An Evaluation of University and College Websites:

 A Proposal for their Effects on Admissions

Prepared for:

Elwood University

Prepared by:

DalHan Consulting

July 12, 2018



**Elwood University**
Admissions department
1023 St. Joan Avenue
Farmvilliage, W. Va 15464

April 9, 2018

Glenn Spencer
Principal Consultant
DalHan Consulting
9090 Consultants Way
Richmond, Va 23005

Dear Mr. Spencer:

Subject: Evaluation of University home web page and its effect on admissions

In the last 15 years there has been a strong correlation between an institute of higher learnings ability to maintain large number of yearly applicants and online presence. Due to the internet revolution, universities can recruit easily across the globe. According to studies, universities with a strong online presence saw a 40% increase in applicants between 2003 and 2018. We at Elwood wish to increase our online presence, subsequently increasing our overall number of applicants.

Elwood.edu has not been updated since 2015 and our present lack of a strong online presence has resulted in a steady decline of applicants, to the tune of 0.2% a year. We wish to commission your team to deliver a report on how to improve www.elwood.edu with the goal of making it a truly modern website which will lead to an overall improvement in prospective student applications. We wish to see the report submitted by no later than June 20th, 2018 and to be presented July 12th, 2018.

We look forward to seeing your report and will gladly provide you with any additional information about our websites functionality. Feel free to contact me via my office phone at 222-444-8888 ext. 123

Yours sincerely,

Leilani Jones

Leilani Jones
Director of Admissions

**DalHan Consulting LLC.**

Glenn Spencer

Principal Consultant

DalHan Consulting

9090 Consultants Way

Richmond, Va 23005

June 18, 2018

Leilani Jones

Admissions department

1023 St. Joan Avenue

Farmvilliage, W. Va 15464

Dear Mrs. Jones:

Subject: University and college website proposal completion

I have attached the report evaluating university and college websites for their effects of website appeal that you requested in your letter of April 9, 2018.

We have recommended three websites that exemplify overall aesthetic design, ability to showcase post-graduate success, and ease of accessibility:

* **Harvard University**
* **Regent College**
* **Maryland University**

We are confident that these three sites represent the components that you would like to have included in your updated Elwood website to improve admissions.

We have thoroughly enjoyed researching information for this report. We would like to thank you for the opportunity to assist Elwood University in updating the current website. We would also like to personally think the students, faculty, and staff for participating in our survey. If you have any questions or comments about the report, we will gladly meet with you. We can be reached by phone at 123-456-7890, ext. 5.

Yours sincerely,

Glenn Spencer

Glenn Spencer

Principal Consultant

Enclosure: Report on university websites

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**Executive Summary**

A decrease in overall number of applicants has resulted in Elwood University wanting to improve their online presence. They remodeled their website in 2015 but are still failing to see the marginal increase that they desire.

With the vast amounts of colleges and universities around the country, it is crucial to maintain a strong online presence to encourage students to either visit or apply. Elwood University’s administration department asked DalHan Consulting to recommend three collegiate websites that provide exemplary demonstrations of content.

DalHan Consulting’s task was to find websites with appealing and upfront information that students could easily find and navigate. As part of the analysis, overall aesthetic design, ability to showcase post graduate success, and ease of accessibility were all evaluated with the end goal of increasing admissions.

Each website was analyzed ad rated using the following criteria:

* **Overall Aesthetic Design:** modern style, color, simple layout, pleasant presentation

* **Postgraduate Showcase:** articles featuring alumni, links to alumni associations, networking opportunities
* **Ease of Accessibility:** easy navigation, great search directory, minimal outlinking

The students, faculty, and staff of Elwood University were given a survey. Based on the results of that survey the following three university websites were chosen on which to base our analysis:

* Harvard University,
* Regent College, and
* Maryland University.

The focus of this report is to provide the Elwood University with innovative and creative examples to incorporate within their new website. We at DalHan are extremely confident that our analysis and recommendations will not only enhance the Elwood University website, but also significantly increase their number of potential applicants.

**Introduction**

Collegiate websites are crucial for both potential applicant interest and school marketing to the public. With a website being the backbone of what a college has to offer to students, it must be aesthetically pleasing and easy to navigate, while also maintaining connections with alumni to broadcast potential futures.

