

# New Horizons Consulting Website Analysis Report

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Topic: Eagle University's future Communication Sciences and Disorders (CSD)  
Program Website





NEW HORIZONS CONSULTING

- Eagle University
  - Located in Franklin, Virginia
  - Enrollment size: 14,000 students
  - Developing a new CSD program at both the undergraduate and graduate levels for fall 2022
- Eagle University's CSD Program
  - Create webpages for their new CSD program that:
    - Provide useful information to both prospective and current students
    - Implement a user-friendly and visually attractive design, and
    - Contain clearly visible and accessible information.



## Analysis Report

- Our firm analyzed four Virginia universities that:
  - Offer both undergraduate and graduate programs, and
  - Contain student populations both above and below Eagle University's population of 14,000.

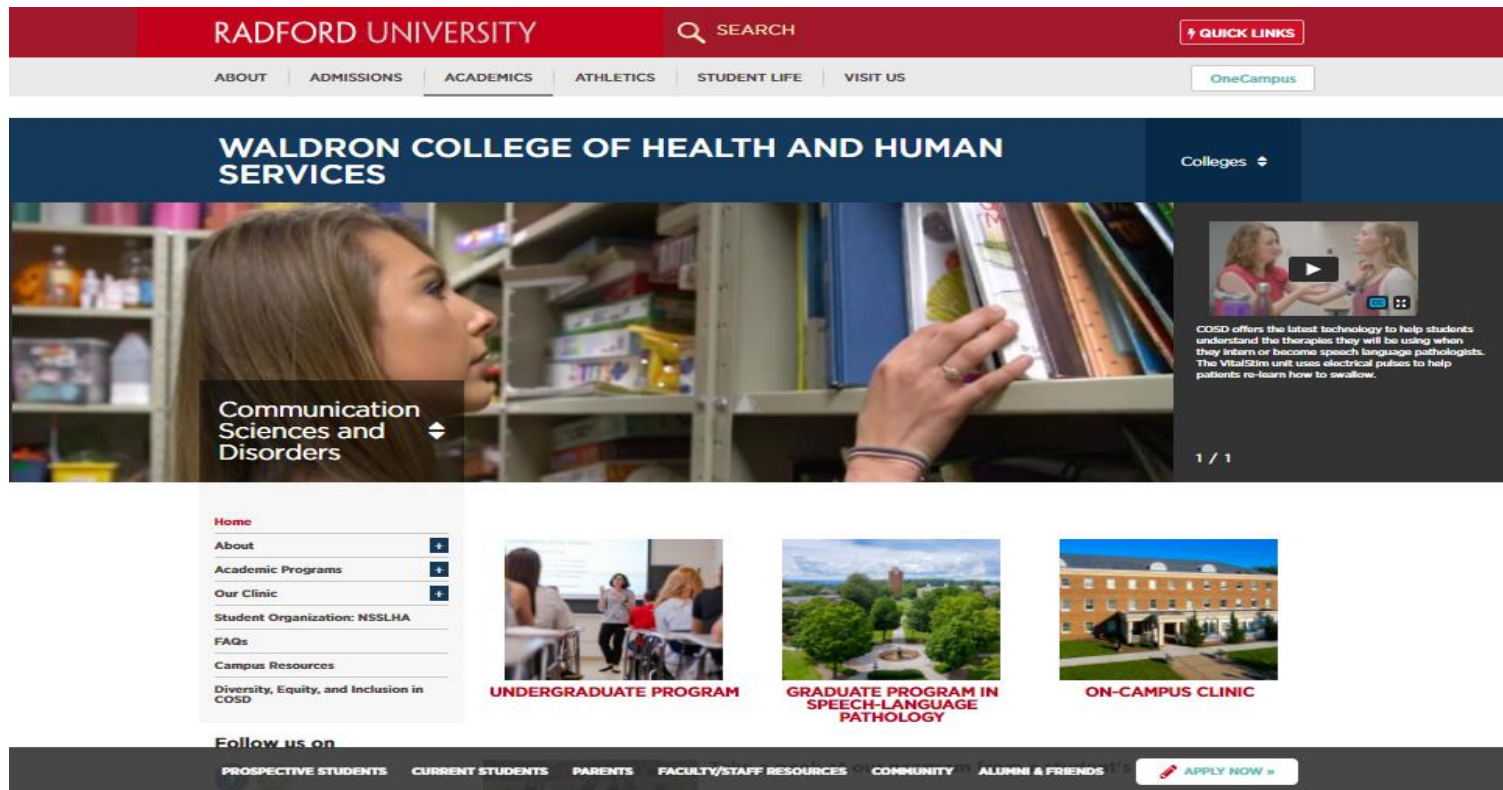
Report is due by December 3rd, 2021

Analyze the following university's websites:

