Critical Content for Your Website

Help Prospective Students Find What They're Looking For

IDEA
An Online Higher Education Alliance

✓ Tuition and financial assistance

Provide a link to IDEA's tuition and cost page and/or your university's financial assistance page.

✓ Link to your university's application

A simple button encouraging prospective students to "Apply Now" can ensure they know exactly where to go when they're ready to apply.

✓ Curriculum info, course list, and/or a link to IDEA's course planner

IDEA's interactive course planner shows students the four-year course schedule and allows them to read course descriptions and learn more about faculty.

✓ Program format

Most students looking for an online program are *only* looking for an online program, so include the word "online" in your page header and be explicit in your content.

✓ Explain IDEA and how it works

Copy and paste content from our guide on how to explain IDEA, or link to IDEA's website where we have an entire page dedicated to explaining How the Alliance Works. This two-minute video is easy to embed on your own webpage or share in an email.

✓ Contact info for the main program contact

Include the name and email of the program contact rather than the email address fo a generic account.

✓ Average time to completion

Understanding how long the program might take will help a prospective student as they consider the overall cost and how it will fit into their busy life.

✓ Written or visual testimonials from students, alumni, and faculty

Our YouTube Channel has a selection of testimonials for member universities to incorporate into their own websites and recruitment materials.

✓ Frequently Asked Questions (FAQ)

Prospective students don't always know what to ask, so show them what their peers are asking. Use IDEA's FAQ to begin brainstorming what you can include on your site.

✓ Career-focused information

Include program outcomes such as skills to apply in the workforce, and highlight how the program can benefit a diverse range of professionals by naming companies/agencies and/or leadership positions a graduate may obtain.