Elwood University, located in Farmvillage, West Virginia, was founded in 1901 by the Coal family. Their mission was to promote education to the coal mining towns throughout their state. Since then, Elwood University has grown to provide education to students throughout the United States and its larger global community.

*Figure 1.* The opinions of Elwood students on which website categories need improvement.

At its peak it saw an attendance rate of 25,000 students per year. Since last updating their website, their admissions department has seen a steady decline of .3% in the number of applicants, starting in 2016.

When Elwood University students, faculty, and staff were surveyed on which aspects of Elwood.edu they thought needed improvement, the top three areas of complaint were chosen as criteria for our evaluation examples. Those three areas were, in ascending order: ease of accessibility, postgraduate success showcase, and aesthetic design (see Figure 1).

DalHan Consulting was commissioned due to a history of generating notable increases in website traffic. DalHan Consulting was founded by former Microsoft employees who were experts in software design and system maintenance. Not only do DalHan consultants understand current internet design trends, but all employees are also trained in computer programming basics to better fundamentally understand the issues faced.

This report will elaborate on the issues prevalent within Elwood.edu and recommend several strategies and changes to keep the website generating traffic, thus ultimately improving the potential application pool produced by the website improvements.

As the focus of our analysis, we chose the websites from Harvard University, Regent College, and Maryland University. Each website was analyzed and rated using the following criteria:

* **Overall Aesthetic Design:** modern style, color, simple layout, pleasant presentation
* **Postgraduate showcase:** articles featuring alumni, links to alumni associations, networking opportunities
* **Ease of Accessibility:** easy navigation, great search directory, minimal outlinking

A second survey was sent out in which survey respondents were asked to rank what they liked best about Harvard.edu, UMD.edu, and Regent-College.edu. The results of the second survey showed that each of these websites ranked highly in the areas in which Elwood.edu was shown to have the most consumer complaints.

**Analysis of Harvard.edu**

www.harvard.edu

**Overall Aesthetic Design**

The overall design of Harvard’s website exudes professionalism and prestige. Their layout is simple, and the colors are rich and eye catching without being overbearing. The style of the website fits with all contemporary design motifs.

Their rotating photo gallery on the homepage of their website is constantly updated to reflect current campus events and news involving the university and their alumni. It is not intrusive and fits into the overall layout. However, the colors as you scroll down the home page can be bland and mundane.

The home page is balanced following the rule of thirds design principle. Most images and text follow a horizontal path across the screen dragging the viewers eyes from left to right. The detractors of this kind of design would argue that it lacks in overall innovation and while it is a tried and true method it does little to stand out from a crowd of other similarly designed websites.

**Postgraduate Showcase**

As to be expected with one of the world's top universities, Harvard has an entire library filled with articles showing to the entire world that to be a Harvard grad is to go places. This immense list is one that all universities should compile and then showcase. Not only does it entice prospective students to the program, it also increases the prestige of the university. There are so many articles featured by the Harvard website that they are regularly cycled through. This is sign of a healthy alumni community and an institution that cares about keeping up and tracking their former students’ success. As shown by figure 2A and 2B, the respective number of articles showcasing graduated students and what they have accomplished is far higher on Harvard.edu than it is on Elwood.edu

Students today want to know that the university they attend will not just educate them, but help them further along in life. Harvard makes this clear to any prospective students by showcasing their alumni association next to their articles featuring alumni success. In doing so, they are promoting a healthy Harvard culture that follows students after graduation. That community is alluring to prospective students and should be emulated.

Once the alumni tab is clicked from the Harvard.edu homepage a list of associations and articles is brought up but also information about the next graduate reunions. These reunions which are regularly hosted by Harvard are fantastic networking opportunities. By listing the information about upcoming reunions on their website, they continue to showcase a healthy community that is willing to help students after graduation. This will ensure a feeling of security in future applicants about their choice.

