FEATURES COMPARISON	SMC DT CURRENT	CATEGORY A PUBLIC	CATEGORY A PUBLIC	CATEGORY A PUBLIC	CATEGORY A PUBLIC	CATEGORY B PRIVATE	CATEGORY B PRIVATE	CATEGORY B PRIVATE	CATEGORY B PRIVATE
INSTITUTION NAME	0. Santa Monica College	1. Los Angeles Mission College	2. College of the Canyons	3. SUNY Cortland	4. San Diego State University	5. California Institute of the Arts	6. Art Center College of Design	7. Otis College of Art and Design	8. Brooks Institute
INSTITUTION URL	www.smc.edu	www.lamission.edu	www.canyons.edu	www.cortland.edu	www.sdsu.edu	www.calarts.edu	www.artcenter.edu	www.otis.edu	www.brooks.edu
Search Function	X	X	X	X	X	X	X	X	X
Academics/Programs	X	X	X	X	X	X	X	X	X
About us	X	X	X	X	X	X	X	X	X
Resources			X	X	X	X	X	X	X
Chat						X			X
Social Media				X	X	X	X	X	X
Gallery/Student Work	X	X	X	X		X	X	X	X
Faculty Bio	X			X	X	X	X		X
Mobile Access						X	X		
Courses/Description	X	X	X	X	X	X	X	X	X
Alumni/donors				X	X	X	X	X	X
Degree Requirements	X	X	X	X	X	X	X	X	X
FAQ	X					X	X		
Calendar/Deadlines	X	X	X	X	X	X	X	X	X
Contact Us			X	X	X	X	X	X	X
Career Placement						X	X	X	X
Nav by user type			X	X	X	X	X	X	X
News/Current Events				X	X	X	X	X	X
Life at school				X	X	X	X	X	X
Flash Animation	X	X		X		X	X	X	
Video/audio	X	X			X	X	X		
Visiting school info				X	X	X		X	X
Request Info				X	X	X	X	X	X
Blog						X	X		
Store/ecommerce				X	X	X	X		
Directions		X	X	X		X	X	X	X
Student Clubs		X		X	X	X	X	X	X
Tutoring			X			X			
Counseling		X	X	X	X	X		X	X
Internships			X			X	X		
TOTAL FEATURES	11	12	14	22	21	30	25	21	22

RATINGS EXPERIENCE EVALUATION	SMC DT CURRENT	CATEGORY A PUBLIC	CATEGORY A PUBLIC	CATEGORY A PUBLIC	CATEGORY A PUBLIC	CATEGORY B PRIVATE	CATEGORY B PRIVATE	CATEGORY B PRIVATE	CATEGORY B PRIVATE
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Rating scale 1 X poor									
Rating scale 5 X great									
Favorable	1 x	3 x	3 x	3x	3	5 x	4 x	4x	5x
Frustrating	1 x	3 x	2 x	3x	3x	4 x	2 x	1x	1x
Responsive	1 x	4 x	3 x	3x	3x	5 x	4 x	4x	5x
Able to complete	2 x	3 x	3 x	3x	3x	5 x	5 x	4x	5x
Like to return again	1 x	3 x	3 x	3x	3x	4 x	5 x	4x	5x
OVERALL EXPERIENCE	**1.2 x**	**3.2 x**	**2.8 x**	**3x**	**3x**	**4.2 x**	**4.7 x**	**4x**	**4.2x**
Easy to complete	2 x	3 x	3 x	3x	3x	5 x	4 x	4x	5x
Smooth/ no dead ends	1 x	3 x	3 x	3x	3x	5 x	4 x	4x	5x
Simple to navigate	2 x	4 x	4 x	3x	3x	5 x	3 x	4x	5x
Able to find info quickly	1 x	3 x	3 x	3x	3x	4 x	4 x	4x	5x
FUNCTIONALITY	**1.5 x**	**3.3 x**	**3.3 x**	**3x**	**3x**	**4.8 x**	**3.8 x**	**4x**	**5x**
Visually appealing	1 x	3 x	1 x	3x	3x	5 x	5 x	5x	5x
How it made you feel	1 x	3 x	2 x	3x	3x	5 x	5 x	5x	5x
Institution branding	1 x	2 x	2 x	3x	3x	5 x	5 x	5x	5x
Appear professional	1 x	3 x	2 x	3x	3x	5 x	5 x	5x	5x
Right target	1 x	3 x	2 x	3x	3x	5 x	5 x	5x	5x
Clean / Modern	1 x	3 x	2 x	3x	3x	4 x	5 x	5x	5x
Seems current	1 x	3 x	2 x	3x	3x	5 x	5 x	5x	5x
Simplicity	1 x	3 x	3 x	3x	3x	4 x	5 x	5x	5x
Visual Execution	1 x	2 x	2 x	3x	3x	5 x	5 x	5x	5x
LOOK AND FEEL	**1 x**	**2.7 x**	**2 x**	**3x**	**3x**	**4.6 x**	**5 x**	**5x**	**5x**
OVERALL RATING	**1.2 x**	**3.1 x**	**2 x**	**3 x**	**3 x**	**4.5 x**	**4.3 x**	**4.3x**	**4.7x**