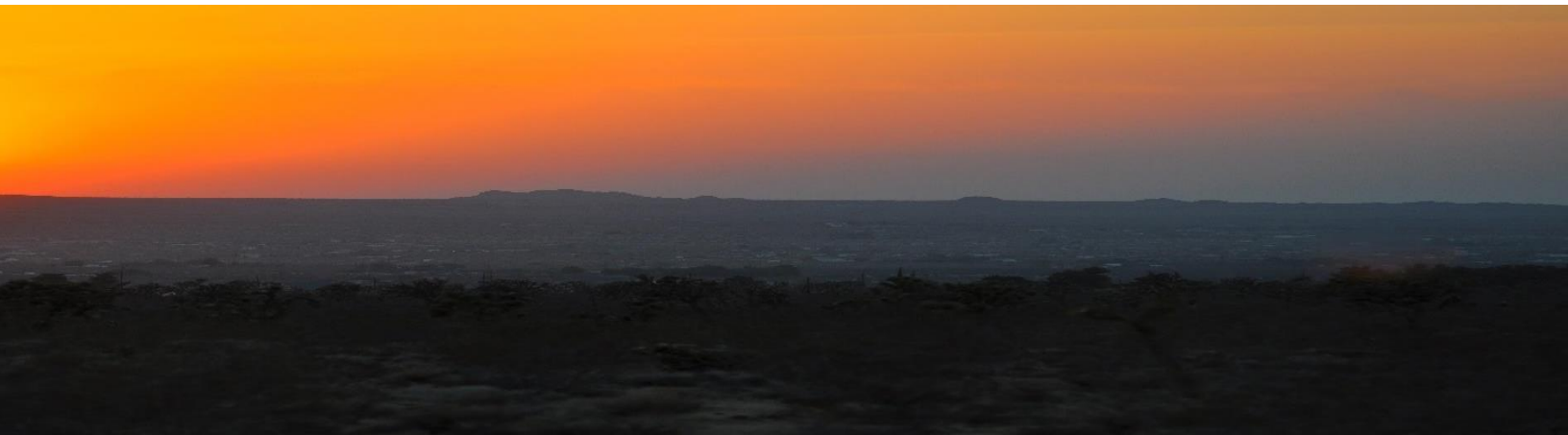




EAGLE UNIVERSITY CSD PROGRAM WEBSITE REPORT



Prepared for: Eagle University

Prepared by: New Horizons Consulting

December 3, 2021



1248 Constitution Street
Franklin, VA 23851

August 25, 2021

Marceline Abadeer
President
New Horizons Consulting
7284 Boardwalk Street
Norfolk, VA 23324

Dear Ms. Abadeer,

Subject: Eagle University CSD program website report commission

Due to projected demands for Communication Sciences and Disorders (CSD) program graduates, Eagle University has decided to create an undergraduate and graduate education track in CSD. We would like to create a CSD program website that provides concise and useful information to both prospective and current students. The new website would implement a user-friendly and visually attractive design as well as clearly visible and accessible information.

We are asking your firm to analyze four universities within Virginia that possess at least an undergraduate and graduate CSD program. To broaden the potential website characteristics and elements that can be implemented by our university, we ask that you select program websites that will provide our university with a diverse and inclusive range of recommendation options.

We would like to create the webpages for our new CSD program as well as implement any other general recommendation to our general university website by May 1, 2022, several months before the start of next year's fall semester. To provide ample time for our university to consider and implement the recommendations, we would like to receive the report by December 3, 2021.

We eagerly await your analysis report. If there are any questions, please feel free to contact our communications director Jenny Cody at jenny.cody@EagleUniversity.edu.

Yours sincerely,

A handwritten signature in black ink that reads "Tom Franklin". The signature is written in a cursive, slightly slanted style.

Tom Franklin
President



7284 Boardwalk Street
Norfolk, VA 23324

December 3, 2021

Tom Franklin
President
Eagle University
1248 Constitution Street
Franklin, VA 23851

Dear Mr. Franklin,

Subject: Eagle University CSD program website report completed

We are delighted to present the CSD program website report that was requested on August 25. This report analyzes the James Madison University, University of Virginia, Radford University, and Longwood University CSD program websites and provides recommendations for the Eagle University CSD program's webpages.

