

Sample Motivation-Based Content Organizer

You invest a lot of time and energy into getting the right content on the website, anticipating prospect questions, and ensuring that content is thorough enough for those prospects who want to self serve without ever picking up the phone to chat with a recruitment advisor. We think most of our members have the right content *somewhere* on their website for all motivational segments, but students have a hard time finding the content that answers their motivation-driven questions. This tool provides a model for bringing question-answering content to the surface on the home page: hyper-organized FAQs. Though not novel, FAQs present content in a way that is easy for prospects to pick out the information most relevant to their motivation for returning to school.

Link FAQs (and Explanation) to Home Page

After reviewing hundreds of adult education and continuing education websites, we found that FAQs are rich with information and one of the easiest ways to navigate to highest priority information. Because most members struggle to help prospects navigate their website painlessly and quickly (i.e., finding motivation-appropriate information within a few clicks), this tool offers a model for structuring your FAQs so that they 1) are findable within a few clicks and 2) cater to motivation-appropriate questions.

Model Homepage with FAQ Link



What is the online experience like? How much do I need to know about computers? How are faculty members selected?

UC Santa Barbara Extension links FAQs to the home page.

Add a few sample FAQs to ensure prospects know they are a good resource.

FAQs

Example University

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General F.A.Q.s

I. Accreditation and Quality

II. Online: The Learning Experience and Your Future

III. Who Are Your Students and What's a "Day in the Life" Like?

IV. Expediting and Financing Your Degree

V. Getting Started and Application

VI. Technical and Residency Requirements for Online Learners

VII. Helping You Achieve, Even When Life Gets in the Way

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Master of Science in Nursing F.A.Q.s

+

Master of Science in Civil Engineering F.A.Q.s

+

Bachelor of Arts in Criminal Justice F.A.Q.s

Add subheadings to you frequently asked questions so that prospects can easily find the category of concerns most applicable to them.

We also recommend housing general FAQs and program-specific FAQs on the same page, encouraging prospects to read both.

Sample Motivation-Based Content Organizer

Ensure Taxonomy and Completeness in Your General FAQs

We have distilled seven categories for general FAQs with sample questions provided by Norwich University. By supplying questions and answers for each of the categories below (categories I – IV presented on this page), you can best address the concerns of all motivational segments in a single place. See Tool#17 for descriptions of these segments: career builders, career transitioners, hesitant graduate students, enrichment seekers.

FAQs

Example University

+

General F.A.Q.s

I. Accreditation and Quality

II. How Do People Like Me Make It Work?

III. Expediting and Financing Your Degree

IV. Online: The Learning Experience and Your Future

a) How do your online programs work (e.g., live lectures)?

b) As an online student, will I receive a student ID?

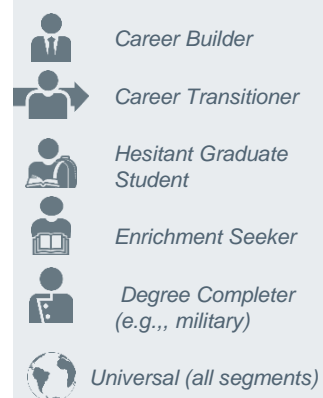
c) Will my diploma say “online degree”?

V. Getting Started and Application

VI. Technical and Residency Requirements for Online Learners

VII. Helping You Achieve, Even When Life Gets in the Way

Motivational Segment Key



Accreditation and Quality questions cater to career builders and career transitioners, who sacrifice scarce time and money when going back to school.

How Do People Like Me Make It Work? will resonate with those who are looking for reassurance that “people like me” succeed.

Expediting and Financing Your Degree will be of most interest to hesitant graduate students and career builders, keen on employer financing. Topic is also relevant to degree completers.

Additional Questions Under “General FAQs” Subheadings

I. Accreditation and Quality

- How is Example University accredited?
- Does the online format provide the same quality education offered by a traditional campus?

II. How Do People Like Me Make It Work?

- What does a typical week look like for an Example online student?
- Who is the typical online student at Example University?

III. Expediting and Financing Your Degree

- How much does my program cost?
- Does Example University accept transfer credits?
- Do you grant academic credit for work experience or certifications?
- I’m an alum. Do I receive benefits if I pursue a master’s degree program?
- What financial aid options are available?
- Will my employer help me pay for tuition?

Sample Motivation-Based Content Organizer

Ensure Taxonomy and Completeness in Your General FAQs (Cont.)

We have distilled seven categories for general FAQs with sample questions provided by Norwich University. By supplying questions and answers for each of the categories below (categories V - VII presented on this page), you can best address the concerns of all motivational segments in a single place. See Tool #17 for descriptions of the following segments: career builders, career transitioners, hesitant graduate students, enrichment seekers.

FAQs		Example University
+	General F.A.Q.s	
	I. Accreditation and Quality	
	II. How Do People Like Me Make It Work?	
	III. Expediting and Financing Your Degree	
	IV. Online: The Learning Experience and Your Future	
	a) How do your online programs work (e.g., live or recorded)?	
	b) As an online student, will I receive a student ID?	
	c) Will my diploma say "online degree"?	
	V. Getting Started and Application	
	VI. Technical and Residency Requirements for Online Learners	
	VII. Helping You Achieve, Even When Life Gets in the Way	

The **expanding / collapsing list** feature ensures that all categories remain visible on the page at the same time.