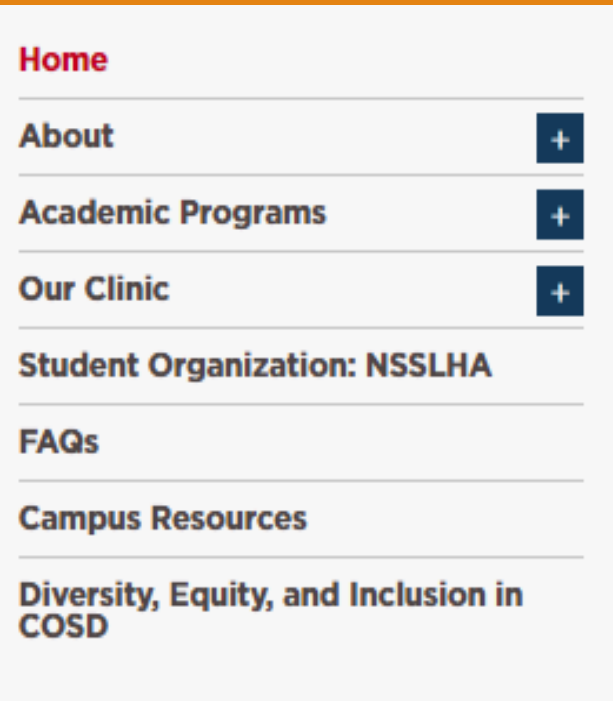
- James Madison University
- University of Virginia
- Radford University
- Longwood University
- Address and meet the following criteria:
  - Visual appeal
  - Content
  - Ease of navigation

# Radford University CSD Program Website

- Visual Appeal
  - Modular format
  - Balanced banner and box images
  - Red and blue color scheme
  - Notable amount of text in some areas



Radford University CSD program homepage



## Follow us on



Radford University drop-down menu

- Content
  - Links to:
    - Undergraduate and graduate pages
    - FAQ
    - Campus resources
    - Faculty
    - Unique attributes of CSD program
  - List of events
  - Student organization opportunities
  - Positive student and teacher experience descriptions
  - Accreditation status information not explicitly listed
- Ease of Navigation
  - Drop down menus
  - General topic areas
  - Links do not take reader to listed webpages