 

*Figure 2a & 2b.* These graphs show the percentage of articles linked on the institutions website, nearly half of Harvard.edu features news about post-graduate success whereas Elwood.edu mainly focuses on local news and faculty. Only 20% mentioning post-graduates at all

**Ease of Accessibility**

Harvard’s site is generally okay in concern to navigating around it. The basics of navigating around the site are all there, the logo on every page links back to the homepage upon clicking it. All the links are alive as well and don’t give 404 errors when attempting to access them. This meets all basic standards for making a easy to use website.

Where Harvard’s site fails is the outlinking without proper notification. Many of the links, while alive, do link out to separate websites altogether and it is not clear that you have left the original Harvard homepage. For example, when clicking on the “Alumni” tab on the homepage, instead of taking you to a designated spot on the Harvard.edu meant for Alumni, it switches you to alumni.harvard.edu. Not only does this new domain open a new tab, it simply takes the place of the one you were just on, essentially closing out Harvard.edu and forcing you to either open up another tab or losing your place among the alumni website.

Harvard’s ease of accessibility is hampered much in the same way Elwood’s website is. The site links out to other sources far too frequently. If you need to back track as a user, you frequently find yourself lost because once outlinked to another site, you begin searching a different directory. For example, when looking for possible degrees you might wish to check the “Alumni” tab to see how successful the graduates with a specific degree are. Then, you would begin to look at the degree requirements. However, since you were outlinked to the alumni site once clicking on the “Alumni” tab, you cannot search from there for degree requirements, forcing you open another tab to get back to the home page without losing your place on the new site.

**Analysis of University of Maryland**

<https://www.umd.edu/>

**Overall Aesthetic Design**

Umd.edu has been ranked as the most visually appealing website in the United States. When a survey of Elwood students, faculty, and staff was conducted measuring the overall user satisfaction with the aesthetic design of each university home page presented in this report, the overall consensus was that umd.edu ranked highest when measured for modern style, alluring colors, and pleasant presentation. Elwood, unfortunately, ranked last when compared to the other institutions of this report (see figure 3). Umd.edu has a unique aesthetic that stands out from all other competitors. They use photos taken from events and campus to populate their website. Those photos are then selected based on how well they complement UMD’s overall color scheme to tie the site together. 

All the information on umd.edu is presented in an efficient manner. While scrolling down the text for what is relevant to the photo, the text does not appear until you scroll far enough down. It then it unfurls from the left side of the screen. While this is beautiful, it can become tedious if the user is scrolling top to bottom multiple times. Overall it is a unique and appreciated aspect of the design.

*Figure 3:* Elwood students were asked to rank each website individually, and state whether or not they were satisfied with the websites overall appearance. The percentages indicate whether or not they were likely to visit the website again based solely upon appearance.

As mentioned above, umd.edu is covered in photos from events involving the campus. All these photos align with UMD’s colors and create a pattern of bright reds and yellows. These colors are enticing and enjoyable to look at, keeping the user’s eyes on the screen. This is the ultimate goal of aesthetic website design.

**Showcase of Postgraduate success**

Umd.edu suffers mostly from the way in which they handle showing off their graduate students. When clicking on the “Alumni” tab, it outlinks you to another source like, Harvard and Elwood both do. This is a minor albeit sometimes necessary hindrance. The largest taboo that umd.edu does upon clicking on the “Alumni” tab is the user is immediately hit with a photo of a credit card and a text box that asks for donations. While there certainly should be a place for alumni to give back to the school they graduated from, the first priority should be in showcasing the successes of their graduates. Near the bottom of the page this is accomplished, but it should be more front and center and come before the donations area.

Furthermore, the articles linked at the bottom of the page are predominantly from social media accounts. There are some credible news sources sprinkled throughout, but it acts more as a collection of tweets, Facebook posts, and various other platforms, all including UMD alumni. An alumni page can include this feature, but it should not be the dominate aspect. The articles showcasing their graduates should take priority over asking for donations always.

**Ease of Accessibility**

Umd.edu’s search bar is a prime example of what a good search bar on a website should be. This is also a major part of what makes a website easy to use. Their search bar allows you search just the home page, google maps for directions to any UMD building, and their internal directory that links you to other websites for prospective students and graduates. While most of their links send to various other UMD sites, the home website attempts to cram as much as you could need onto the single domain.

