

**WEBSITE CONTENT SUMMARY: ACADEMIC PROGRAM**

**Instructions:** Complete this form in as much detail as you can, including any information needed to meet accreditation requirements, so we can build a webpage for your academic program. (You can see examples at calu.edu/academics.) In addition to the completed Website Content Summary, please provide:

* The **advisement sheet** for your program (required), so we also can include your program in the Academic Catalog.
* The **program proposal** (optional), if this is a new academic program.

**Email this summary (as a Word document) and related materials** to Christine Kindl ([kindl@calu.edu](mailto:kindl@calu.edu)).

***Next steps and timeline:*** *Once we’ve written and optimized content for this academic program webpage, the text will be returned to you for review and approval. Only then will we create the page and post it online. Writing and SEO typically takes 2-3 weeks; once you approve the copy, we need an additional 2-3 weeks to build the webpage for your new program.*

**Your name/phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Official program title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Major code: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Degree:** Associate / Bachelor’s / Master’s / Doctorate / Certificate / Certification / Licensure

**Description:** Major / Dual Major / Concentration / Minor

**Delivery:** On-campus / Online / Hybrid

**Number of credits: \_\_\_\_\_\_\_\_\_\_**

**Time to completion:** (Full time / part time) **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Program start date (if this is a new program): ­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Program description:** (*Brief description of this program: What content do students learn? How will this program benefit their future?)*

**Program highlights:** (*Key program advantages and distinctions: Unique content? Dual major, minor or concentration options? Exceptional faculty? Employment possibilities? Special facilities, labs, instruments utilized? All of the above? Please include specific details about what makes this program stand out.*)

**Career focus:** (*How does this program prepare students for a career? How rapidly is this career field expected to grow? What is the job placement rate for program graduates? Which employers have hired program grads, or where did they go to grad school? Also, please list job titles that program graduates might hold.)*

**Advantages for students:** (*Research or internship opportunities, field experiences, clinical hours or hands-on activities? Study abroad? Related student clubs or honor societies? Mention anything that might enrich the experience of students in this program*.)

**Stats:** (*List at least two or three numbers or percentages that we can highlight; e.g.,* ***1st*** *in the nation to offer this degree;* ***$50K*** *average starting salary for workers in this field;* ***100%*** *placement rate for students in this program;* ***300*** *hours of clinical experience required to earn this degree*. *Provide sources such as Department of Labor Statistics, if needed*.)

**Reputation:** (*Is this an accredited program?* *External rankings or distinctions in the past three years? What makes you especially proud of this program?* ***Be sure to include all information required for accreditation, if applicable****, including any language/links mandated by the accrediting body.)*

**Success stories:** (*Names/contact info for program graduates who have been especially successful*. *Briefly, what have they achieved*?)

**Curriculum:** (*List the courses needed to complete this academic program*.)

**Admissions requirements:**

**Faculty:** (*Names and titles for faculty teaching in this program*.)

**What else should prospective students know about this program?** *If there are additional documents required, please attach them when returning this survey.*

*Thank you for taking time to complete this form. We may be in touch if more info is needed.*