

Questions

General Observations

Directory/File Naming

Analysis of Key Competitors' Web Presence

Appendix A – Yahoo Search Results for: Distance Learning

Appendix B- Yahoo Search Results for Bachelor's Degree

Appendix C- Yahoo Search Results for Flexible Education

Appendix D- Yahoo Search Results for Online College

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QUESTIONS:

1. How were the 'Key Competitors' (page 47 of Marketing Plan of UWW) determined?
 2. How were the Keywords (page 37) determined? Have the search results been analyzed?(ie. In general, our key competitors do not come up when these keywords are searched in Yahoo. I see this as a potential problem.)
 3. How were the 'Selected Search Engines' determined?
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GENERAL OBSERVATIONS and RECOMMENDATIONS

1. New site needs to be visually appealing/current and more professional. Current site looks old and outdated, as a consumer, it does not instill much confidence about the program in me. If I did not know anything about Skidmore College or UWW, I would not spend my time researching them based just on how the site looks. All UWW competitors are doing a better job at this, particularly Phoenix University.
2. It could be helpful if UWW had something similar to Career Services Career Advisors Network. Potential students may find it helpful to have the opportunity to speak with alumni or current students about the program and how it has helped them.
3. I noticed that Charter Oak State College is a Yahoo Sponsor Match. UWW should consider doing this. It will give them a good ranking and possibly eliminate the two month waiting period it takes to get listed on yahoo. COSC also has an admissions advisor online every Friday between 1 and 2. Although this time is very limited, it seems like it would be a great idea for an institution trying to portray themselves as being ahead of the curve in regards to technology and that was trying to 'sell' itself as one of the best online-education options.
4. Changes that could be made to help improve UWW's listing with search engines and directories
 - Buying/designating new domain names. Possibilities may include:
 - www.skidmore-distance-learning.com
 - www.skidmore-life-credit.com
 - www.skidmore-online-learning.com
 - **www.distance-learning.skidmore.edu**
 - Could buy multiple domain names and have them point to the same site.
 - Could buy different domain names for the different sections of the web-especially for the focus/concentrations sub pages.
 - ie. www.skidmore-liberalarts-distance-learning.com
 - Submit everyone of these focus/concentration pages separately. Starting off each section with a testimonial/success story of someone who had this area as a focus.
 - Every subpage should have its own <TITLE> tags, geared towards the content contained within. ie. Distance Learning at Skidmore College – Life Experience for Credit

DIRECTORY/FILE NAMING

Prospective Students	Option 1	Option 2*
Price	*/price/distance/learning/price.htm	*/price/distance/learning/index.htm
Time to Completion	*/	
Transfer of Credits	*/transfer/distance/learning/transfer.htm	*/transfer/distance/learning/ index.htm
Advisement Process	*/advising/distance/learning/advising.htm	*/advising/distance/learning/ index.htm
Life Experience Credit	*/life/experience/distance/learning/credit.htm	*/life/experience/distance/learning/ index.htm
Residency Requirements	*/residency/distance/learning/residency.htm	*/residency/distance/learning/index.htm
Kinds of Classes	*/classtypes/distance/learning/class.htm	*/classtypes/distance/learning/index.htm
Focus, Concentrations	*/concentrations/distance/learning/focus.htm	*/concentrations/distance/learning/ index.htm
Flexibility	*/flexibility/distance/learning/flexibility.htm	*/flexibility/distance/learning/index.htm

General Requirements	*/requirements/distance/learning/requirements.htm	*/requirements/distance/learning/ index.htm
Student Profiles	*/profiles/distance/learning/studentprofiles.htm	*/ studentprofiles /distance/learning/index.htm
Financial Aid	*/financial/aid/distance/learning/financialaid.htm	*/financial/aid/distance/learning/index.htm
Information Request	*/information/distance/learning/request.htm	*/information/distance/learning/index.htm
Application Process	*/applying/distance/learning/application.htm	*/applying/distance/learning/index.htm
History	*/history/distance/learning/history.htm	*/history/distance/learning/index.htm
Sloan Grant	*/grants/distance/learning/sloangrant.htm	*/grants/distance/learning/index.htm
Staff Profiles	*/profiles/distance/learning/staffprofiles.htm	*/profiles/distance/learning/index.htm

*search engines may give a higher ranking to files designated as a homepage(default.htm, index.htm), but greater care must be taken when saving files to avoid confusion.

The /distance/learning* part of the directory could be substituted with something else, probably whatever we determine our most important key words to be.

ANALYSIS OF KEY COMPETITORS WEB PRESENCE

1. Phoenix University:

Notes: Impression of Phoenix University Sites as a whole

It appears that this university is doing the best job of optimizing its pages for search engines/online marketing. They have different domain names for the different sections of their site, basically treating each area of concentration/focus as its own site.

