The Educational Technology Leadership (ETL) program at George Washington University is located at 2134 G Street, NW/Washington, DC 20052.

PART I

1. What degrees and majors are offered?

A Master’s of Arts in Education and Human Development in Educational Technology Leadership.

Citation:


2. How long has the institution been offering the identified program at a distance?

The program has been in existence since 1988

Citation:


3. What course delivery technologies are used?

TV, video, e-mail, blackboard, and web.

Citation:

4. **Is there a face-to-face component of instruction? If so, where is it conducted, and for what duration?**

There is no face-to-face. It is conducted entirely at distance.

Citation:


5. **How long does it take to earn a degree in the identified program?**

2-4 years.

Citation:


6. **Is the institution accredited? If so, by what organization?**

The Graduate School of Education at the George Washington University is accredited by the Middle States Association of Colleges and Schools, the regional accrediting body recognized by the U.S. Department of Education and The Council on Post-Secondary Education.

Citation:

7. Is the institution public or private? If private, is it for-profit or not-for-profit?

Private, not-for-profit.

Citation:


8. What is the total enrollment of the institution? How many students are enrolled in the identified distance-delivered program?

As of Fall 2002, there were 23,019 enrolled in the institution. In Spring 2001, 160 students were enrolled in the ETL Program.

Citation:


9. What is the tuition (per course or per year?)

$950 per course.

Citation:


10. What is the URL for the institution’s or program’s web page?

http://www.gwu.edu/~etl/
PART II

A. **How would you rate the visual appeal of the site? What elements are visually appealing, and which aspects are less so?**
   On a scale of 1 to 10, I would give it a 9 ½. Although there was a lot of information to be had, it is very well organized and not “tucked away”. At the same time they give a lot of information without it feeling like too much. That is a delicate balance. There were some pages that had Flash presentations and I found those also tastefully done. They were not overwhelming to the senses and allowed you the option of skipping over the intro or in some cases watching the information in a non-Flash version. I would update the enrollment numbers for the program.

B. **Is the site easily navigable and well-organized? Provide examples.**
   I actually enjoyed navigating this site. Information was easily found and the categories were concise. The Quick Links were also helpful if you did not want to sift through extra information. Great FAQ sections!

C. **Does the site contain sufficient information to answer questions 1-10 (above)? If not provide details.**
   I didn’t have to pick up the phone or e-mail anyone at the school. Everything that a prospective student would want to know was right on the site.

D. **What is the most positive aspect of the web site?**
   As a distance student, you want to know that you can get everything you need to be successful online. You need to feel comfortable with the level of support and quality of the information, no matter what time of the day you log in. I felt that about the GWU website. It answered all of the questions that I would have had, so I would transfer that trust to the distance program and enroll. They mentioned the specific capabilities that the student would need in order to be successful in the program along with hardware/software requirements. I found that to be helpful. I liked reading their newsletters and bulletins too. Showed a lot of what they have been involved in with their community. I also liked the individual graduate graduation pictures under the program’s page.

E. **What aspect of the site is most in need of improvement?**
   Can’t find a thing to gripe about on this one! Remarkable really.