

Interactive Features of College Web Sites Topic of Thesis

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The public is invited to attend Ms. Katherine (Katie) Robert's thesis presentation on Tuesday, 6 January 2009 beginning at 11 am in 06-3225. Ms. Robert's thesis is entitled "Assessing the Occurrence and Value of Interactive Features on Admissions Web Sites: What Students and Admissions Professionals Say is Most Important."

The study assessed the importance of interactive features on college admissions Web sites by surveying admissions professionals and Rochester Institute of Technology students. Students and admissions professionals differed significantly regarding a prospective student link; admissions professionals rated this feature significantly higher than students.