<http://www.uonline.com/> - general site

<http://www.onlinemaed.com/> - site for education

<http://www.phoenixacademies.org> – special programs/academies

<http://www.onlinehealthprofessions.com/> - healthcare and nursing degrees

<http://www.online-nursing-schools.com/> - online nursing degrees

<http://www.online-accredited-education.com/> - general site explaining accreditation

These two sites are not run by Phoenix University. These sites compare programs at different schools, Phoenix University being one of the featured schools

<http://www.mba-on-line-degrees.com>

<http://www.online-college-degree-distance-education-program.com/>

<http://www.online-accredited-education.com/> has the most professional look of all of these sites.

Analysis of web-site title, <TITLE> tag, and meta description/keywords

Yahoo Search for: phoenix university distance learning.

[University of Phoenix Online](http://www.uonline.com/) (Nasdaq: [UOPX](#)) - offering accredited online college courses toward a masters and other **university** degrees.

<http://www.uonline.com/>

More sites about: [Distance Learning > Colleges and Universities](#)

```
<title>Adult higher education, adult learning centers, online university classes, web-based education</title>
<meta NAME="description" CONTENT=" University of Phoenix Online offers adult higher education, adult learning centers, distance education, continuing education online, online bachelor programs, online associate degrees, online graduate programs, online mba, and web-based education.">
```

```
<meta NAME="keywords" CONTENT="adult higher education, adult learning centers, distance education, continuing education online, online bachelor programs, online associate degrees, online graduate programs, online mba, web-based education, online university classes">
```

Notes:

This site has a script at the bottom of each page, giving the time and number of current users.

About Online	Human Services/Criminal Justice	
Accreditation	Management	How It Works
Admissions	Marketing	Military
	Nursing/Healthcare	
	Technology	International
Programs	Tuition	
Accounting		Corporate
Administration	Faculty	Partnerships
Business	Rewards	Online Programs
Education	Programs	Custom Curriculum
	Requirements	Direct Billing

[University of Phoenix Online](http://www.onlinemaed.com/) - offers accredited graduate online education courses, degree programs, and online teacher certification programs.

<http://www.onlinemaed.com/>

More sites about: [Distance Learning > Teacher Education](#)

<title>Online Master's Degree Education Online, University of Phoenix Online Education Courses, Education Degree Online</title>

<meta NAME="description" CONTENT="Earn an online master's degree in education (master's degree education online) from the University of Phoenix Online. Improve your career potential by applying for graduate online education courses and getting a master's degree in education / education degree online from the University of Phoenix Online">

<meta NAME="keywords" CONTENT="university of phoenix online education courses, online master's degree education online master's degree in education degree online education degrees, online masters degree education online college programs in education">

Notes:

This site is primarily for obtaining a masters in education, so it may or may not be considered a competitor. It also offers courses that may be used in obtaining certification in some states.

[Phoenix Special Programs and Academies](http://www.phoenixacademies.org)

<http://www.phoenixacademies.org>

More sites about: [Distance Learning > Colleges and Universities](#)

<title>Distance Learning</title>

<meta name="keywords" content="distance learning, high school correspondence, Adult and Continuing Education, Career and Vocational Programs, Special Education, Distance Learning, K-12, correspondence study, Phoenix Academies, Phoenix Special Programs, education, school, college, university, high school, correspondence courses, alternative education, computer education, adult education, professional seminars, pass, ged, diploma, high school diploma, junior high school, senior high school, driver education, high school academy, Phoenix, Arizona, general equivalency diploma, short-term suspension, house schooling, parents, kids, children, teenagers, youth, parenting, counselors, advising">

<meta name="description" content="Since 1969, Phoenix Special Programs and Academies has offered school-aged youth and adult classes, Distance Learning courses, programs, services and alternative education options which

have enabled thousands of students to accelerate, remediate or graduate from high school. The founders of Phoenix Special Programs and Academies have always maintained high expectations and standards. ">

Notes:

This site is not a competitor of UWW. It offers school-aged youth and adult classes, Distance Learning courses, programs, services and alternative education options to help students "accelerate, remediate or graduate from high school."

[University of Phoenix Online - Health Care and Nursing Degrees](#) - offers accredited health care and nursing online courses with bachelor and masters degree programs.

