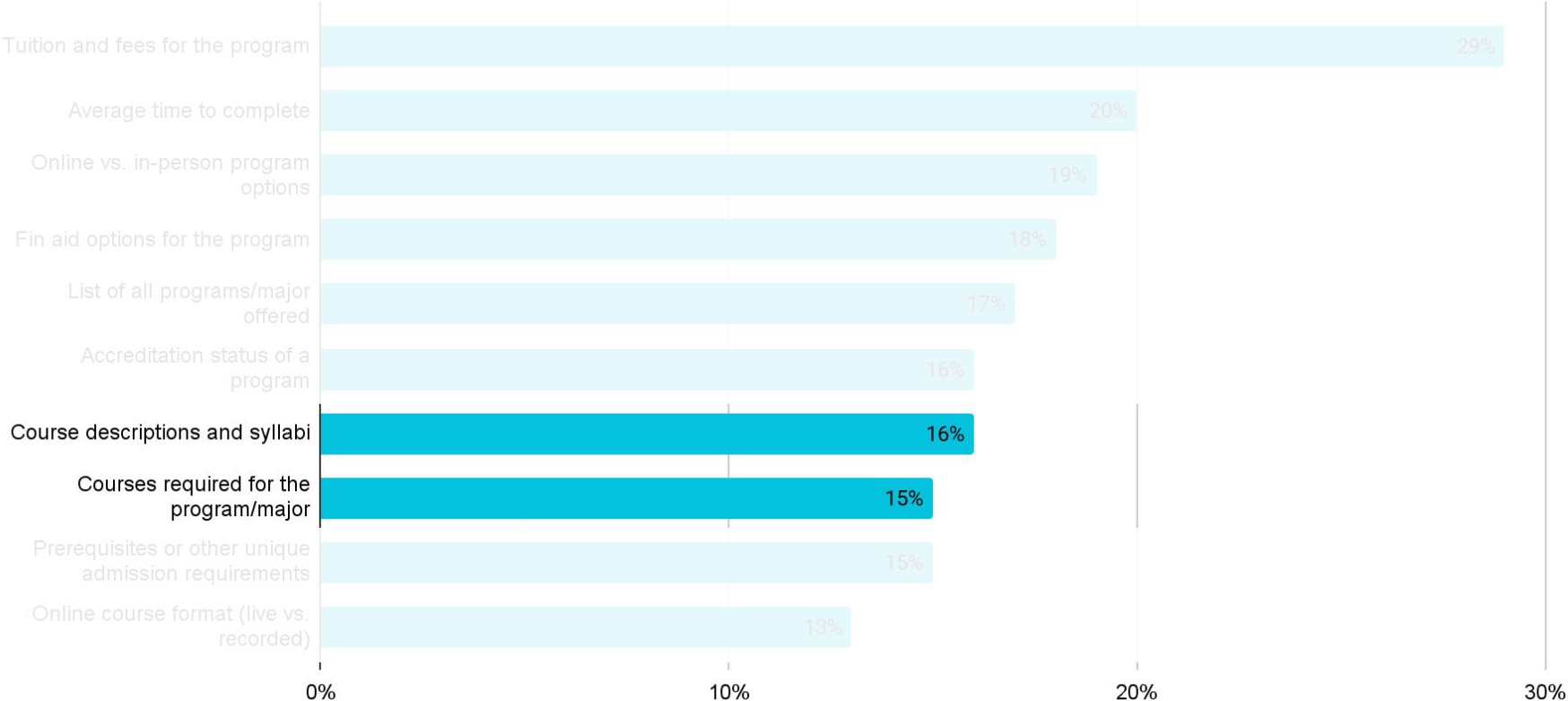
Selective programs should consider adding class profiles



Source: mendoza.nd.edu, onlinedegree.uncw.edu, und.edu

Curriculum

Top academic priorities for graduate students



COURSES & COMPETENCIES

Educational Leadership Courses

Curriculum that ensures you've mastered the skills you'll need as a leader among students and staff.