### Explore More



STUDENT FUNDING OPPORTUNITIES



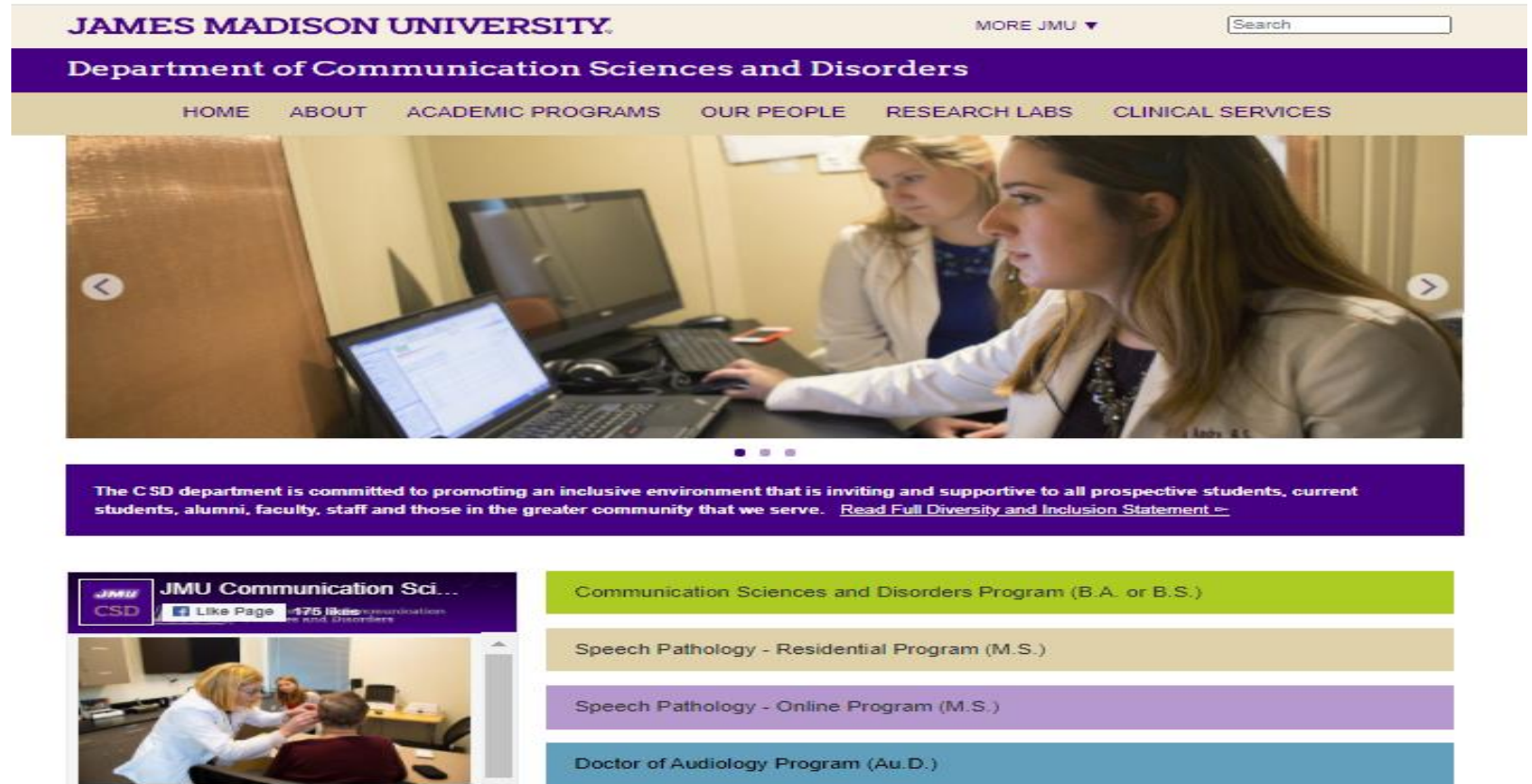
FACULTY RESEARCH



FREQUENTLY ASKED QUESTIONS

Icons that did not contain text hyperlinks

# James Madison University CSD Program Website



James Madison University CSD program homepage

- Visual Appeal
  - JMU visual appeal
  - Simple and effective
  - Nice color palette with shades of purple and yellow
  - Banner slideshow
  - Small font sizes

- Content
  - Comprehensive presentation of program information
  - Sidebar menus
  - “Give Now” option



James Madison University CSD sidebar menu

- Ease of Navigation
  - Sidebar menus
  - Consistent layout across all program webpages
  - Dead links

## 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.

James Madison University CSD faulty webpage links



# University of Virginia CSD Program Website

- Visual Appeal
  - Traditional image banner highlighting a scene from the speech therapy field
  - Dark font on a light background
  - Simple and not overwhelming presentation of school colors
  - Somewhat bland appearance

CANVAS - CURRENT STUDENTS - NEW STUDENTS - FIND FACULTY & STAFF - GIVING - EVENTS - NEWS

UNIVERSITY OF VIRGINIA | SCHOOL OF EDUCATION and HUMAN DEVELOPMENT | ABOUT US | ACADEMICS | ADMISSIONS | FACULTY & RESEARCH | SERVICES & OUTREACH

Academics/Speech Communication Disorders

**PROGRAM DIRECTOR**  
LaVae Hoffman  
Department of Human Services

**CONTACT US**  
[edhs-support@virginia.edu](mailto:edhs-support@virginia.edu)  
f

**SPEECH COMMUNICATION DISORDERS**

Communication skills affect not only learning, but also everyday quality of life. Communicating effectively and effortlessly is a gift that not everyone shares, unfortunately. By helping those who struggle with various speech communication disorders, Speech Language Pathologists, Audiologists and those involved with research provide an invaluable service.

At the School of Education and Human Development, we offer three Speech Communication Disorders degrees taught by high-caliber, collaborative scientists pursuing research to improve language, cognition, literacy, augmented/alternate forms of communication, autism, voice, swallowing and neurogenic communication disorders. The program is accredited by the Council on Academic Accreditation (CAA) of the American Speech-Language-Hearing Association (ASHA). Our mission includes the education of future clinicians and future researchers.

