

Six questions your adult learner webpages should answer

Adult learners often decide whether to come back based on what they find when they search or ask an AI assistant. This worksheet shows you what your website is missing.

Adult learners ask the same six questions before they re-enroll. Your team answers them constantly, in phone calls, email replies, and one-on-one conversations. The webpages an adult learner finds first often do not.

Every answer you publish can move a learner one step closer to re-enrollment. Work through the six blocks below to find your gaps.

HOW TO USE THIS WORKSHEET

Take one question at a time. Start the way an adult learner would. Ask the question of a search engine or an AI assistant, see what comes back, then read the page behind the answer, if there is one. Judge what the search turns up, not your homepage. Work down the rows under the question and mark Y, P, or N for every row, using the answer bank below. Finish all the rows before you move on. Each question ends with a test you can run in a few minutes and a line for notes. Those notes are the baseline you will check against later.

ANSWER BANK

Y

Yes.

An adult learner can find this answer on your site without asking anyone.

P

Partly.

The answer is incomplete, hard to find, or written for someone starting college for the first time.

N

No.

Nothing on your site answers this.

1 What will a return to college cost, and how would I pay for it?

- | | |
|--|-------------|
| ☐ Cost per credit or per term, in figures | (Y) (P) (N) |
| ☐ Whether aid reaches someone who withdrew midterm | (Y) (P) (N) |
| ☐ Aid and scholarships that do not require full-time enrollment | (Y) (P) (N) |

RUN THIS TEST:

Read your cost pages as someone taking two courses. Can you work out the bill?

NOTES

2 Do I still owe money, and what clears a hold?

- | | |
|--|-------------|
| ☐ The hold types that block registration, named plainly | (Y) (P) (N) |
| ☐ The steps that clear each one, and who to contact | (Y) (P) (N) |
| ☐ How appeals work when old documentation is gone | (Y) (P) (N) |

RUN THIS TEST:

Search your site for the word "hold." Does anything you find speak to someone who left years ago?

NOTES

3 Do my credits still count, and how many do I have left?

- | | |
|--|-------------|
| ☐ Whether earned credits still apply, and under what conditions | (Y) (P) (N) |
| ☐ That program requirements may have changed since a learner left | (Y) (P) (N) |
| ☐ A way to get a credit count without applying or paying | (Y) (P) (N) |

RUN THIS TEST:

Find out how many credits you would have left at your own institution, without applying. Time yourself.

NOTES

4 Can I take classes while working full time? Answer this one program by program.

- | | |
|---|-------------|
| ☐ Whether a learner can finish each program fully online | (Y) (P) (N) |
| ☐ Whether courses have set meeting times | (Y) (P) (N) |
| ☐ Evening and weekend availability | (Y) (P) (N) |
| ☐ Part-time pacing, shown as a normal path | (Y) (P) (N) |

RUN THIS TEST:

Pick three programs. From the pages alone, can you tell whether someone working full time could finish each one?

NOTES

5 What is the first step to re-enroll, and who do I talk to?

- | | |
|--|-------------|
| ☐ The steps to come back, in order, on one page | (Y) (P) (N) |
| ☐ A named contact and a realistic response time | (Y) (P) (N) |
| ☐ What to do when no one responds | (Y) (P) (N) |

RUN THIS TEST:

Ask an AI assistant how to re-enroll at your institution. Write down what it says. Is the answer right, and does it point to your pages?

NOTES _____

6 Is going back to school worth it at my age?

- | | |
|---|-------------|
| ☐ Completion and employment outcomes for adult learners specifically | (Y) (P) (N) |
| ☐ The real age range of your learners | (Y) (P) (N) |
| ☐ Stories from learners who came back, with their ages | (Y) (P) (N) |

RUN THIS TEST:

Can an adult learner in their 40s, 50s, or 60s see themselves anywhere on your adult learner pages?

NOTES _____

What your answers mean

Count the questions where you marked Y on every line.

FIVE OR SIX

Your pages are doing the work. Keep each answer current and written for someone coming back.

THREE OR FOUR

Your gaps are likely in the re-entry questions, not the program ones. Credits and holds are the usual culprits.

TWO OR LESS

The answers already exist in a staff inbox. This is a copy project, not a website rebuild.

Next steps

- ☐ Start with your Ns, then your Ps. Those rows are your list.
- ☐ Ask the person who explains each one most often, and write down how they say it.
- ☐ Publish those answers as text on the pages adult learners reach first.
- ☐ Revisit a month after your updates are live to ask those questions again. Compare the answers with your notes.

**RE
UP**