<http://www.onlinehealthprofessions.com/>

More sites about: [B2B > Nursing > Continuing Education > Distance Learning](#)

```
<title>Online Nursing Degrees, University of Phoenix Online, Nursing Continuing Education Courses</title>
<meta NAME="description" CONTENT="The Leader in Online Nursing Degrees and Nursing Continuing
Education Courses, University of Phoenix Online offers accredited online nursing degrees for working adults:
Nursing Master Degree Programs, Bachelor Programs and more.">
<meta NAME="keywords" CONTENT="online nursing degrees, university of phoenix online, online nursing
degree, nursing master degree, online nursing education, online nursing programs, nursing continuing education
courses">
```

Notes:

This site offers the following degrees: Bachelor of Science in Nursing , Master of Science in Nursing, Master of Science in Nursing/MBA in Health Care Management and Bachelor of Science in Health Care Services

[Online College Degrees & Distance Education Programs](#) - comparison of web-based college courses and degree programs available at the **University of Phoenix** Online, DeVry, and Keller Graduate Schools.

<http://www.online-college-degree-distance-education-program.com/>

More sites about: [Colleges and Universities > Distance Learning Directories](#)

```
<title>Online College Degree Programs and Distance Education Programs</title>
<META NAME="keywords" content="online education, online degree, online college, online university, online
course, university of phoenix, university of phoenix online, online learning, online college degree, online degree
program, degree online, distance learning, distance education, online distance education, online college colleges
degree distance education program programs degrees web based courses course on line the university of phoenix
pheonix phenix devry keller graduate school schools learning web-based on in a">
```

```
<META NAME="description" content="A comparison of online college courses and degree programs available at
the University of Phoenix Online, DeVry, and Keller Graduate Schools - Learn more about online college degree
and distance education programs!">
```

Notes:

This site is not run by Phoenix University. It is a page that has a comparison of web-based college courses and degree programs. UWW may want to take a close look at this site and see if it would be possible/good strategy to be listed on this site.

[University of Phoenix Online Nursing Schools](#) - offers information about **University** of Phoenix online nursing schools and how to obtain a degree.

<http://www.online-nursing-schools.com/>

More sites about: [B2B > Nursing > Distance Learning](#)

<title>Online Nursing Schools</title>

<meta name="keywords" content="Online Nursing Schools" />

<meta name="description" content="Find out how to get your health care or nursing degree online at an accredited university!" />

Notes:

This site mirrors the information from <http://www.onlinehealthprofessions.com/>, except it does not seem to advertise the fact that it is run by University of Phoenix. 'University of Phoenix' is not prominent on all of the pages, like it is on the rest of the University's sites.

[University of Phoenix Online Accredited Education](#) - affiliate offering information on **distance** learning programs for adults pursuing bachelors or masters degrees.

<http://www.online-accredited-education.com/>

More sites about: [Arizona > Phoenix > University of Phoenix Information Affiliates](#)

<title> Online Accredited Education Featuring University of Phoenix Online</title>

<meta name="description" content=" University of Phoenix Online offers adult higher education, adult learning centers, distance education, continuing education online, online bachelor programs, online associate degrees, online graduate programs, online mba, and web-based education.">

<meta name="keywords" content=" adult higher education, adult learning centers, distance education, continuing education online, online bachelor programs, online associate degrees, online graduate programs, online mba, web-based education, online university classes"><meta name="robots" content="ALL">

Notes:

Mirrors the information from uonline.com, but the design of this site is much better. One problem with the site is that when one of the 'program' links is clicked on, it brings you to another page located on uonlinedegrees.com, which has a totally different look.

[MBA On-Line Degrees](#) - comparison of web-based college courses and degree programs available at the **University of Phoenix** Online, DeVry, Keller Graduate Schools, and others.

<http://www.mba-on-line-degrees.com>

More sites about: [Colleges and Universities > Distance Learning Directories](#)

<title>MBA Online Degrees</title>

<meta name="Description" content="MBA Online Degrees. Compare the best online MBA programs here -- business-oriented MBA & Master's degrees from top distance learning universities and graduate schools. Executive on line degrees.">

<meta name="Keywords" content="mba online, mba on line, on line degrees, online degrees, best online mba programs, online graduate degrees, distance learning mba, online graduate programs, graduate schools, distance mba, distant learning, top mba schools">

Notes:

This site is not run by Phoenix University. It is a page that has a comparison of web-based MBA programs.

2. Suny Empire State College

Yahoo Search for: suny empire state college

Analysis of web-site title, <TITLE> tag, and meta description/keywords

[SUNY Empire State College](#) - accredited nontraditional adult education through individualized degree programs, distance learning, flexible independent study, online courses, and online degrees.