Program consists of 13 courses

At WGU, we design our curriculum to be timely, relevant, and practical—all to help you show that you know your stuff.

[Program Guide](#)

This online Master of Education program provides the essential skills, knowledge, and field experience you need to successfully manage a modern educational institution, be it public or private. It will prepare you to be certified as a principal or educational administrator.

The WGU M.S. Educational leadership program was designed (and is regularly updated) with input from the experts on our [Education Program Council](#). These respected authorities know exactly what it takes for a graduate to lead a staff of educators, administrators, and support personnel in a modern educational setting.

This program comprises the following courses. You will typically complete them one at a time as you make your way through your program, working with your Program Mentor each term to build your personalized Degree Plan. You'll work through each course as quickly as you can master the material. As soon as you're ready, you'll pass the assessment, complete the course, and move on. This means that you can finish as many courses as you're able in a term at no additional cost.

[DOWNLOAD PROGRAM DETAILS](#) →

Source: wgu.edu

Educational Leadership

Leadership of Curriculum Design and Instruction

Leadership of Curriculum Design and Instruction prepares candidates to evaluate and implement curricular programs and instructional methods observed at the school level. Candidates focus on the knowledge and skills needed to develop, align, and implement cohesive systems of curriculum, instruction, and assessment. Importance is placed on responding to student needs, embodying high expectations for student learning, aligning with academic and non-academic standards within and across grade levels, and promoting students' academic and non-academic success and social and emotional well-being. This course also explores the use of data from formative and summative assessments to make recommendations to improve instruction and promote student learning and well-being. Candidates are prepared to build a professional culture of trust and collaboration to ensure they are able to work with school personnel in creating curricular programs and instructional methods that are engaging, challenging, and relevant to student needs, experiences, and interests. This course is designed to be taken after successful completion of D632: Cultural Competency and Social-Emotional Learning.

Leadership Foundations and Ethics

School Law

People and Talent in Educational Leadership

School Financial Leadership

Practicum in Educational Leadership - Focus on Professional Practices

Systems Management and School Operations

Practicum in Educational Leadership - Focus on Instruction and Operations

Educational Leadership Capstone

Education

Leading Inclusive Schools

Graduate Core

Cultural Competency and Social-Emotional Learning

Data Literacy and Evidence-Based Practices

Educational Inquiry

13 Courses

Program consists of 13 courses

At WGU, we design our curriculum to be timely, relevant, and practical—all to help you show that you know your stuff.

[Program Guide](#)

