GIBCT School Ratings Discovery Interview – June 2020

P6: Brittiney

Benefit: Ch33 – finished recently. Got a job offer while we’re on the call!

**Warmup:**

**Ratings Experience & Overall Value**

Feels stars (quant ratings) are “so subjective”

Didn’t spend a lot of time comparing schools. Needed something online.

Categories important to her: Do credits transfer. Teacher quality. Method of delivery. “Would you recommend this school?” Does it have a VA Academic Advisor.

Wants to share that UMGC works well with Veterans, has a generous transfer policy

**Categories**

*Category Review*

Institution Overall: most important.

Quality – 2nd . Classes & professors.

Employment prep – 3rd

Veteran Friendliness – 4th.

Marketing – least important.

WHO

Everyone who’s taken classes should be able to rate.

Thinks all beneficiaries should be able to rate schools.

**Where to place ratings**

Ratings at the top of profile page.

OTHER: Mentions Cautionary information label “is scary”. If ratings are paired with this will need to rename.

Would think ratings would be trustworthy.

Mentions she looks for bad reviews first… “to see how bad it could be and then if I can live with that.”

Picked UMGC due to teacher accessibility and support.

**Other info?**