<http://www.esc.edu/>

More sites about: [New York State > SUNY Empire State College](#)

<TITLE>Empire State College</TITLE>

<meta name="description" content="... dedicated to enabling motivated adults, regardless of geography or life circumstance, to manage and master a rigorous academic program and earn a degree">

<meta name="keywords" content="Empire State College,SUNY,State University of New York,New York Colleges, distance education,distance learning,distance degrees,degree at a distance, online courses,online degrees,web-based learning,web courses, higher education,undergraduate degree,associate degree,bachelor's degree, graduate study,graduate degree,master's degree,MBA, adult education,adult learning,continuing education, nontraditional education,individualized education,flexible learning,flexible independent study, credit for life experience,transfer credit, mentoring">

Notes:

The site is split up into three sections:

[ALL ABOUT](#)

[IS EMPIRE STATE COLLEGE FOR YOU?](#)

[WHO AND WHERE WE ARE](#)

[DEGREES AND NONDEGREE STUDY](#)

[FLEXIBLE EDUCATION OPTIONS](#)

[FACULTY MENTORS](#)

[TUITION AND FEES](#)

[HOW TO APPLY](#)

[RESOURCES](#)

[STUDENT SERVICES AND INFORMATION](#)

[FACULTY AND STAFF RESOURCES](#)

[LEARNING RESOURCES](#)

[DISTANCE LEARNING COURSE CATALOG](#)

[SPECIAL LEARNING OPPORTUNITIES
CALENDAR](#)

[CONNECT WITH...](#)

[ALUMNI](#)

[FRIENDS AND BENEFACTORS](#)

[COMMUNITY](#)

[DIRECTORY](#)

[KEY CONTACTS](#)

[NEWS](#)

[EMPLOYMENT](#)

Navigation bar at top of page include links to: HOME, ADV SEARCH, SITE MAP, CONTACT. Also uses drop-down menu.

One of the only sites that advertises/offers 'flexible education options.' These options include: guided independent study, distance learning, study groups, cross registration, and credit for life learning.

[Harry Van Arsdale, Jr. Center for Labor Studies](#)

http://www.esc.edu/ESOnline/ESC_Locations/labor.nsf/home?openview

More sites about: [New York State](#) > [SUNY Empire State College](#)

<TITLE>The Harry Van Arsdale Jr. Center for Labor Studies</TITLE>

No <META> tags were used for description/keywords. This separate listing is just a sub-page of the first listing

3. Excelsior College

Yahoo search for: excelsior college

Analysis of web-site title, <TITLE> tag, and meta description/keywords

[Excelsior College](#)

<http://www.regents.edu/>

More sites about: [New York State](#) > [Albany](#) > [Excelsior College](#)

<TITLE>Welcome to Excelsior College</TITLE>

<META NAME="description" CONTENT="With Excelsior College you can earn a respected degree at home, apply past college credit to your Excelsior College degree and apply military and corporate training to your Excelsior College degree. The perfect degree programs for busy, working adults.">

<META NAME="keywords" CONTENT="excelsior, excelsior.edu, excelsior college, excelsior college examinations, excelsior college exams, excelsior, excelsior, excelsior, excelsior, distance education, credit by examination, distance degrees, associate degrees, bachelors degrees, master's degrees, virtual college, regents college, regents, regents.edu, regents college examinations, regents college exams, regents university, nursing, business, liberal arts, technology, online education, web-based education, adult education, distance learning programs, continuing education, higher education, military education, degree@adistance, degree at a distance, life long learning, distance learning">

Notes:

Home Page has a pop-up, asking for comments/suggestions.

Area of strength/uniqueness is the Learning Resources section. They offer tutors, a peer network, and library online.

Information on Home page is a little overwhelming. The site does not use drop-down menus, which results in the links taking up 3-4 screens.

Sections of this site include:

Apply

[Application](#)

[Instructions and](#)

[Online Undergraduate](#)

[Application Form](#)

[Undergraduate](#)

[and Graduate](#)

[Application Forms](#)

(PDF Format)

[Search Excelsior](#)

[Keyword Search](#)

[Site Index](#)

Publications

[College Catalogs](#)

[Exam Publications](#)

[All Publications](#)

[Online Request](#)

[for Materials](#)

Degree Programs

[Undergrad Programs](#)
[General Information](#)

[Business](#)
[Liberal Arts](#)
[Nursing](#)
[Technology and Engineering](#)

[Graduate Programs](#)
[General Information](#)

[MLS -- Master of Arts in Liberal Studies](#)
[MSN -- Master of Science in Nursing](#)

Services for Military Students

[General Information](#)
[Excelsior College Military Templates®](#)
[FREE Exams for Military Students](#)
[Navy College Program](#)

[Distance Learning Partnership](#)

Services for International Students

[General Information](#)

College Credit Exams

[General Information](#)
[EC Exam Summaries](#)
[EC Exam Publications](#)

Learning Resources

[Academic Advisors](#)
[Online Learning Resources](#)
[Electronic Peer Network](#)
[Virtual Library](#)
[Online Bookstore](#)
[DistanceLearnSM Database](#)