Capstone Project

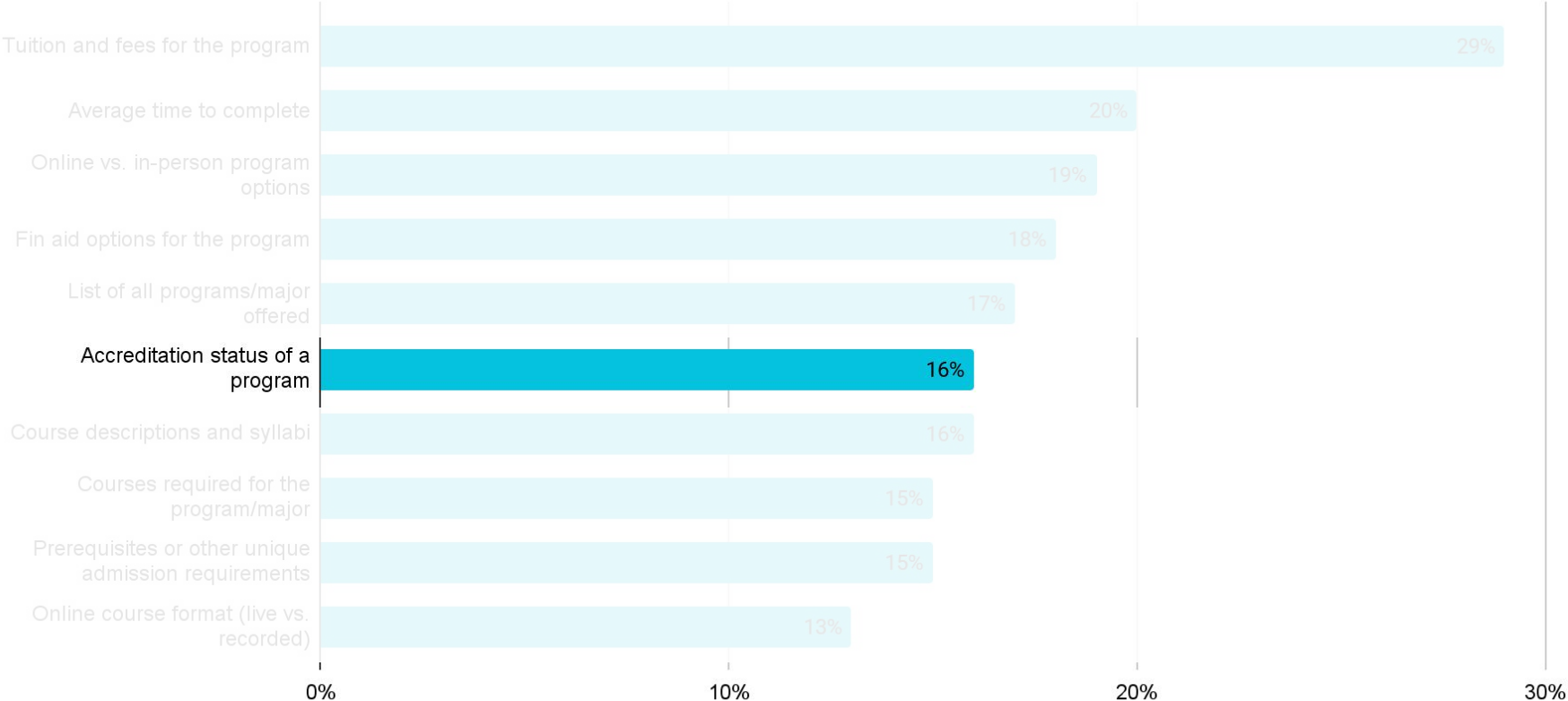
Special requirements for this program

WGU's online master's degree program in educational leadership requires the successful completion of a capstone project. You'll take what you've learned during your studies and apply it to a real-world situation, proposing a solution to an actual issue you're likely to face in a professional academic environment.