We have decided to analyze these four websites based on the major areas of visual appeal, content, and ease of navigation. Within this report, we have highlighted a number of key elements and characteristics that can be implemented by Eagle University.

Specific recommendations such as accessible menus, concise use of text, large, subject-related images, visually appealing displays of information, and clear organization are recommended for implementation by the Eagle University CSD program's webpages.

We are sure that the recommendations, further detailed in the "Recommendations" section of the report, will allow Eagle University to create a website for their CSD program that excels in the three areas of visual appeal, content, and ease of navigation highlighted by this report.

If there are any questions, we would be more than happy to address them. I can be reached by phone at 434-221-4253 or by email at marceline.abadeer@NewHorizonsConsulting.com.

Yours sincerely,

A handwritten signature in black ink that reads "Marceline Abadeer".

Marceline Abadeer
President

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Executive Summary

In order to remain competitive with state universities as well as match the required projected demand for CSD program graduates, Eagle University has decided to create an undergraduate and graduate CSD program. Eagle University will offer this program starting in the fall of 2022.

Compared to other states, only a handful of universities within Virginia offer undergraduate and graduate degrees in CSD. Pairing this fact with high demands for CSD program graduates, universities possessing a website for their CSD program can broadcast their program to future professionals as well as serve as a vital means for reducing the in-field demand of professionals.

New Horizons Consulting was tasked with finding Virginia universities offering CSD undergraduate and graduate programs. Due to their design and Eagle University's proposed program, we chose James Madison University (JMU), University of Virginia (UVA), Radford University (RU), and Longwood University (LU) for our specific report.

The four websites were analyzed based on the below criteria:

- **Visual Appeal:** Overall format, color scheme, banner images, pictures,
- **Content:** Program-related information, concise language, resource options, and
- **Ease of Navigation:** Menus, clear and logical organization, reliable webpages and links.

Furthermore, our independent website analysis team has scored all four universities based on the above criteria. Paralleling our general website analysis, these scores have allowed us to suggest that Eagle University implement the following recommendations:

- Utilize webpage layouts, designs, and colors consistently as seen within all four of the analyzed websites,
- Incorporate banner and side menus to both organize and condense information as reflected in the four websites analyzed in this report,
- Implement large, topic-related graphics and pictures that support webpage information to parallel the LU and RU websites,
- Post information relating to the program for current and prospective students similar to the LU and RU websites,
- Apply white space, paragraph headings, as well as varying font sizes and colors to mirror the UVA website,
- Present current happenings within the university and the specific CSD program itself,
- Monitor the website's external links to ensure that webpages are active and fully operational, and
- Update the CSD program's webpages to ensure that all information relating to the program is up-to-date and reliable.

We are confident that our specific recommendations will allow Eagle University to develop optimally designed webpages for their CSD program and website as a whole.

Introduction

The field of speech-language pathology and the accompanying employment of speech-language pathologists (SLPs) are projected to increase by nearly 27% by 2030, thus far outperforming many general and medically-based professions (see Figure 1).

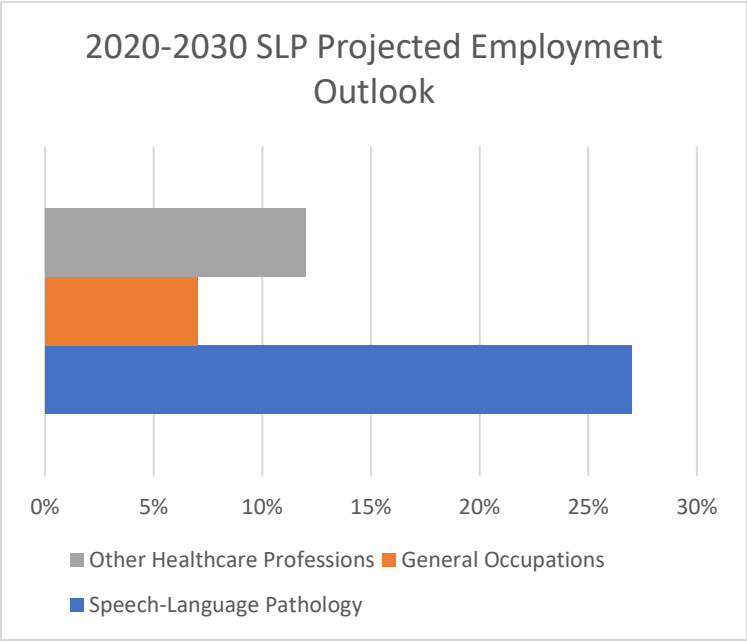


Figure 1: SLP 2020-30 projected employment

Virginia universities with undergraduate and graduate-level CSD programs play an influential role in training the next generation of SLPs that will match these projected figures and fulfill the field demand for new SLPs.