As previously stated, the outlinking, while limited, is not eliminated. However, one of the nicer features is that most of the sites will either open another tab when clicked, so as not to lose the original spot or site. Failing to do that there is also a link imbedded in the logo which takes you back to the home page while still retaining the page you were just on. These features are nice to have when navigating a site or searching on the site for multiple resources.

**Analysis of Regent College**

<https://www.regent-college.edu/>

**Overall Aesthetic Design**

Regent College’s aesthetic design is the weakest one that is presented in this report. While it is often an aspect of design engineering, simplicity is not also a websites friend. Regent takes a minimalist and simplistic design to the extreme. The entire home page is made up of two primary colors, black and white, while these colors in small amounts are critical, and even sometimes professional, they are used so liberally that it comes across as bland. The menu bar on the home page contains the only color for the home page and it is a welcome relief. However, since it is the only place with color, that is where the user’s eye is drawn to, subsequently detracting them from the information on the website.

The style is modern, which makes the website come across as cutting edge and well maintained with an active organization behind it that wants to put their best foot forward. Their execution is poor, but could be remedied easily with improved color pallet choices. The paragraphs of text are broken up with plenty of space between them to differentiate between the various topics being presented, and the use of various background colors creates diversity on the website instead of the dated single-color background, usually a neutral beige, and white or black text.

It can be said that the overall site is presented nicely with the pop of color at the top giving the appearance of a fun and encouraging place of learning. However, it fails to follow through with bland and uninspired design after that. The scrolling photo gallery is a nice touch, but the images look to be of a generic Shutterstock variety and none of the images seem to be from Regent directly.

**Showcase of Postgraduate Success**

Because Regent college is graduate school, their ability to showcase post graduate success is crucial to their success as an institution. Their “Graduate” tab lists all their programs first. which is a good start. The “Alumni” tab specifically links out to a separate page and like all the other alumni pages looked at. However, instead of opening a new tab with this separate page takes the place of the original. However, the organization of the alumni page is presented in a very clean and professional manner that truly delivers on the aesthetics of the home page without falling into the same pitfalls.

The alumni page presents all the different communities across the globe, as well as social media groups that have active and institute sanctioned groups. The list of groups is extensive, and all the links provided are active and are sourced appropriately so you end up where you expect to be when clicking on the links instead of you ending up on a random page that is unrelated, generally this is basic website building but the basics are important. This also showcases a healthy community and provides plenty of readily available networking opportunities. Regent showcases their global footprint as well, which is very encouraging to prospective students.

The weakest aspect of their postgraduate showcase is the news featuring alumni. Having students make news and then promoting that news is a great way to generate a buzz about the institute as well as confidence in current and prospective students. The confidence of a student body in their institution is crucial in maintaining healthy numbers of applicants. The first step is promoting confidence in the student body is to show that your institution creates successful graduates.

**Ease of Accessibility**

Regent’s website is easy to navigate. The web pages are condensed and concise, and none of the text provided reads as long winded or gratuitous. All the menu tabs drop down and provide links to subsets of what would be contained in that area of the website. The “Courses” tab, for example, drops down and provides links to either the course search engine or general course information. Clicking on either link takes you directly to that part of the webpage. This saves considerable time by cutting the scrolling aspect of website navigation and allows the user to better find the information without passing by it. A good benchmark to measure how easy a website is to access for an average user is the time spent in the search directory before finding what they desired. As shown in figure 4, Elwood users spent over twice as much time in their search directory when compared to Regent users.



*Figure 4.* When using the search bar to locate a program on each website, the time taken to find the program for Elwood took significantly longer than Regent.

The search directory is very efficient; however, it is small and can be hard to find. Aside from that, when the directory is searched it works the best of all the previous sites that have been evaluated. The search engine prioritizes relevance instead of most viewed item which allows for the most accurate links to be presented first. When linking out to the internet it still retains regent in the search parameters, so the information provided remains relevant to them. The search engine page, as in the page that appears once a search has been made, is customized to match the aesthetic of the overall website instead of looking like google which some universities are liable to do. By keeping the search directory in the same aesthetic as their website it comes across far more professional.