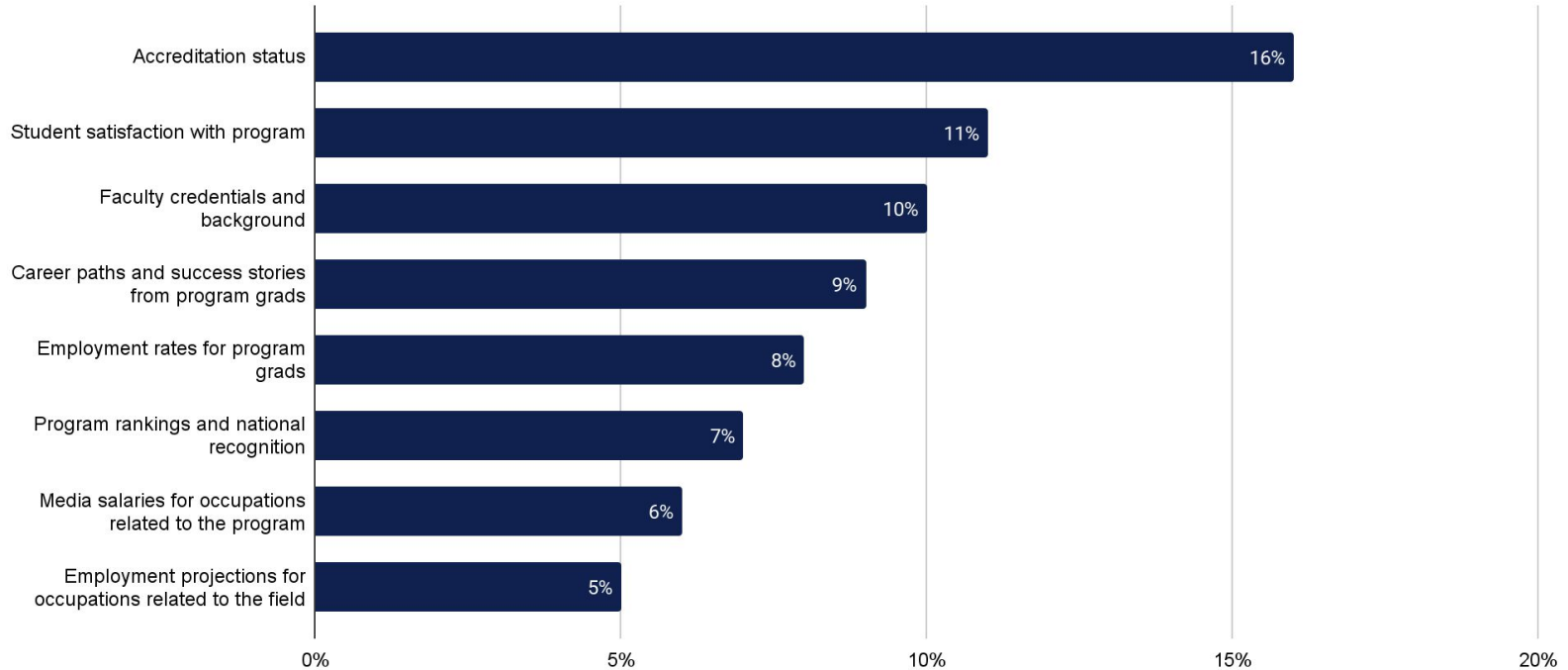
[Request Info](#)

Program Quality

Top academic priorities for graduate students



How grad students prioritize quality-related program content



Schools over-estimate rankings and industry stats



Purdue Global Law School was named to *The Princeton Review's* **Best Online JD Programs** list for the past 5 years (2021–2025).

**RANKED
#4**

Ranked No. 4 in the "Top 25 MBA Programs in Florida" by TopManagementDegrees.com (2024)

**RANKED
#9**

Ranked No. 9 in the "Best Colleges for Veterans, Regional Universities South" by U.S. News & World Report (2025)

Accounting Jobs

Missouri, USA

Overview

6,207 Currently Employed	\$57,355 Average Salary	124 Job Postings
------------------------------------	-----------------------------------	----------------------------

Employment Trends

-2.2%
Past Growth
2023-2025

2%
Projected Growth
2025-2032



Year	Annual Employment Numbers
2023	6,360
2024	6,200
2025	6,240
2026	6,280
2027	6,320
2028	6,360
2029	6,360
2030	6,360
2031	6,360
2032	6,360

