GIBCT School Ratings Discovery Interview – June 2020

P5: Ruth / Nadean

Benefit: Ch33 – graduated recently from UMGC.

**Warmup:**

Mentions… didn’t think she’d go back to school.

1. Good program
2. Good use of education benefits
3. School made it easy to use education benefits
4. School / Veteran group found Veteran-only scholarships to supplement funding

**Ratings Experience & Overall Value**

Weighs ratings a lot. Looks for the 4-5 range and number of people rating.

Mentions fake reviews – videos and detailed reviews help determine reviews are real.

Mentions “Amazon lets you work with ratings as a sort filter”

**Categories**

*Category Review*

Quality – most important . Classes & professors.

Institution Overall: 2nd

Veteran Friendliness – 2nd includes but easy to use, support

Employment prep – not as important, already had a job.

Marketing – didn’t comment.

OTHER CATEGORIES

Ease of use for Online courses

Ease of Online use. “Online experience is different.”

Access to educators

WHO

Applied – limited ability to rate.

Rejected – no.

Didn’t complete – yes.

Finished – yes.

Ratings by Veterans only

**Where to place ratings**

OTHER: EYB: Grad School Credit Hours for UMGC

OTHER: 107: Would be helpful to bold city name and MHA for selected school

Helpful to have Ratings with Cautionary info… would “balance student complaints”

Ratings are subjective, not really important to have a minimum number.

**Other info?**