Fees & Tuition

[General Information](#)
[Financial Aid](#)
[Scholarships](#)

Memorbilia

[College Merchandise](#)

Pre-Enrollment Options

[Credit Review](#)
[Credit Bank](#)
[Self-Assessment](#)
[Review Option](#)
[Pre-Enrollment](#)
[Online Services](#)

About Excelsior College

[Heritage](#)
[Accreditation](#)
[How It Works](#)
[News](#)
[Employment](#)
[Giving to the College](#)
[Contact Us](#)

Excelsior College Distance Learning

<http://distancelearn.excelsior.edu/>

More sites about: [New York State > Albany > Excelsior College > Departments and Programs](#)

TITLE>DistanceLearn Database</TITLE>

No <META> tags were used for description/keywords.

This listing is a sub-page of the first search results. It a service provided by Excelsior called DistanceLearn:

“Search DistanceLearnSM to find distance learning opportunities at regionally accredited colleges and universities in the United States and government approved universities abroad. Before registering for a course, check with your advisor to ensure that the course you have selected can be applied to your program.”

4. Thomas Edison State College

Yahoo Search for: Thomas Edison State College

Analysis of web-site title, <TITLE> tag, and meta description/keywords

Thomas Edison State College - offers adult learners access to accredited undergraduate and graduate degree programs.

<http://www.tesc.edu/>

More sites about: [New Jersey > Trenton > Thomas Edison State College](#)

<title>Thomas Edison State College - A national leader in distance education</title>

<meta name="keywords" content="Thomas Edison State College, Thomas Edison College, TESC, distance education, adult education, independent college study, distance learning, online college, continuing education, virtual college, distance learning degree, online college degree, adult learners, corporate training, Higher education, independent adult learning, guided study, computer based training, career training, Internet training, students, alumni, military students, lifelong learning, adult learning, student transfer,eLearning">

<meta name="description" content="Thomas Edison State College, a pioneer in distance learning, offers adult learners access to accredited undergraduate and graduate degree programs.">

Notes:

Uses drop-down navigation menu across top of page. Also has the page split up into three general sections: Prospective Students, Current Students, and Alumni & Friends. It also has text based links at the bottom of the page. This is a good setup: Student who know exactly where they want to go on the page can use the drop-down menus at the top, students whom are so sure(most likely prospective students) can use the generalized links(they are big and really stick out) and the text links are most likely there to be followed by indexing robots.

Site is unique because is it uses video in its Prospective Students section to answer common questions about their program.

About Us

Mission
Presidents Message
Newsroom
Our Campus
Watson Institute
Boards
Accreditation
Prospective Students
Affiliations
FAQ
Human Resources

Video FAQs
Graduate Programs
Member of Armed Forces
NJ Community College Students
Tuition and Fees Calculator
Publications

Current Students

Undergraduate Academic
Calendar
Graduate Academic Calendar
Examinations and Proctors
Signals
Moderated Discussion
Login to Courses
Course Manual Download
Register for Courses
Tuition and Fees
Educational Resources
Undergraduate Forms
E-mail Contacts
N.J. State Library
Textbook Swap
Publications

Alumi Services
Board of Directors
Letter from Alumni Association
President
Awards Available to Alumni
Board Meetings
Committees
Bylaws
Current News
Staff
Foundation Information
Ways to Give
Gift Shop
Request a Transcript
Invention
Alumni Affinity Groups
FAQs
Contact Us
Alumni Updates
Moderated Discussion

Request Information

Course Offerings

View All Courses by Semester
View All Courses
Search Portfolio Courses
TECEP Tests
Ways to Earn Credit
Certificate Programs
Register for a Course

College Contacts

Prospective Students

Undergraduate Programs

Alumi & Friends

Search

[New Jersey State Library](#) - affiliated with **Thomas Edison State College**.

<http://www.njstatelib.org/>

More sites about: [New Jersey > New Jersey State Library](#)

<title>New Jersey State Library</title>

<META NAME="keywords" CONTENT="Library, State Library, New Jersey State Library, New Jersey SL, NJ State Library, New Jersey, NJSL, libraries 2000, libraries on the internet, Internet Libraries, Internet library, Interlibrary loan, Resource Sharing, Virtual Library, Virtual Libraries, Cyber Library, Cyber Libraries, Cyber Information">

<meta name="description" content="New Jersey State Library">

[Online Applications](#)

https://www.tesc.edu/public/f_colreg2.html

More sites about: [New Jersey > Trenton > Thomas Edison State College](#)

5. Charter Oak State College

Yahoo Search for: charter oak state college

Analysis of web-site title, <TITLE> tag, and meta description/keywords

[Charter Oak State College](#)

<http://www.cosc.edu/>

More sites about: [Connecticut > Newington > Public Colleges and Universities](#)