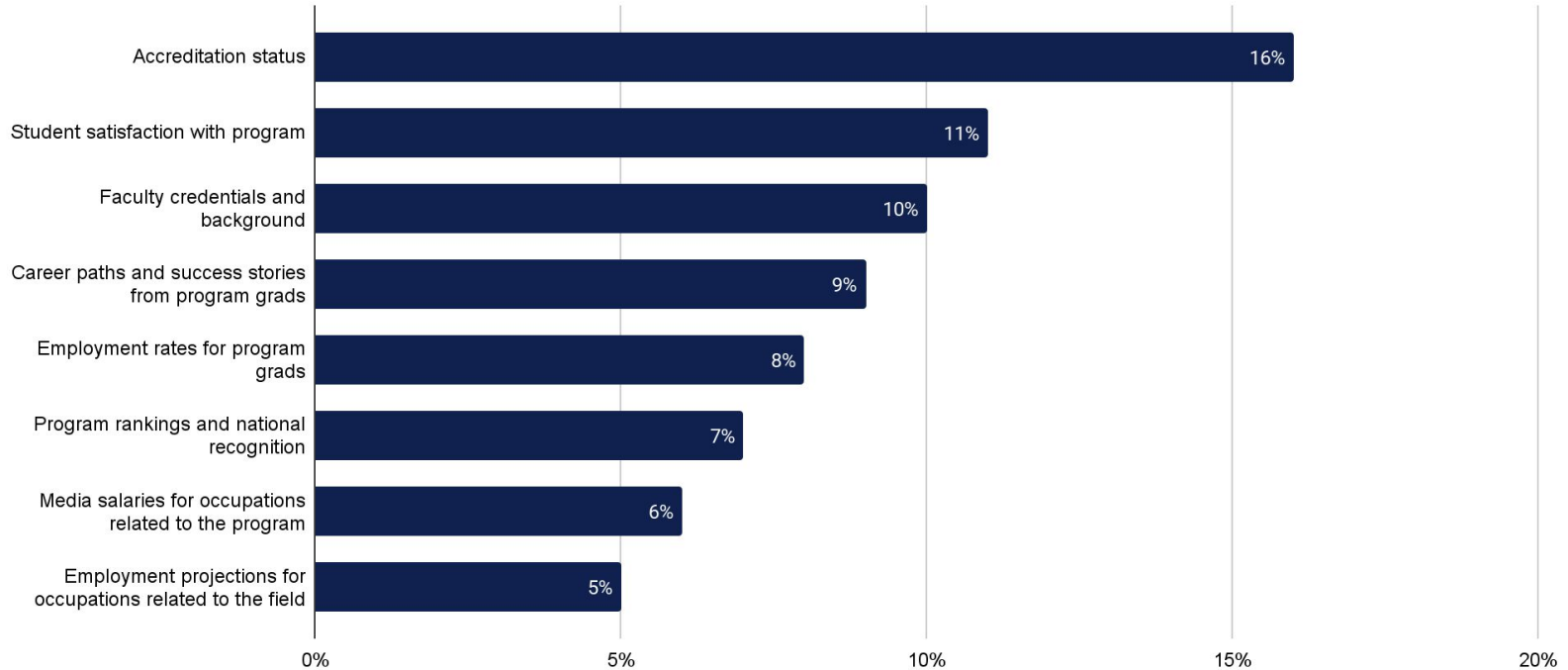
Top Occupations by Income

Financial Examiners	\$82,638
Tax Examiners and Collectors, and Revenue Agents	\$47,777
Tax Preparers	\$41,650

Salaries displayed reflect the 50th percentile [Apply Now](#)

Source: ucmo.edu, getonline.uwf.edu, purduegloballawschool.edu

How grad students prioritize quality-related program content



Program quality

Student satisfaction is the largest untapped opportunity

Source: meredith.edu, purduegloballawshool.edu

Assessment Matters: Spring 2024 Student Satisfaction Survey

By Dilnavaz Mirza Sharma, Assistant Director of Assessment | Published Mon, April 22, 2024



Results from the 2024 Student Satisfaction Survey show that overall Meredith's student satisfaction levels have stayed positive. In the first week of February, 1208 undergraduate students were invited to participate in the survey, and 505 students completed the questionnaire.

Satisfaction

Our alumni rated their educational experience as good (3.40 vs. 3.02). When compared to responses from students at other law schools, Purdue Global Law School's ratings were **higher than average** for overall satisfaction in the following:

- Academic advising and planning (3.19 vs. 2.58)
- Career counseling (3.08 vs. 2.61)
- Personal counseling (3.15 vs. 2.54)
- Financial aid advising (3.16 vs. 2.59)

