GIBCT School Ratings Discovery Interview – June 2020

P7: Cayce

Benefit: Ch33 – applying to school now

**Warmup:**

Applying to Western Governor’s University. Will attend 100% online.

Likely to reach out to Veteran’s office directly with questions.

Is familiar with CT. Learned about it during TAPS.

**Ratings Experience & Overall Value**

Looks at reviews.

Categories important to him: Brand reputation, Cost.

Mentions that reviews and ratings are linked.

Uses rate my professor, facebook ratings, reads comments on facebook ads, google reviews.

Says info school sites can be skewed.

**Categories**

Interested in school flexibility, quick to respond to inquiries, education quality.

Want process to be as uncomplicated as possible. Quote about people coming out of the military are used to a routine.

*Category Review*

Quality – most important. Classes & professors.

Veteran Friendliness – 2nd. Flexibility, support with paperwork.

Institution Overall: general experience. Says it’s probably more relevant for in-person students

Employment prep – mentions tactical support for getting a job (helping with your Linked In profile)

Marketing – least important. How they bring in new students.

Other categories: Flexibility, Admissions Process (people who’ve finished their degree won’t remember what a hassle it was at the beginning)

WHO

Would be helpful to have rejected applicant comments.

Thinks all beneficiaries should be able to rate schools.

**Where to place ratings**

No ratings on SRP – it’d be too busy.

Ratings on profile should be with Student Feedback.

Would trust it more than a college site – colleges wouldn’t be able to manipulate the data on the CT

**Other info?**