<title>Charter Oak State College</title>

<META NAME="description" CONTENT="Charter Oak State College is an alternative way for adult learners to earn an accredited college degree via several distance learning methods, including online based, video based and life experience based methods. Charter Oak State College is accredited by the CT Board of Governors for Higher Education and NEASC.">

<META NAME="keywords" CONTENT="Distance Learning, online courses, online degree, online learning, Virtual Degree, Virtual College, online university, continuing education, Distance Learning programs, Adult Learning, Adult Education, Online College, portfolio credit, life experience credit, video courses, college distance learning, Connecticut, Charter Oak, Charter Oak College, Connecticut Distance Learning Consortium, COSC, CTDLC">

Notes:

Home page is set-up as an image map. – not recommended.

Home page is split up into three sections: Current Students, Events at COSC, and Explore our Site. Distance Learning is listed under Explore Our Site.

Every Friday between 1 and 2, there is an Admissions Advisor Online.

COSC is working in collaboration with the [Connecticut Distance Learning Consortium](#) has partnered with [SmarThinking.com](#) to offer FREE online tutoring 7 days a week.

About Us

- [About](#)
- [President's Welcome](#)
- [Mission Statement](#)
- [Institutional Profile](#)
- [Policy of Non-Discrimination](#)
- [Board for State Academic Awards](#)
- [Directions](#)

- [Fees](#)
- [FAQ's](#)

Current Students

- [Current Students](#)
- [Academic Policies](#)
- [Sources of Credit](#)
- [Degree Requirements](#)
- [Testing Information](#)

- [Student Handbook](#)
- [Baccalaureate Conc.](#)
- [Graduation Information](#)
- [Career Resources](#)
- [Writing Resources](#)
- [Upcoming Events](#)

Admissions

- [Admissions](#)
- [Application](#)
- [Information Request](#)
- [Sources of Credit](#)
- [Degree Requirements](#)
- [FAQs](#)
- [Financial Aid](#)
- [How To Apply](#)
- [Application Time Line](#)
- [Student Profile](#)
- [Academic Catalog](#)
- [Directions](#)
- [Military Personnel](#)
- [Portfolio Information](#)

Distance Learning

- [Distance Learning](#)
- [Credit Courses](#)
- [Non-Credit Course Listing](#)
- [Online Tutoring](#)
- [Credit Course Offerings](#)
- [Policies & Regulations](#)
- [Registration Form](#)

- [CTDLC](#)
- [Checklist](#)

Financial Aid

- [Student Financial Aid](#)
- [Financial Aid Process](#)
- [Sources of Financial Aid](#)
- [Forms & Instructions](#)
- [Links & Resources](#)
- [FAQ](#)
- [Contact Financial Aid](#)

Faculty & Staff

- [Governing Board](#)
- [Administration & Staff](#)
- [Faculty Members](#)
- ["For More Info On"](#)
- [Employment Opportunities](#)

Calendar

- [Faculty Committee Meetings](#)
- [Graduation News](#)
- [Test Administration Schedule](#)

Foundation

- [Foundation Background](#)
- [Mission](#)
- [Endowment Campaign](#)
- [Board of Directors](#)
- [Fundraising](#)

Appendix A- Yahoo Search Results for: distance learning

Sponsor Matches:

- [Global Knowledge Distance Learning](#) - Global Knowledge's distance learning solutions for ...
www.globalknowledge.com
- [Jones International University](#) - Earn your degree online. JIU offers accredited Bachelor, ...
jiu-web-a.jonesinternational.edu
- [Distance Learning at Argosy U](#) - Bachelor's, Master's and Doctorate Degree Programs. ...
www.argosyu.edu

Website Matches:

[TEAMS Distance Learning](#) - satellite **distance learning** provider of instruction for the elementary grades. Also providing online resources for parents, teachers, and students.

<http://teams.lacoe.edu/>

More sites about: [Distance Learning > K-12](#)

[International Centre for Distance Learning](#)

<http://www-icdl.open.ac.uk/>

More sites about: [United Kingdom > The Open University > Departments and Courses](#)

[Distance Learning Resource Network](#) - dissemination project for the U.S. Department of Education Star Schools Program.

<http://www.dlrn.org/>

More sites about: [K-12 Distance Learning Consortia > NAU Star Schools Project](#)

[United States Distance Learning Association](#) - a nonprofit association with over 2000 members formed to promote the development and application of **distance learning** for education and training.

<http://www.usdla.org/>

More sites about: [Education > Distance Learning](#)

[Online Journal of Distance Learning Administration](#) - peer-reviewed quarterly publication.

<http://www.westga.edu/~distance/jmain11.html>

More sites about: [Education > Distance Learning](#)

[International Distance Learning Course Finder](#) - allows students to search by subject, language, delivery media, and other criteria.

