GIBCT School Ratings Discovery Interview – June 2020

P3: Michele

Benefit: Voc Rehab, Started Sept 2019

**Warmup:**

Reasons she selected Independence University

1. Saw an ad on TV
2. They provided a computer
3. Recruiter made sure everything was in order

**Ratings Experience & Overall Value**

Looks at ratings on overall quality

Compares positive / negative comments

The more stars, the better

Mostly thinks ratings are trustworthy – 90% of the time.

Likes Amazon – prime especially. They have good ratings

Looking for school online.

Looking at individual school sites

**Categories**

Important to her

Wants Veteran input… What else can they offer to the Veteran beyond their VA benefits

UMBC has a good Veteran student group

Interested in finding more schools with Military fraternity / sorority

Mental health support for Veterans

*Category Review*

Institution Overall: quality of education, not that helpful of a rating

Marketing – not sure what this would be

OTHER CATEGORIES

How school does with benefits (easy to use VA benefits)

Outside activities & social

ROTC program

WHO

Non-Veteran ratings would have to be a separate thing.

Veterans-only would make her more confident of the ratings.

**Where to place ratings**

Put a general rating on the SRP.

Put ratings at the top of the profile page.

Checked out complaints.

OTHER: Complaints – didn’t realize she went to a new page. Tried to use the back button. Can we have this content re-written and/or incorporated into the CT? This is important info and one can find it on the page and they can’t figure out how to get back to the CT.

**Other info?**