University websites for CSD programs present vital information relating to the specific program as well as the university as a whole. Specifically, these websites provide both current and prospective students with valuable information that can aid their overall understanding and progress through the university’s program.

New Horizons Consulting was asked to analyze our specific choices of universities within Virginia that offer both an undergraduate and graduate CSD program. The produced report would then suggest elements and characteristics from this analysis that could be implemented to create a visually appealing, easily accessible, and informative website.

New Horizons Consulting provides specialized and client-tailored recommendations designed to benefit our clients. Additionally, our independent website analysis team, which has been operating for over a decade in collaboration with New Horizons Consulting, has helped numerous colleges within Virginia update and design their websites.

Consequently, we have decided to analyze the JMU, UVA, RU, and LU CSD program’s websites for this study. In designing this report, we have focused on the three areas of visual appeal, content, and ease of navigation.

As referenced previously, we have also called upon the expertise of our independent website analysis team to further refine and enhance the recommendations for the Eagle University CSD program’s website. We are certain that website recommendations and website scoring results will allow Eagle University to attain an informed conclusion on how to best proceed in designing their CSD program’s website.

Mode of Analysis

The JMU, UVA, RU, and LU CSD program websites were assessed based on the three below areas of focus:

- **Visual Appeal:** Overall format, color scheme, banner images, pictures,
- **Content:** Program-related information, concise language, resource options, and
- **Ease of Navigation:** Menus, clear and logical organization, reliable webpages and links.

As referenced previously, New Horizons Consulting has also called upon the analysis and expertise of our independent website analysis team to assist in the creation of the recommendations produced by this report. The results from the independent website analysis team as well as our general analysis of each website will permit Eagle University to receive the most informed and supported recommendations for their CSD program's website.

Analysis of the Radford University Website

University website: <https://www.radford.edu/content/wchs/home/cosd.html>

RU is an educational institution located within the city of Radford, Virginia. The college offers over 70 bachelor's degree programs, 28 master's programs, and 6 doctoral courses of study. RU possesses a student population of just under 9000 students.

Visual Appeal

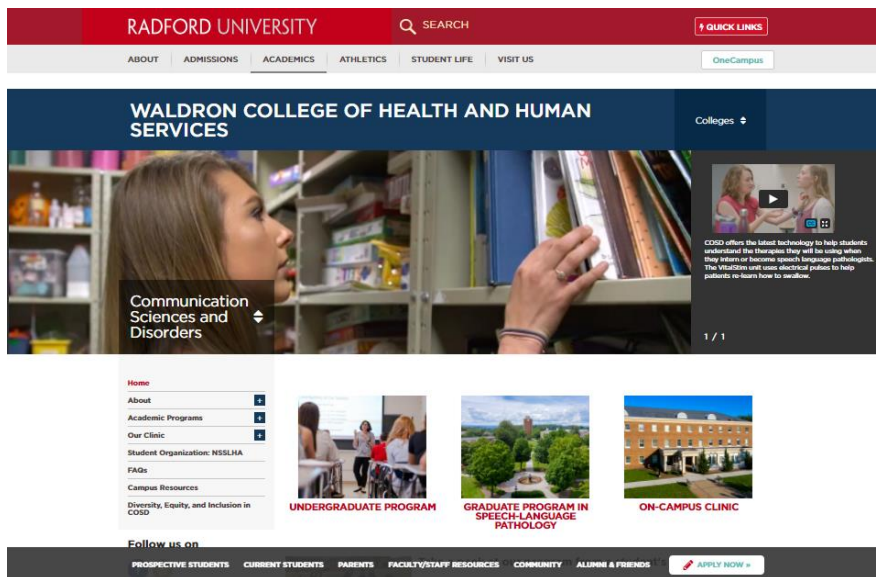


Figure 2: RU CSD program homepage

The RU CSD website utilizes a modular format that allows the reader to logically flow from one subject area to another (see Figure 2). The program's home page also implements banner and box images that balance text to create a webpage that does not overwhelm the reader.