<http://www.dlcoursefinder.com/>

More sites about: [Distance Learning > Web Directories](#)

[Center for Distance Learning Research](#) - education, research, and project facility for **distance learning** applications.

<http://www.cdlr.tamu.edu>

More sites about: [Texas > College Station > Texas A&M University > College of Education](#)

[Distance Learning on the Net](#) - by Glenn Hoyle.

<http://www.hoyle.com/distance.htm>

More sites about: [Distance Learning > Web Directories](#)

[OUBS Distance Learning](#) - business school offering a range of qualifications including MBA.

<http://www3.open.ac.uk/oubs/>

More sites about: [United Kingdom > The Open University > Departments and Courses](#)

[California Distance Learning Project](#) - working to increase access to adult basic **learning** services by improving **distance learning** infrastructure.

<http://www.cdponline.org/>

More sites about: [California > Education](#)

Appendix B- Yahoo Search Results for: bachelor's degree

Sponsor Matches:

[Earn Your Bachelor Degree Online](#) - Kaplan College, a leader in online education, offers ...

www.kaplancollege.com

• [Jones International University](#) - Earn your degree online. JIU offers accredited Bachelor, ...

jiu-web-a.jonesinternational.edu

• [Get Your Bachelor Degree Online](#) - Jones College offers four degrees online - Both AS and ...

www.jones.edu

Website Matches:

[Online Bachelor Degrees](#) - offers information on accredited online programs in business, nursing, education, accounting, and technology.

<http://www.online-bachelor-degree.org/>

More sites about: [Colleges and Universities > Distance Learning Directories](#)

[Bachelor of Science Degree in Nursing \(BSN\)](#) - offers an online program.

<http://www.rntobsn.com/>

More sites about: [Florida > Jacksonville > Jacksonville University > Departments and Programs](#)

[Accredited Associates Bachelors Masters PhD Degree Online](#) - information on accredited online associates, bachelors, masters, and doctorate degree programs in business, nursing, education, accounting, and technology.

<http://www.accredited-associates-bachelors-masters-degree-online.com/>

More sites about: [Distance Learning > Web Directories](#)

[Online Bachelors Masters and MBA Degrees](#) - provides information about online bachelors, masters and MBA degrees for nursing, education, technology programs.

<http://www.online-college-degrees-MBA.com/>

More sites about: [Distance Learning > Web Directories](#)

[IWU Online - Bachelor of Science in Business Information Systems](#) - accredited distance learning degree program for careers in information systems and business management.

<http://bsbis.iwuonline.com/>

More sites about: [Management Science Departments and Programs > Management Information Systems](#)

[Bachelor of Science in Management](#) - offers a distance learning bachelor degree program.

<http://bsm.iwuonline.com/>

More sites about: [Indiana > Indiana Wesleyan University > Departments and Programs](#)

[National Universities Degree Consortium \(NUDC\)](#) - consortium of ten accredited universities across the United States working together to offer courses and bachelor's degrees.

<http://www.nudc.org/>

More sites about: [Distance Learning > College and University Consortia](#)

[Extended Degree Program](#) - offers distance learning courses which enable students to earn a Bachelor of Arts Degree from a distance.

<http://www.eus.wsu.edu/edp/>

More sites about: [Washington State > Pullman > Washington State University > Departments and Programs](#)

[Bachelor of Technology in Computer Systems](#) - A practitioner oriented degree designed to increase the breadth and depth of knowledge and practical skills for computer technologists.

<http://cstbtech.bcit.ca>

More sites about: [Canada > British Columbia > Greater Vancouver > Burnaby > British Columbia Institute of Technology > Departments and Programs](#)

[On-Line Colleges Degrees Courses](#) - directory of colleges with on-line degrees & courses. Includes listings for associate, bachelors, masters, and MBA programs.

<http://www.on-line-colleges-degrees-classes.org/>

More sites about: [Colleges and Universities > Distance Learning Directories](#)

Appendix C- Yahoo Search Results for: flexible education

Sponsor Matches:

- [Education Loans at Wells Fargo](#) - As a leading home equity lender, we offer smart, ...
www.wellsfargo.com
- [Content Management System - SiteCrafting](#) - Powerful, reliable, flexible content ...
www.sitecrafting.com
- [Rushmore Distance PhD or MBA: Real World](#) - Bachelor's not always required. No exams - you ...
www.rushmore.edu

Website matches:

[Fast and Flexible Communications Projects](#)

<http://web.mit.edu/org/c/ctpid/www/agile/>

More sites about: [Massachusetts > Cambridge > Massachusetts Institute of Technology \(MIT\) > Departments and Programs](#)

[Distance and Flexible Learning Centre](#) - listing course profiles, communication and support structures, assessment guide, and general information.

