

RMC NEW WEBSITE RANKED TOP IN COUNTRY

“A” GRADE FOR RMC ADMISSIONS WEBSITE

For more information: Lisa Browning Vice, President for Enrollment Services, Enrollment Services, Phone: (406) 657-1032 , Email: browninl@rocky.edu

FOR IMMEDIATE RELEASE

BILLINGS – The launch in August of a new website by Rocky Mountain College has already earned it top honors from the National Research Center for College and University Admissions (NRCCUA).

An analysis of the admission websites of more than 3,000 post-secondary institutions rated RMC (www.rocky.edu) as among the best in the 10th Annual Enrollment Power Index conducted by NRCCUA.

The research-based study rates how well the functionality and design of college and university admissions websites provide information to potential students and move them from prospect to applicant. The study graded the sites for each institution on a 100-point scale. RMC was one of only 135 institutions that received an A.

“We are proud to have our admissions website recognized by NRCCUA as one of the leading sites in the nation,” said Michael Mace, RMC president. “We developed our site with the knowledge that potential students would be looking here for critical admissions information. As a result, we have made strides to constantly update our site with the latest tools and information that meet the needs of students and ensure that they can learn about what we have to offer.”

To identify the admissions website features that have the most significant impact, an email survey was sent to over 100,000 college-bound high school students asking them to rate admissions websites. Next, over 3,000 sites were evaluated to identify functional features present on each site. Statistical tests were then used to identify the functional features that were important to students and their relative importance.

“We congratulate (institution) for having one of the top admissions related websites in the country,” said Don Munce, President of NRCCUA. “In today’s online environment, a quality website can now be the difference between a lost prospect and a new student. By developing a dynamic and up-to-date online information source, Rocky Mountain College is ensuring that prospective students have critical information at their fingertips that will help them make decisions about their college careers.”

The study examined the prominence of an admissions office link on the homepage; admission web page design and ease of navigation; online access to admissions materials; and ability to contact the admissions office.

#

10/21/08