As seen in Figure 2, this website implements a color scheme involving two juxtaposed colors, red and blue, which grabs the reader's attention as well as parallels the school's color theme.

Located at the last half of this program's homepage, A significant amount of text is used when discussing current events as well as student highlights. Consequently, the increase in text may be overwhelming and deterring for some readers who are seeking more concise information and details.

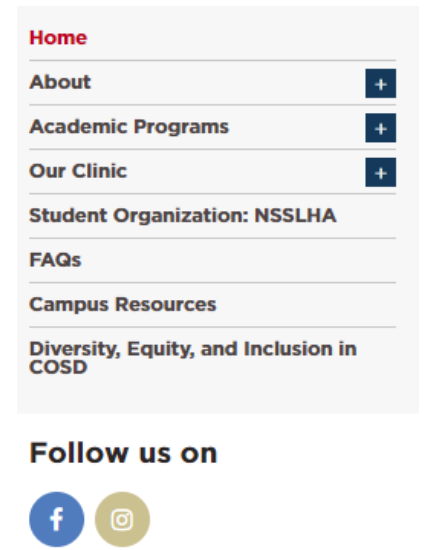
Content

The RU CSD program's webpages offer a plethora of information that can prove useful to the reader. Of note, this website provides clear and useful links for this university's undergraduate and graduate courses of study. Information regarding common questions, campus resources, faculty, and the unique attributes of RU's CSD program is included to inform the reader about program specifics that set this university apart from others.

The website lists outreach events, student organization opportunities, as well as positive student and teacher experience descriptions to enlighten prospective students and provide a sense of community. While the program does include information about accreditation status, this information is not explicitly listed on the program’s homepage.

Ease of Navigation

Positioned at the left side of the program’s homepage, the webpage employs a drop-down menu column (see Figure 3). This feature condenses several subtopics into easy-to-find categories for the reader. The feature allows the reader to click a major topic such as “Academic Programs” or select the “+” symbol to achieve direct access to subtopic areas. Below these items, the reader can easily locate this program’s social media platforms.



At the bottom of this program’s main page, the reader can also access three general topic areas (see Figure 4). However, the text below these icons does not use a hyperlink that will take the reader to the listed webpages. This could then cause readers who only attempt to click on the text and not the icon to believe that pages for these topics do not exist.

Figure 3: RU Drop-down menu

In summary, the RU CSD program’s webpages offer a welcoming design. Items such as large icons, images, and drop-down menu columns aid in creating a streamlined and enjoyable reading experience. Areas involving lengthy text paragraphs have the potential to discourage viewer engagement with the content. Additionally, the absence of text hyperlinks being paired with icon links may prove to be frustrating to readers by reducing their perceived access to webpages and content areas.



Figure 4: RU “Explore More” icon buttons

Analysis of the James Madison University Website

University website: <https://csd.jmu.edu/>

JMU is a college in Harrisonburg, Virginia. This specific college possesses a student population that is over 20,000. The university offers 139 programs that range from the humanities to the sciences.

Visual Appeal

The JMU CSD program's website offers a simplistic, but effective display of this program's information (see Figure 5). The color palette, mirroring the university's color scheme, portrays a sense of connectivity and cohesion within the additional areas of this website.

