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Charles R. Drew University (CDU) of Medicine and Science is a private, non-profit, Historically Black University located in Los Angeles County, California, United States and **one** of only four Historically Black Medical Colleges. This analysis examines the official website of Charles R. Drew University to assess its effectiveness in communicating its mission, engaging its audience, and providing an accessible and visually appealing online experience. The evaluation will explore the clarity of its writing and presentation, the ease of navigation, and the overall attractiveness of the site's design. By doing so, this analysis aims to determine whether the website successfully serves prospective students, current students, alumni, and other visitors seeking information about CDU.

The Charles R. Drew University (CDU) website effectively communicates the university's identity, mission, and values - community, leadership, excellence, diversity, integrity, and compassion - through clear statements and accompanying images. CDU's emphasis on diversity highlights the inclusion of multiple perspectives, cultures, and ethnicities as a core aspect of social justice. The homepage uniquely presents academic programs by Area of Focus (e.g., Medicine, Nursing) and Level of Study (Graduate, Undergraduate), providing a structured overview for prospective students. The site also showcases CDU's achievements, such as its student body being over 80% from communities of color. Lastly, the footer contains essential links, including contact information and social media, ensuring easy access to resources.

The primary audience for the CDU website is prospective students and their families, while the secondary audience includes current students, alumni, and staff. This is evident from the homepage design, which immediately presents a slideshow featuring students, university buildings, and clinical training sessions - imagery that appeals to those considering enrollment. Overlaying this slideshow is the university's trademark phrase, *"Where Hearts Learn to Heal,"* which creates an emotional connection, encouraging further exploration. Additionally, prominent headers such as *"Apply to CDU", "Request Info",* and *"Visit CDU"* reinforce the site's focus on attracting new students. In contrast, resources for current students and staff, such as Blackboard, Single Sign-On, MyCDU (the university portal), and the Staff Faculty Directory, are located at the bottom of the page, clearly catering to those already within the CDU community. This structured layout ensures that both audiences can quickly find relevant information. The website is clear, well-organized, and free of complex jargon, making it accessible to all users, including prospective students exploring programs and applications. Navigation is intuitive, with precise headings, dropdown menus, and reliable links. Visually, the site reflects CDU's academic focus and commitment to diversity, using a cohesive black, gold, and white color scheme that aligns with its branding. The emphasis on student achievements and inclusivity makes the site both functional and engaging.

Overall, Charles R. Drew University website is well-structured, visually cohesive, and effectively communicates the university's mission, values, and academic offerings. Its straightforward design and intuitive navigation make it easy for prospective students and their families to find essential information, while the branding and emphasis on diversity reinforce CDU's identity. The site could be improved by including more details about student life, providing insight into the campus experience beyond academics; I would rate the site a 7.5/10.