

Dedicated Webpage for Returning Adult Learners



A DEDICATED WEBPAGE webpage for returning learners is a valuable tool that not only makes a strong impression, but also assists learners in effectively navigating their return. Tailoring the content and design to resonate with this audience can help increase engagement and encourage successful returns to your institution.

Step 1: Understand your audience

Target audience: Adult learners are different from traditional students, and a returning learner page should be focused on their specific needs and concerns.

Gather insights: ReUp data will help you address the unique motivations, challenges, and needs of returning learners.

Language and tone: Use inclusive and welcoming language that resonates with adult learners. Ex: *Come finish what you started!*

Step 2: Develop relevant content

Highlight benefits: Showcase the advantages of returning to your institution, such as flexible scheduling, career support, and tailored programs for adult learners.

Address concerns and FAQs: Address common concerns such as academic readiness, financial aid options, and support services that are available to returning learners.

Design to reflect the adult learner: Include photos/quotes/testimonials that foster a sense of belonging, connection, and inclusion.

Step 3: Structure the webpage

Target audience: Navigation bar link: Include a link for returning learners in the main navigation area of the website, similar to what is typically available for freshman and transfer students.

Clear navigation: Ensure the webpage is easy to navigate, with links and clear sections addressing topics like admissions, academic programs, financial aid, and support services. The page should serve as a central hub for returning learners.

Mobile-friendly design: Optimize the webpage for mobile devices for those who may be searching on smartphones or tablets.

Step 4: Include essential information and step-by-step guides

Highlight benefits: Admissions Steps and Requirements: Outline specific requirements for returning adult learners, including application procedures and deadlines. Use checklists and links.

Program options: Highlight academic programs that accommodate adult learners including part-time options, online courses, or accelerated formats.

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STEP 4 CONT'D

Financial aid and scholarships: Provide information on and links to financial aid options, scholarships, and tuition assistance programs available for returning learners.

Support services: Detail support services tailored for adult learners, such as academic advising, career counseling, childcare resources, and adult student organizations.

FAQs: Include most common FAQs to easily direct learners to answers. Include links and calls to action.

Frequently Asked Questions

1. Will I still fit into the college environment now that I took time away?
2. How can I find out how long it will take me to finish my degree?
3. How can I check the status of my application?
4. What is the cost of attending and what financial assistance is available for a learner like me?
5. What are my first steps to returning and is there someone I can talk with about the process of returning?
6. If my grades were not the best when I last attended, what are the next steps I should take to address this?
7. How can I transfer credits from other colleges? Do my credits expire if they are from a long time ago?
8. How do my work or life experiences count toward my coursework?
9. I work full time. What options do I have to complete my degree?
10. What resources are available to me as a working adult learner?
11. Are there any specific resources to help me find a job once I finish my degree?

Step 5: Test and iterate

Target audience: User testing: Conduct usability testing with a sample of returning adult students to gather feedback and make improvements.

Analytics: Implement tracking tools to monitor webpage performance and identify areas for optimization.



Sample Web Pages for Returning Learners

Community colleges

[Hudson County Community College](#)

Features: Robust resources, easy to follow steps/checklist format, deadlines included, contact information, common questions during the readmission process

[Triton College](#)

Features: Clear format with easy to follow steps and information, FAQ section to quickly/easily address common learner questions and concerns

[Gateway Technical College](#)

Features: Adult learner quote, steps with links, additional information

Four-year public institutions

[Ferris State University](#)

Features: Welcoming message, steps with links, Tools for Success, contact information

[The University of North Carolina - Greensboro](#)

Features: Deadlines, clear steps, contact information

[University of Akron](#)

Features: Contact information, flexible program options, relevant images, links

[Texas A&M - Central Texas](#)

Features: Clear navigation to page, easy to follow steps for undergrad and graduate, resource links under "We're Here to Help"

[Weber State University](#)

Features: Focus on finances, links, important dates