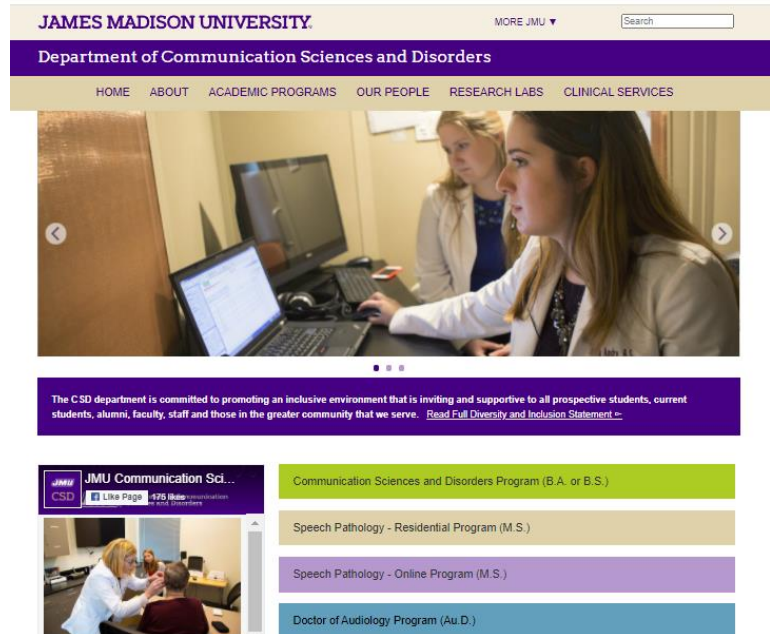


Figure 5: JMU CSD program homepage

The homepage implements a banner slideshow that exhibits program-related images that set the tone of the webpage by providing a representative illustration of the program in action. Utilizing text that contrasts with the colored bars draw the reader's attention to key points of information within the webpages.

This program's webpages repeatedly utilize colored bars with simple text. The design plays a role in projecting a feeling of consistency and directness. Of note, however, the majority of this university's webpages implement smaller font sizes, even for headers, which could cause the reader to believe that the website is lacking in terms of variety and originality.

Content

The JMU CSD program's webpages offer readers a comprehensive presentation of program information. After either clicking on the menu bar or the colored title bars seen in Figure 5, the reader will be taken to new pages that present more refined and specific information relating to their topic selection (see Figure 6).

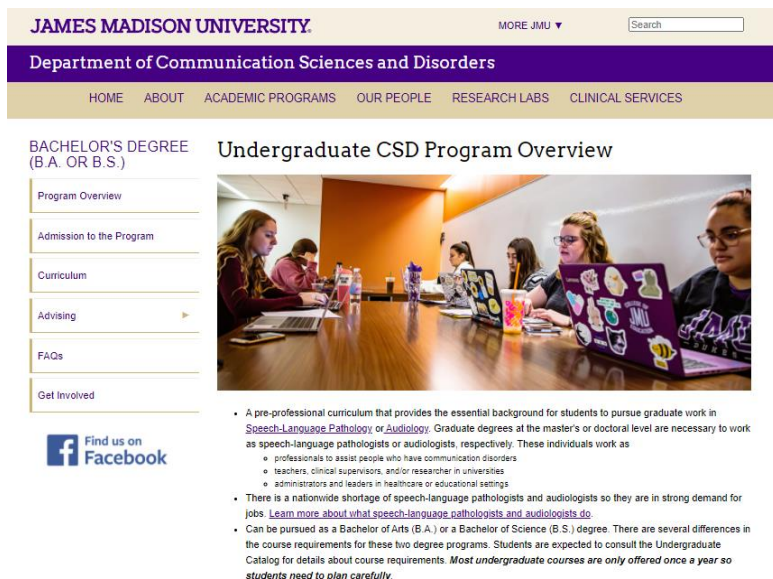


Figure 6: JMU CSD specialty webpages

These webpages employ the use of side menus that can allow the individual to reach related information concerning the topic they selected.

The menus also provide FAQs and overview pages that are inherently related and tailored to each course of study.

Topic areas involving professors, specialties, and research permit the reader to gain an insightful view into the intricacies of JMU’s CSD program. The homepage for JMU’s CSD program does contain

a “Give Now” option which could be seen as slightly aggressive by some readers.

Ease of Navigation

Header and side-bar menus across all webpages permit the reader to find related information across varying subject areas in a consistent and dependent fashion. Of note, several links to pages such as directions to school buildings and open houses lead the reader to “dead” webpages (see Figure 7).

Page Not Found

We're sorry, but we couldn't find this content on our server. This could be due to one of the following:

- The page you are looking for has been removed from our site.
- The link you followed is out of date or incorrect.
- The web address was mistyped.

Please check the link you followed to arrive at this page. If you believe it to be correct, try searching for the content you want using the search box at the top of this page.