Regent college does their best to keep everything they can on the same domain, however, that does not stop them from having to outlink from time to time. This website outlinks the least, but they are also the best as showcasing which tabs and links actually send you away from the main home page. Every tab or link that leads away from the home page domain is accompanied by a symbol which alerts the user that they are about to be outlinked. This courtesy is often overlooked but highly appreciated among more critical and tech savvy users. This practice should be common practice when designing a website around user accessibility.

**Conclusions**

Since the last update of the Elwood.edu domain, which Elwood University uses both for prospective and current student activities and recruitment, Elwood has seen a steady decline of 0.3% a year for the past five years. The university believes they have room to grow and wish to drive these numbers up into a positive trend, not only to recoup their lost numbers but also to have an overall larger and stronger student body.

Hundreds of institutes of higher learning websites remained poorly designed and by extension, those institutes have suffered a loss of potential students. A properly designed university website which focuses its resources on overall aesthetic design, a showcase of postgraduate success, and ease of accessibility prove to be strong marketing tool in enticing new students and improving school opinion of students currently enrolled. Redesigning a website based on these three elements would see a liberal estimate of 30% increase in website traffic and a conservative estimate of 18% increase in website traffic. The number of new applicants from this increased website traffic would range between 40% and 43%, increasing the overall number of applicants annually by 1.5% or +1.3% from the previous year.

Using several survey methods, DalHan concluded that the three best examples of university websites which encompassed the three previously set elements of design are the following:

Harvard.edu, UMD.edu, regent-college.edu.

Using more surveys and empirical methods, DalHan concluded that while each website could be an example of each of our criteria being used effectively Harvard.edu was to be considered the best in terms of showcasing post graduate success based on the overall number of article featuring their graduates on their website in comparison with other universities. UMD.edu is considered the best for overall aesthetic design based on a survey of Elwood students who ranked all Elwood and all three universities involved with this report against one another. Finally, Regent-college.edu is to be considered the best for ease of accessibility due to their search directory which the consultants felt was the best compared to Harvard and UMD while collecting their data.

All websites considered in one had to be emulated UMD.edu would be the best look at, as their design and search directory outclassed Harvard, and their design and alumni tabs outclassed Regent. Whereas the other two websites were only able to clearly be the best over one other school on one element instead of two. UMD.edu is not perfect however, and elements from all three should be incorporated to ensure the most effective website be implemented.

**Recommendations**

We recommend that Elwood.edu implement the design elements from all three university websites. Specifically, Elwood.edu should implement the strongest elements from each website as follows:

* A tab or page dedicated to alumni associations and articles containing alumni as Harvard does. Focusing on alumni success instead of alumni donations.
* UMD’s overall aesthetic design, showcasing a healthy campus community with a design surrounding the schools colors. Their design is also non-intrusive and is pleasant to look at without having text in the way or any information that is awkwardly placed. Everything is in its proper spot and was very carefully planned.
* Regent-college.edu has the best search directory, both for content provided by the search directory, ease of use for the search directory, and how it fits into the aesthetic design.

**Appendix A: Student Survey On Website Improvement Options**

**This survey was authorized by the Elwood Admissions Department for dissemination amongst the student body. It was used to determine which elements of website design users found the most critical and appealing when looking at a university website for potential application. Students were allowed to to answer in the affirmative for more than one criteria**

1. I believe Overall Aesthetic is one of the most important elements of website design.

 Disagree Neutral Agree

2. I believe website Content is one of the most important elements of website design

Disagree Neutral Agree

3. I believe showcasing Student Events is one of the most important elements of website design

 Disagree Neutral Agree

4. I believe Ease of Accessibility is one of the most important elements of website design

 Disagree Neutral Agree

5. I believe Showcasing Postgraduate Success is one of the most important elements of website design

 Disagree Neutral Agree

**Appendix B: Student Survey on Website Improvement Options Results**

**Out of the 10,000 surveys sent out 1,500 were returned. The following table showcases the results:**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Disagree** | **Neutral** | **Agree** |
| **Overall Aesthetic** | **80** | **400** | **1020** |
| **Content** | **320** | **1000** | **180** |
| **Student Activities** | **525** | **750** | **225** |
| **Postgrad Success** | **408** | **237** | **855** |
| **Ease of Accessibility** | **190** | **500** | **810** |