Other Considerations

Search Visibility

The screenshot shows the top portion of the UCF Psychology website. The header includes the UCF logo, navigation links for 'ABOUT', 'UNDERGRADUATE', 'GRADUATE', 'RESEARCH LABS', 'PEOPLE', and 'GIVE', and a search bar. The main content area features a large image of a smiling woman with the text 'M.S. Program in Industrial/Organizational Psychology' overlaid in a yellow box. Below this is a navigation bar with links for 'REQUIREMENTS', 'ADMISSIONS', 'HANDBOOK', 'CONTACTS', 'ALUMNI', 'INTERNSHIPS', 'GROUPS', 'FACULTY IN I/O', and 'DONATE'. The 'MISSION STATEMENT' section is visible, starting with 'The M.S. degree in Industrial/Organizational Psychology is focused on the application of psychological principles to organizations. Major areas of emphasis include selection and training of employees, applied theories of organizational behavior including models of motivation, job satisfaction, and productivity, test theory and construction, assessment center technology, statistics and experimental design and a variety of current topics. Industrial/Organizational graduates are involved in many issues of critical importance to society including fairness in the selection and treatment of employees, the creation of work environments that maximize the satisfaction and productivity of employees, and the study of technological influences on human performance.'

The screenshot shows the UCF website page for the Industrial and Organizational Psychology (MS) program. The header includes the UCF logo, navigation links for 'ACADEMICS', 'ADMISSIONS', 'RESEARCH', 'LOCATIONS', 'STUDENT LIFE', 'ALUMNI & GIVING', 'ATHLETICS', and 'APPLY NOW', and a search bar. The main content area features a large image of a person with the text 'Industrial and Organizational Psychology (MS)' overlaid in a yellow box. Below this is a navigation bar with links for 'REQUEST INFO'. The 'PROGRAM AT A GLANCE' section is visible, showing 'PROGRAM Master', 'COLLEGE(S) College of Sciences', 'DEPARTMENT(S) Psychology', and a price of '\$369.65 PER CREDIT HOUR'. A 'BEST COLLEGES' badge from U.S. News is also present. The 'DEGREE REQUIREMENTS' section is visible, starting with 'The M.S. degree program in Industrial/Organizational Psychology is a four-semester program for full-time students. Both thesis and non-thesis options are offered. Both options consist of a minimum of 38 semester hours of work.'

Source: ucf.edu, sciences.ucf.edu

Improve readability for increased comprehension

- Convoluted sentences tax short-term memory
- Write below the education level of your audience (e.g. 11th-12th grade for grad audiences)
- Favor plain, straightforward language
- Use Hemingway App's free readability checker to evaluate text

Hemingway Editor

Products ▾ Resources ▾ Login [Try Editor Plus for free](#)

Why earn a master's degree in I-O psychology?

I-O psychology is both a rapidly rising career path and psychology subfield for one prominent reason. Organizations strive to make more innovative decisions, remain more competitive, attract the right talent and shape attitudes to meet specific benchmarks. Resources, on the other hand, are limited, leaving minimal room for experimentation.

I-O psychologists ultimately architect a smarter, more streamlined workplace from the top down and across multiple departments and divisions. Their involvement helps establish and track more targeted measurements, make science-backed decisions and create more engaged, inclusive teams. Focused on technology-centered workplaces, Missouri S&T's online master's in industrial-organizational psychology trains you to tackle these challenges and direct these initiatives:

- Learn to more effectively manage human resources, hiring, training and retention efforts in a STEM organization.
 - Understand the role of human factors in attracting, motivating, training and retaining employees and implementing technology in the workplace.
 - See how research and the scientific method can influence organizational decision-making, from who to hire to adapting workflows to developing a long-term growth strategy.
 - Translate your psychology knowledge to optimize an organization's performance, from management, hiring and engagement to changing company culture.
 - Get a stronger grasp on the intersection between humans, the workplace and their communities and how these relationships can shape management, hiring, training and strategies for workplace respect and fairness.
 - Prepare to help organizations address high turnover, conflicts, safety concerns, culture and stagnant or declining productivity.

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Grade 14 ⓘ

Poor. Aim for 9.