Return to the [CSD Home page](#)

Figure 7: JMU CSD faulty webpage links

In summary, the JMU CSD program’s webpages offer notable attributes of simplicity that could lead to a more effortless reading experience. However, this drive for simplicity appears to detract from possible design elements that could be implemented within this website to add variety. Further, faulty webpage links pose a serious factor that could cause readers to believe that the university is not routinely monitoring and maintaining its website.

Analysis of the University of Virginia Website

University website: <https://education.virginia.edu/academics/speech-communication-disorders>

UVA is a university located in Charlottesville, Virginia. This college has a student population of roughly 23,000 undergraduate and graduate students. The university offers student courses relating to CSD at the undergraduate, graduate, and doctoral levels.

Visual Appeal



Figure 8: UVA CSD program homepage

The UVA CSD program's website greets readers with a traditional image banner highlighting a scene from the speech therapy field (see Figure 8). Consistent use of fonts and darkened text on a white background allow the reader to easily follow the information being presented in a reliable manner.

The website also displays a dominant reliance on the blue school color with somewhat spare orange highlights. This adherence to using the school's

colors scheme is even used occasionally on the website's text which adds notable variety to the subjects being presented.

Aside from the opening banner image on this program's homepage, the website projects a blander appearance by not utilizing new or additional images on related pages covering the undergraduate, graduate, and doctoral programs.

Content

The UVA CSD program's website clearly displays general information about the program and what careers could be pursued after graduating from this program. By limiting the total amount of information presented on this program's homepage, this website accomplishes a more holistic review of key program elements in a fashion beneficial to readers unfamiliar with the field. The homepage also clearly states that this program is accredited.

PROGRAM DETAILS

- + Prerequisites and Admission Requirements**
- + Application Due Date**
- + Degree Requirements**
- + Funding Opportunities**
- + Typical Length of Study**
- + Sample Jobs After Graduation**
- + Related Programs**

Figure 9: UVA "Program Details" menu buttons

“Program Details” menus located within the three major courses of study reduce endless paragraphs of text that could strain the reader’s attention and processing of information (see Figure 9). The menus implemented also allow for greater categorization of information and in providing additional data.

Ease of Navigation

Drop-down menus as well as clear banner panels and contact information presented on the left side of all webpages allow for easy access of data and reader peace of mind.

The previously mentioned menu options, aside from providing additional information, present multiple important topics that can be viewed on a single screen panel without having to scroll. When providing links to outside resources and data, such as links leading to school and healthcare salary reports, the links lead to webpages that are not operational.

In summary, the UVA CSD program’s website maintains a balanced display of necessary information relating to the program while logically placing topics onto additional pages to reduce visual clutter. Sidebars, banners, and embedded paragraph menus further organize and condense additional information with reader ease-of-use in mind. Of note, limited image usage as well as “dead” links to external websites could cause readers to assume that some areas of this website’s design and monitoring are lacking.

Analysis of the Longwood University Website

University website: <http://www.longwood.edu/socialworkcsds/>

LU is a university located in Farmville, Virginia. This college offers over 100 majors, minors, as well as program concentrations. LU possesses an undergraduate and graduate population of just over 5000 students.

Visual Appeal

The LU CSD program's website welcomes visitors by utilizing a friendly and thought-provoking banner image (see Figure 10). The utilization of this university's logo and color scheme of blue and grey project a sense of uniformity and cohesiveness to the reader.