**Appendix C: User satisfaction when visiting site survey**

**Elwood Admissions department authorized the distribution of this survey to the student body. They were encouraged to fill it out and return it within one week. They were asked to rank each website they visited on a scale from 1 - 10 on overall aesthetic appeal. This included Elwood.edu.**

1. Elwood.edu

1 2 3 4 5 6 7 8 9 10

2. Harvard.edu

1 2 3 4 5 6 7 8 9 10

3. UMD.edu

1 2 3 4 5 6 7 8 9 10

4. Regent-college.edu

1 2 3 4 5 6 7 8 9 10

**Appendix D: User satisfaction when visiting site results**

**Out of the 10,000 surveys sent out 600 were returned within the time frame allotted. The following tables show the results as a percentage out of 100.**

|  |  |
| --- | --- |
| **Institute** | **Visitors who approved of the website design** |
| **Elwood.edu** | **60%** |
| **Harvard.edu** | **82%** |
| **UMD.edu** | **91%** |
| **Regent-college.edu** | **80%** |

**Appendix E: Minutes from the weekly meetings**



**Weekly Meetings**

* **Call to order:** Monday, April 2, 2018 at 5:00 PM
	+ **Members Present:**
		- Glenn Spencer (Chair)
		- Dallas Phelps (Recording secretary)
		- Hannah Berensen
	+ **Agenda**
		- Approval of agenda
		- No reports (1st meeting)
		- New business
			* Unanimously decided on the topic for our formal report (The Effects of Website Design on College Admissions)
			* Unanimously decided on the name for our consulting firm (DalHan Consulting LLC.)
			* Drafted a plan of action
		- **Next meeting:**
			* Wednesday, April 4, 2018 during in class work time
* **Adjournment:** 5:15 PM



**Weekly Meetings**

* **Call to order:** Wednesday, April 4, 2018 at 4:45 PM
	+ **Members Present:**
		- Glenn Spencer (Chair)
		- Dallas Phelps (Recording secretary)
		- Hannah Berensen
	+ **Agenda**
		- Approval of agenda
		- Reports
			* Glenn Spencer: created consulting firm logo after our last weekly meeting
			* Dallas Phelps: no report
			* Hannah Berenson: no report
		- New business
			* Unanimously decided on the three websites that will be analyzed for our formal report (www.harvard.edu, www.umd.edu, www.regent-college.edu)
			* Established days and times during the week that we are free to meet (M/W 12 PM – 4 PM & 5:15 PM – 9 PM, T/TH 2 PM – 5PM)
		- **Next meeting:**
			* Monday, April 9, 2018 at 5:30 PM
* **Adjournment:** 5:15 PM



**Weekly Meetings**

* **Call to order:** Monday, April 9, 2018 at 5:30 PM
	+ **Members Present:**
		- Glenn Spencer (Chair)
		- Dallas Phelps
		- Hannah Berensen (Recording secretary)
	+ **Agenda**
		- Approval of agenda
		- Reports:
			* Glenn Spencer: No report
			* Dallas Phelps: No report
			* Hannah Berensen: No report
		- New business
			* Decided on the criteria that we will be using for our analysis (overall aesthetic design, postgraduate showcase, and ease of accessibility)
			* Rated each website in order of “1, 2, 3” in terms of our criteria
				+ Overall aesthetic design

Maryland

Harvard

Regent

* + - * + Postgraduate showcase

Harvard

Regent

Maryland

* + - * + Ease of accessibility

Regent

Maryland

Harvard

* + - * Designated fonts for headings (Arial) and body (Times New Roman)
			* Started a new Google Doc for the final copy of our formal report
			* Glenn edited the original logo, created a tagline, and wrote the letter of authorization
			* Dallas typed of the team work log and assisted in writing the letter of transmittal
			* Hannah formatted the title page and assisted in writing the letter of transmittal
		- **Next meeting:**
			* Wednesday, April 11, 2018 during class time
* **Adjournment:** 8:00 PM



