GIBCT School Ratings Discovery Interview – June 2020

P2: Amanda

Benefit: VocRehab

**Warmup:**

Currently using VocRehab. Had used Ch33 in 2014

**Ratings Experience & Overall Value**

Looks at bad reviews to understand more about products

Wants 4 stars and up

Peer reviews override ratings

Trustworthiness

Recency of rating / review is important

Finding a school, location was more important. She was relocating.

Was interested in accreditation.

**Categories**

Veteran input is important to her; VA-focus on campus; Veteran connection; someone to answer questions

*Category Review*

Veteran friendly – most important.

Institution Overall: good or bad place to go

Classes – the these meet your needs

Recruiting / Marketing – not important

OTHER CATEGORIES

Student engagement

WHO

Veterans-only

Veterans who are enrolled or who’ve graduated.

Minimum number for believability would be 200-300.

**Where to place ratings**

Overall rating on SRP.

Overall rating in profile heading.

Detailed ratings in Cautionary info. Says ‘that’s a little misleading’.

OTHER: Says “there’s no contact info for the contacts”

Trustworthiness of ratings … comes from dates.

**Other info?**

Mentions how helpful the Veteran Resource Center (VRC) was

1. Assisted navigating benefits
2. Provided Veteran connection