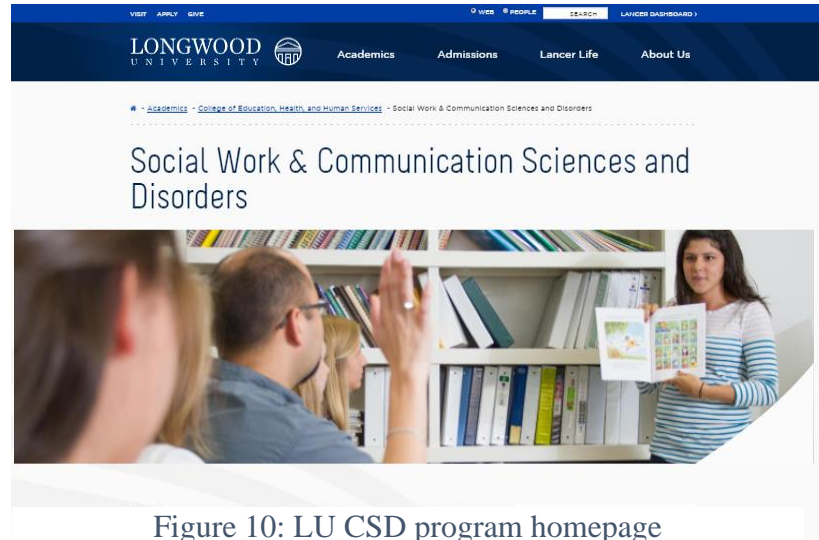


Figure 10: LU CSD program homepage

Bulleted lists and shortened paragraphs condense what could have been tiring lines of text into manageable and attractive sections of information. The LU CSD program's webpages also effectively employ the use of whitespace to create an open and easy-to-read website.

High-quality images relating to the field as well as on-campus facilities and faculty members create a modernized, informed, and interconnected visual appearance. While the inclusion of news information and images on the homepage may appear busy to some readers, this college's focus on community and interconnectivity may warrant this visual design.

Content

The LU CSD program's website presents readers with a diverse and inclusive range of information on the undergraduate and graduate education tracks of this program. Information relating to admission requirements, potential careers, scholarship opportunities, accreditation status, and program courses gives readers a notably comprehensive view of the program and what it offers to students.

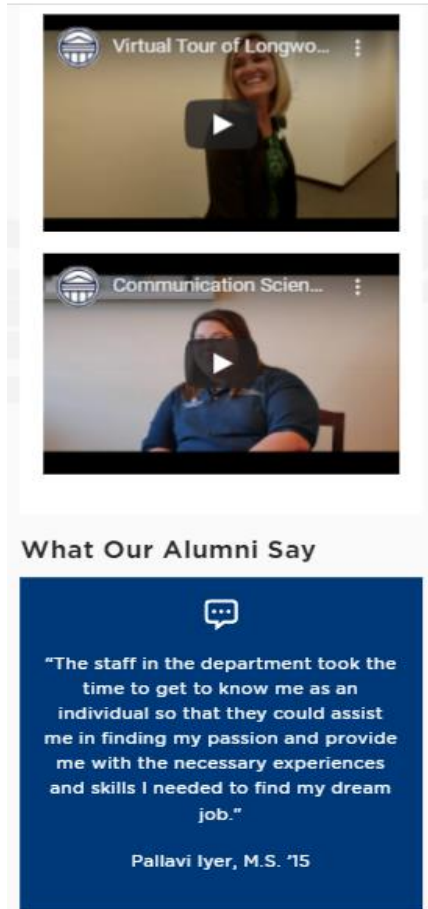


Figure 11: LU supporting videos and testimony

AREAS OF STUDY

- [Social Work](#)
- [Speech Language Pathology](#)
- [Communication Sciences and Disorders, M.S.](#)

ALSO IN THIS SECTION

- [Faculty & Staff](#)
- [Undergraduate Student Resources](#)
- [Graduate Student Resources](#)
- [Student Organizations](#)
- [Field Experience](#)
- [Our Facilities](#)
- [News](#)

Figure 12: LU webpage side menu

This website also provides professional videos covering tours of the program’s on-campus clinic as well as student testimonials (see Figure 11). It is important to note that having LU’s social work and CSD program’s homepage on a single webpage may prove confusing to some readers.

However, the CSD program’s webpages do offer positive written testimonials from alumni that detail their experiences with courses and faculty members. Information that would be desirable to prospective students involving graduation rates, cost, and scholarship opportunities are also included.

Ease of Navigation

This website implements typical features that can enhance navigation including search bars, bullet-points, and the clear labeling of sub-category options to help guide readers to topics of interest.

The website pages do not utilize a specific banner menu for navigating this program’s webpages. Alternatively, this website does use side menus containing links to topic areas (see Figure 12).

In summary, LU’s CSD program website offers notable examples of cohesive website design and presentation of pertinent information. Displaying program information as well as student perspectives plays a role in building a sense of connectivity and community between presented subjects.

Conclusions

Due to projected workplace demands for CSD degree holders, Eagle University has decided to develop an undergraduate and graduate CSD program. The program will officially start in the fall of 2022. To effectively display the new program and its accompanying information, Eagle University has asked New Horizons Consulting to present recommendations for a visually appealing and user-friendly website.