**Weekly Meetings**

* **Call to order:** Wednesday, April 11, 2018 at 5:00 PM
	+ **Members Present:**
		- Glenn Spencer (Chair)
		- Dallas Phelps
		- Hannah Berensen (Recording secretary)
	+ **Agenda**
		- Approval of agenda
		- No reports
		- New business
			* Hannah goes over formal report formatting and makes a list of all parts that need completing
			* Dallas and Glenn create the table of contents
		- **Next meeting:**
			* Thursday, April 12, 2018 at 2:00 PM
* **Adjournment:** 5:15 PM



**Weekly Meetings**

* **Call to order:** Monday, April 12, 2018 at 2:00 PM
	+ **Members Present:**
		- Glenn Spencer (arrived at 3:30 PM due to conflicting class time)
		- Dallas Phelps (left at 3:45 due to conflicting extracurricular meeting time)
		- Hannah Berensen (Recording secretary)
	+ **Agenda**
		- Approval of agenda
		- No reports
		- New business
			* Dallas and Hannah wrote executive summary and began the introduction
			* Glenn peer reviewed the introduction and executive summaryand edited the cover page
			* Hannah finished the introduction
		- **Next meeting:**
			* Wednesday, April 16, 2018 at 5:15 PM
* **Adjournment:** 5:00 PM



**Weekly Meetings**

* **Call to order:** Monday, April 16, 2018 at 5:00 PM
	+ **Members Present:**
		- Glenn Spencer (Chair) (Recording secretary)
		- Dallas Phelps
		- Hannah Berensen (not present due to health issues)
	+ **Agenda**
		- Approval of agenda
		- No reports
		- New business
			* Glenn Spencer: assisted in revising introduction and began analysis of Harvard University
			* Dallas Phelps: assisted in revising introduction and began list of figures
		- **Next meeting:**
			* Thursday, April 19, 2018 at 12:45 PM
* **Adjournment:** 6:15 PM



**Weekly Meetings**

* **Call to order:** Wednesday, April 18, 2018 at 12:45 PM
	+ **Members Present:**
		- Glenn Spencer (Chair) (Recording secretary)
		- Dallas Phelps
		- Hannah Berensen (not present due to health issues)
	+ **Agenda**
		- Approval of agenda
		- Glenn Spencer: finished analyzing the Harvard website
		- Dallas Phelps: peer reviewed document that were written up to this point, highlighted areas that needed improving
		- New business
			* Glenn Spencer: began analysis for Maryland University
			* Dallas Phelps: corrected highlighted areas in the document and made figures for each analysis
		- **Next meeting:**
			* Wednesday, April 19, 2018 at 3:00 PM
* **Adjournment:** 1:45 PM



**Weekly Meetings**

* **Call to order:** Thursday, April 19, 2018 at 3:00 PM
	+ **Members Present:**
		- Glenn Spencer (Chair) (arrived at 3:20 due to a conflicting class time)
		- Dallas Phelps (Recording secretary) (left at 3:50 due to a conflicting meeting time)
		- Hannah Berensen
	+ **Agenda**
		- Approval of agenda
		- Glenn Spencer: finished analyzing the Maryland Website
		- Dallas Phelps: created figures for analysis
		- Hannah Berensen: no report
		- New business
			* Glenn Spencer: began analysis for Regent University
			* Dallas Phelps: made additional figures for formal report
			* Hannah Berensen: created beta website for “Elwood University”
		- **Next meeting:**
			* Monday, April 23, 2018 at 3:00 PM
* **Adjournment:** 5:45 PM



**Weekly Meeting**

* **Call to order:** Monday, April 23, 2018 at 6:00 PM
	+ **Members Present:**
		- Glenn Spencer (Chair)
		- Dallas Phelps (Recording secretary) (left at 8:30 due to conflicting meeting time)
		- Hannah Berensen
	+ **Agenda**
		- Approval of agenda
		- No reports
		- New business
			* Unanimously decided on speaking parts for visual presentation and peer reviewed documents
			* Glenn Spencer: finished conclusion
			* Dallas Phelps: typed up handwritten minutes for all meetings and assisted with peer reviewing visual presentation
			* Hannah Berensen: typed up visual presentation
		- **Next meeting:**
			* No more meetings
* **Adjournment:** 9:30 PM