

Part I-b: WEBSITE EXPLORATION EXERCISE

ADVANCE WORK: TO BE COMPLETED BY COLLEGE BEFORE THE INSTITUTE

Instructions: Complete the following exercise and **submit your responses to Coral Noonan-Terry at the Center for Community College Student Engagement (noonan@cccse.org) by November 10, 2017.**

Imagine you are a student about to register for classes at a community college.

You want to study marketing and transfer to the local four-year university. Go to the community college's website, and find the information that you need to select your courses and transfer successfully. Try to figure out what courses you will need to in order to transfer and enter the marketing program at the four-year institution. Then, go to the four-year university's website and try to confirm that you are taking the right classes.

Think about the following questions as you explore:

As the student: What marketing programs are available at the university? What career options are available to you after you transfer and complete the degree? What do salaries look like for these career options? Is this information available to you on either website?

As the student: What are the requirements for admission to the university's marketing programs? What classes will you need to take at the community college if you want to transfer into a marketing program at the university? How easy or difficult was it to find this information? How many clicks did it take?

As the student: Who would you need to go at the college to get information on transfer in marketing? Where would you go on campus to find that person? How easy or difficult was it to find this information on your website?

Guiding Questions	College Responses to Guiding Questions
How easy was it to find out the information you needed? What were the gaps in necessary information that wasn't readily available?	
If the information was available on the website(s), how would a student know where to find it? Would you expect a first-time-in-college student to be able to locate it?	

Guiding Questions	College Responses to Guiding Questions
Discuss insights the team has gained from this exploration; name 3–5 as a team.	