<http://www.dflc.cqu.edu.au/>

More sites about: [Australia > Queensland > Rockhampton > Central Queensland University > Departments and Faculties](#)

[Collegiate Funding Services](#) - offers a federal student consolidation loan, with **flexible** repayment terms and plans.

<http://www.cfsloans.com/>

More sites about: [Financial Aid > Lenders](#)

[Thematic Network on Teacher Education in Europe](#) - establishing a **flexible**, multilingual, trans-national forum for the development of teacher **education** in Europe, linking together as many universities and other institutions as possible.

<http://tntee.umu.se/>

More sites about: [Europe > Teacher Education](#)

[British Association for Open Learning](#) - exists to promote quality in open, **flexible**, and distance forms of learning.

<http://www.baol.co.uk>

More sites about: [United Kingdom > Education > Distance Learning](#)

[Falkirk College of Further and Higher Education](#) - provides courses and degree programmes on a full time, part time, or **flexible** learning basis.

<http://www.falkirkcollege.ac.uk>

More sites about: [United Kingdom > Scotland > Central > Falkirk > College and University > Falkirk College of Further and Higher Education](#)

[University of Hawaii - Global Environmental Science Degree Program](#) - unique program combining a solid and rigorous background in basic science with a **flexible** and interdisciplinary course of environmental study leading to a B.S. degree.

<http://www.soest.hawaii.edu/oceanography/GES/>

More sites about: [Hawaii > Honolulu > University of Hawaii at Manoa > Department of Oceanography Psychology Department](#) - individualized programs, **flexible** admissions, fellowships and assistantships, and excellent placement of graduates.

<http://wings.buffalo.edu/soc-sci/psychology/>

More sites about: [New York State > Buffalo > SUNY Buffalo > Psychology Department](#)

[Smith System](#) - offers computer and classroom furniture for **flexible**, interactive teaching environments.

<http://www.smithsystem.com/>

More sites about: [B2B Education Equipment > Furniture](#)

[Center for Russian Language and Culture](#) - offers **flexible** Russian language courses at Moscow State University. Includes programs for a variety of levels, from beginner to advanced, individual or group.

<http://www.ruslanguage.ru/>

More sites about: [Russia > Moscow > Language Schools](#)

Appendix D- Yahoo Search Results for: online college

Sponsor Matches:

[Online Education - Business Degree](#) - Kaplan College, an Accredited leader in online ...
www.kaplancollege.com

• [Jones International University](#) - Earn your degree online. JIU offers accredited Bachelor, ...
jiu-web-a.jonesinternational.edu

• [Get Your Assoc./Bachelor Degree Online](#) - Jones College offers four degrees online - Both ...
www.jones.edu

Website Matches:

[U.S. News Online: Education](#) - lets users find colleges, grad schools, national rankings, scholarships, and job opportunities.

<http://www.usnews.com/usnews/edu/eduhome.htm>

More sites about: [College and University Entrance](#)

[Science Controversies On-Line: Partnerships in Education \(SCOPE\)](#) - **online** communities of scientists, classroom teachers, and science learners focused on current controversies in science that concern scientists and the general public.

<http://scope.educ.washington.edu>

More sites about: [Science > Research](#)

[General Education Online](#) - links to colleges and universities worldwide.

<http://www.findaschool.org>

More sites about: [Colleges and Universities > Web Directories](#)

[Online Journal of Distance Learning Administration](#) - peer-reviewed quarterly publication.

<http://www.westga.edu/~distance/jmain11.html>

More sites about: [Education > Distance Learning](#)

[Music Education Online](#) - Music **education** page for bands, orchestras, choirs, general music and more.

<http://www.geocities.com/Athens/2405/>

More sites about: [Music > Education](#)

[Online Chronicle of Distance Education and Communication](#)

<http://www.fcae.nova.edu/disted/>

More sites about: [Instructional Technology > Journals](#)

[Online Education](#)

<http://cybercampus.ggu.edu/>

More sites about: [California > San Francisco > Golden Gate University > Departments and Programs](#)

[On-line Education and Outreach by Mary Urquhart](#) - classroom tested space science activities and curriculum materials.

<http://lyra.colorado.edu/sbo/mary/>

More sites about: [Space > K-12 Education](#)

[Jewish Education Online](#) - nonprofit **educational** institution serving Jewish schools for nearly a century.

<http://www.bjesf.org/>

More sites about: [Judaism > College and University](#)

[General Education for the Liberal Arts Online \(GenEdWeb\)](#)

<http://genedweb.mrs.umn.edu/>

More sites about: [Minnesota > Morris > University of Minnesota, Morris > Departments and Programs](#)