In constructing our report, we analyzed CSD program websites for RU, JMU, UVA, and LU. We selected these websites due to these universities having an undergraduate and graduate CSD program, similarities to Eagle University’s proposed program designs, and an ability to provide Eagle University with a more diverse set of recommendations that can later be implemented.

Our independent website analysis team concluded that the LU CSD program’s website operates as the most optimally designed website in terms of visual appeal, content, and ease of navigation, followed by RU, UVA, and JMU (see Figure 13).

LU and RU present visually appealing and user-friendly web pages by utilizing current, high-quality pictures and reduced amounts of text.

Implementing a variety of general and program-specific images also assists in maintaining user attention and interest.

The UVA and JMU CSD program’s websites possess effective menu options and accompanying webpages that reduce text clutter. However, having a more stagnant, unchanging format without new graphics detracted from the overall visual design of these two websites.

A consistent and organized layout was a specific design feature shared by all selected websites for this review. Of note, ensuring that webpages are properly maintained, updated, and free of “dead” links, as in the case of LU and RU, can notably aid in presenting a reputable and polished website for users.

Consequently, the key elements that can significantly aid Eagle University in creating a visually appealing and user-friendly CSD program website involve implementing consistent formats and design schemes, easily accessible menus, relevant information, balanced graphics as well as text content, and webpages that are routinely updated and monitored.

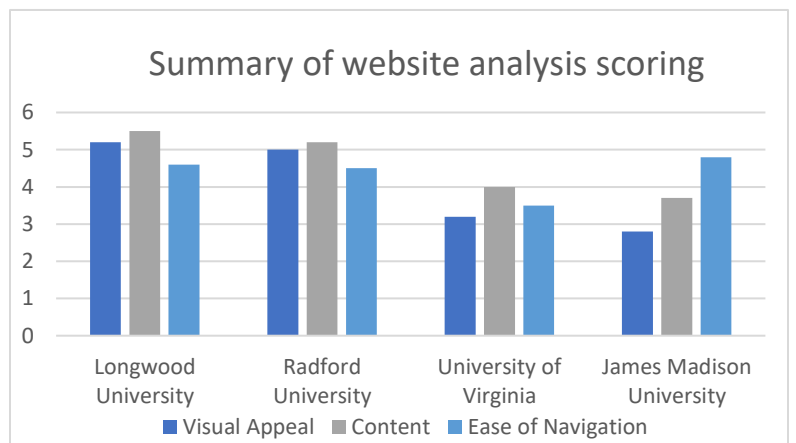


Figure 13: New Horizons Consulting website analysis results

Recommendations

For the Eagle University CSD program's website, we recommend that Eagle University do the following:

- Utilize webpage layouts, designs, and colors consistently as seen within all four of the analyzed websites,
- Incorporate banner and side menus to both organize and condense information as reflected in the four websites analyzed by this report,
- Implement large, topic-related graphics and pictures that support webpage information to parallel the LU and RU websites,
- Post information relating to the program for current and prospective students similar to the LU and RU websites,
- Apply white space, paragraph headings, as well as varying font sizes and colors to mirror the UVA website,
- Present current happenings within the university and the specific CSD program itself,
- Monitor the website's external links to ensure that webpages are active and fully operational, and
- Update the CSD program's webpages to ensure that all information relating to the program is up-to-date and reliable.

Appendix A: New Horizons Consulting Website Analysis Results

The below tables reflect the results from the New Horizons Consulting independent website analysis. The tables included the average scores from the four selected universities and reflect the final scores seen in Figure 13 of this report, where six is the most favorable score and zero is the least favorable score.

Visual Appeal

1. The website provides a balanced and complimenting design that is visually appealing.

Table 1: University Website Results for Visual Appeal

University	Score
Longwood University	5.2
Radford University	5
University of Virginia	3.2
James Madison University	2.8

Content

2. The website provides related and helpful information pertaining to the university and program.

Table 2: University Website Results for Content

University	Score
Longwood University	5.5
Radford University	5.2
University of Virginia	4
James Madison University	3.7

Ease of Navigation

3. The website is designed for effortless navigation, a logical presentation of information, and is fully operational.

Table 3: University Website Results for Ease of Navigation

University	Score
Longwood University	4.6
Radford University	4.5
University of Virginia	3.5
James Madison University	4.8