Online: The Learning Experience and Your Future questions cater to anxieties that enrichment seekers and hesitant graduate students might harbor about online learning.



Getting Started and Application questions resonate with career builders who are interested in making a quick decision, thereby expediting career advancement.

Additional Questions Under "General FAQs" Subheadings

V. Getting Started and Application

- When can I start my program?
- How do I apply for one of the programs

VI. Technical and Residency Requirements for Online Learners

- What are the technology requirements for my program?
- How much do I need to know about computers in order to enroll?
- Is there a residency requirement?

VII. Helping You Achieve, Even When Life Gets in the Way

- What happens if I need to leave the program? Can I resume my studies at a later date?
- What Example University student resources will be available to me?



Technical and Residency Requirements category addresses concerns of older learners and those ill-suited for f2f offerings (e.g., career builders working full time).



Helping You Achieve category addresses the concerns of mid-career adults (i.e., career builders and transitioners). Topic is also relevant to degree completers

Sample Motivation-Based Content Organizer

Create Program-Specific FAQs for Those Ready to Self Serve

Program-specific FAQs also expediently cater to all motivation segments in a single place. Tool #17 describes these motivation segments: career builders, career transitioners, hesitant graduate students, enrichment seekers.

FAQs		Example University
+	General F.A.Q.s	
	Master of Science in Civil Engineering F.A.Q.s	
	I.	Why this Specific Master's Program?
	II.	What Will the Program Entail?
	III.	Cost, Financial Aid, and Scholarships
	IV.	Qualification and How to Apply
	a)	How do I qualify for the degree?
	b)	When can I start the program?
	c)	What steps must I complete to apply?
	V.	Quality and Outcomes
	VI.	Work-Life-School Balance
	VII.	Leveraging Student Resources
	Master of Science in Nursing F.A.Q.s	
	Bachelor of Arts in Criminal Justice F.A.Q.s	

FAQs present an opportunity to **cite job demand** and changes in skills required by employers. For example, to add credibility, Norwich University cites in its "Civil Engineering FAQs a report published by the [National Academy of Engineering](#). This type of information is appropriate for the *Why This Specific Master's Program?*" category.

FAQs also allow for links to in-depth **information on curriculum**.



Why This Specific Master's Program is an opportunity to describe the personality of the program and to showcase variety of students. Caters to all prospect segments.



The question, What Does the Program Entail? caters to those with quick decision cycles (e.g., career builders) and those looking for a rigorous experience that connotes prestige (e.g., hesitant graduate student)



Cost category addresses the concerns of hesitant graduate students and degree completers

Additional Questions Under "General FAQs" Subheadings

- I. Why This Specific Master's Program?
 - a) Why should I earn a Master of Civil Engineering?
 - b) What are the backgrounds of other applicants?
- II. What Does the Program Entail?
 - a) What courses can I take in the civil engineering program?
 - b) What concentrations can I specialize in?
 - c) Is there a thesis or capstone option?
- III. Cost Financial Aid, and Scholarships
 - a) How much does the civil engineering program cost?
 - b) Is this program covered under federal financial aid? If so, how do I apply for financial aid?
 - c) Are there any university-provided or external grants available for students to help pay tuition?
 - d) I would like to use my VA benefits. What is the process?

Sample Motivation-Based Content Organizer

Create Program-Specific FAQs for Those Ready to Self Serve (Cont.)

Program-specific FAQs also expediently cater to all motivation segments in a single place. Tool #17 describes these motivation segments: career builders, career transitioners, hesitant graduate students, enrichment seekers.

FAQs		Example University
+ +	General F.A.Q.s	^
	Master of Science in Civil Engineering F.A.Q.s	
	I. Why this Specific Master's Program?	
	II. What Will the Program Entail?	
	III. Cost, Financial Aid, and Scholarships	
	IV. Qualification and How to Apply	
	a) How do I qualify for the master of science in nursing?	
	b) When can I start the program?	
	c) What steps must I complete to apply?	
	V. Quality and Outcomes	
	VI. Work-Life-School Balance	
	VII. Leveraging Student Resources	
	Master of Science in Civil Engineering F.A.Q.s	
	Bachelor of Arts in Criminal Justice F.A.Q.s	
		v

The **expanding / collapsing list** feature so that all categories remain visible on the page at the same time.



Quality and Outcomes caters to those sensitive to instructor credentials and experience (e.g., career builders, career transitioners, and hesitant grad students).



The category Work-Life-School Balance addresses the concerns of mid-career professionals (builders or transitioners) and degree completers.



Leveraging Student Resources resonates with enrichment seekers excited about the library perks and with other groups looking for support.

Additional Questions Under "General FAQs" Subheadings

V. Quality and Outcomes

- How is the program accredited? Are there discipline-specific organizations that accredit the program?
- How are instructors selected? What credentials will my instructors have?
- How large will my classes be?
- How have graduates of the civil engineering program applied their degree?

VI. Work-Life-School Balance

- Is it possible to work full-time while studying civil engineering?
- How long is the civil engineering program?
- How many hours a week must I commit to my studies?
- What happens if I am suddenly deployed and need to withdraw from a course or the entire program?

VI. Leveraging Student Resources

- How do I plan my curriculum and program schedule?
- What Example University resources will be available to me?
- Will there be a graduation ceremony when I complete the program?