18 of 42 sentences are very hard to read. ⓘ

5 of 42 sentences are hard to read. ⓘ

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PESCS - Website Content & Usability Auditor Tracker

Page Title	Location	Last Modified	Word Count	Reading Level	Migration	Owner	Accession	Name	Page Details	Page Content
Accounting Technology Pennsylvania State College	https://www.pennstate.edu/college/accounting-technology/	Thu, 08 Aug 2024 13:42:31 GMT	726	Normal	Yes	Dept. H				
Accounting Technology Management Pennsylvania State College 'N	https://www.pennstate.edu/college/accounting-technology/management/		866	Normal	Yes	Dept. H				
Accounting Technology Operations Pennsylvania State College	https://www.pennstate.edu/college/accounting-technology/operations/		718	Fairly Easy	Yes	Dept. H				

Analysis of n.edu

In this section, we will outline several areas of opportunity that apply broadly to evergreen.edu and that we believe should be addressed during re-design.

Body Content is often Dense, Complex, and Institutionally-Centric

As mentioned earlier, research indicates that even highly literate audiences prefer straightforward, economical language when reading web pages. However, the more higher education websites, evergreen.edu's content leans towards a complex and sometimes verbose writing style that requires pre-existing knowledge and advanced reading skills to understand fully. This was quantified during an audit of evergreen.edu conducted by Lullabot in 2020, which evaluated page content based on the Flesch-Kincaid readability algorithms. This tool estimates the US grade level readers would need to understand the text and assign a reading ease score.

The charts below, from Lullabot's report, indicate that many pages on evergreen.edu require advanced reading skills to comprehend. While this may be unavoidable for certain topics, it suggests there's an opportunity to simplify copy so that more pages approach the 14th-grade reading level recommended by the WC3 and [ULI](#).

Institutional-Centric Point of View

While complex sentences and Evergreen-specific terms are easy to spot, the presence of institutionally-centric rather than user-centric content can be less obvious. At its core, institutionally-centric copy places the communication needs of the institution above the needs of the audience. Instead of anticipating the reader's priorities and working to address them helpfully, institutionally-centric content conveys the writer's information priorities in its language and format they prefer, whether or not it serves the audience well.

The main [cost and aid](#) page is an example of institutionally-centric content. This page serves as the main introduction to the MT program for many visitors. Prospective students arriving at this page are most

Cost & Aid

Paying for college is inherently complex. Not surprisingly, research shows undergraduate cost and financial aid-related content, and traditional under-grad parents to decipher information on these topics. Unfortunately, over half these sections. More than any other section of a college website, this audit writing content in an unorganized language and breaking it up into many

As noted in Lullabot's Top Tasks Survey Report, prospective students accounts for four out of five of the top tasks. Further, both prospective are more interested in the how (process and deadline) than the what (grants and loans).

What's Working

- The main [cost and aid](#) page features an easy-to-understand table of contents.
- The main [cost and aid](#) page has a link to the [financial aid](#) page for more detailed pages on fees and costs for graduate programs as well.
- The main [cost and aid](#) page provides easy-to-find contact information to apply for financial aid. Relevant links to more detailed pages are in the right content.
- There are detailed pages that define and explain how to access [and](#) [and](#).

What's Not Working

- The main [cost and aid](#) page has a few opportunities for improvement:
 - The page requests information on tuition, graduate cost aid and scholarships. Additionally, it mentions the role of which is true but off-topic for this page. This adds clutter.
 - The page encourages students to all students to apply to scholarships each year. Then directs students to separate for both in more detail. This is okay, but a stronger link between financial aid and scholarship and leaves it up to suggest pictures of students and when to apply for admission.
 - There is no contact information for students who need help.
- Content on the [cost and aid](#) and [scholarships](#) page is quite lengthy. Of information like deadlines is pushed towards the bottom. Additionally, the page has outdated dead information but no guidance on upcoming deadlines.
- The [Washington State Tuition Review](#) page appears to have broken content.



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ECHO DELTA

Higher Education Marketing & Consulting