University of Virginia CSD program homepage

## ***PROGRAM DETAILS***

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

University of Virginia "Program Details" menu buttons

- **Content**

- Clearly displayed information
- List of careers following degree
- "Program Details" menu

- **Ease of Navigation**

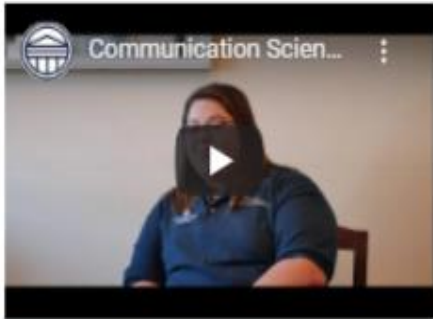
- Drop-down menus
- Contact information
- Menu's topic links
- Dead links

# Longwood University CSD Program Website



Longwood University CSD program homepage

- Visual appeal
  - Welcoming and friendly banner images
  - Uniform color scheme
  - Bulleted lists and shortened paragraphs
  - Limited white space
  - May appear busy to some readers



- Content
  - Undergraduate and graduate information
  - Information relating to:
    - admission requirements,
    - potential careers,
    - scholarship opportunities,
    - accreditation status, and
    - program courses
  - Videos of tours and student testimonials
  - CSD and social work share a webpage

### What Our Alumni Say



"The staff in the department took the time to get to know me as an individual so that they could assist me in finding my passion and provide me with the necessary experiences and skills I needed to find my dream job."

Pallavi Iyer, M.S. '15

Longwood University 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](#)

- Ease of Navigation
  - Search bars, bullet-points, and the clear labeling of sub-category options
  - Does not utilize a specific banner menu
  - Side menus contain links to topic areas

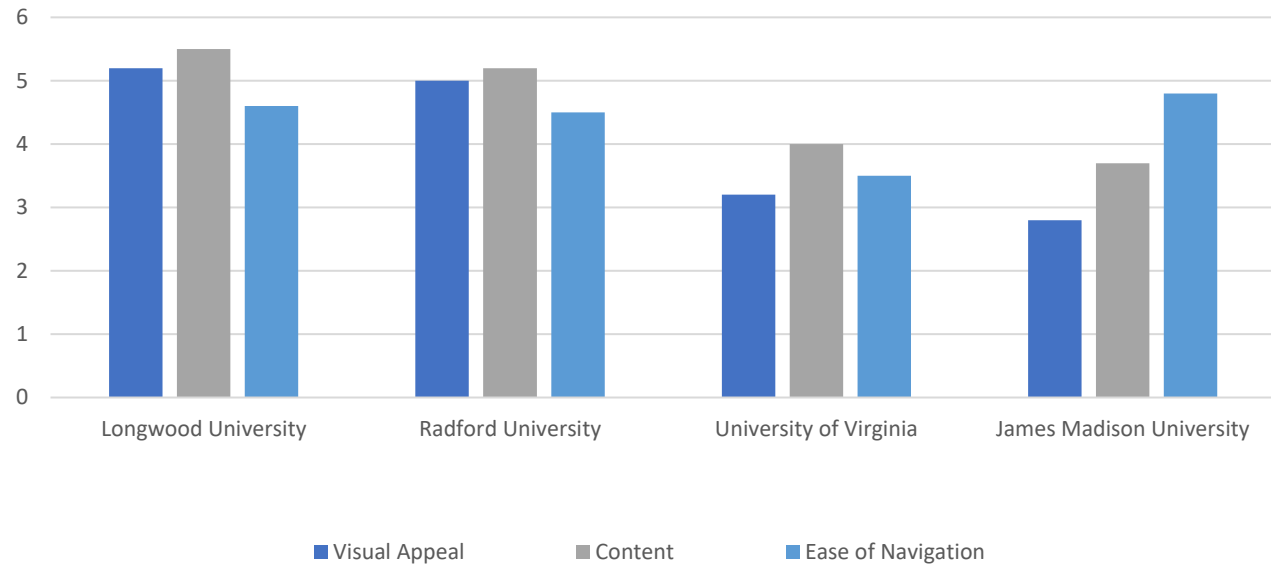
Longwood University webpage side menu

# General Summary

# Conclusions

- After reviewing the website elements when covering the areas of visual appeal, content, and ease of navigation, the Longwood University CSD program's website possessed the highest number of positive website design attributes.
- Additionally, these findings also paralleled the results of our independent website team which produced the below results after analyzing the four selected websites for this report.

Summary of independent website analysis scoring



New Horizons Consulting independent website analysis results

## Visual Appeal Scoring Results

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

## Content Scoring Results

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

## Ease of Navigation Scoring Results

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

# Recommendations

- Considering the results produced by this report, New Horizons Consulting recommends 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 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 web pages to ensure that all information relating to the program is up-to-date and reliable.