The Academic Department Page Content Template was created to guide you through the university-wide initiative to update all content on csu.edu for accuracy, ensuring it meets HLC and state statute requirements, and reflects communication best practices.

Visit the [website content tracker](#) to see areas you may be responsible for updating. Fill out this template to capture your pages’ updated content.

**Once this template has been completed, send it to [websupport@csu.edu](mailto:websupport@csu.edu) for implementation by July 15, 2022.**

**LANDING PAGE TEMPLATE**

**HLC Required:** Program description: overview

**Example 1:** Chicago State University’s College of Business offers a contemporary business program leading to a Bachelor of Science in Business Administration. We combine academic rigor in the field of business and commerce, with external projects, internships, and other experiential activities, which enable our students to apply classroom theory to real-life business situations. CSU’s College of Business is accredited by the Accreditation Council for Business Schools and Programs.

**Example 2 from Governors State University**

**Why Study Criminal Justice?**
What makes Governors State University’s Bachelor of Arts in Criminal Justice degree unique is that it explores the causes of crime by understanding several theoretical approaches. The program explores how crime impacts multiple social groups within society, particularly, race, class, and gender.

You’ll use the skills and qualifications you gain to protect your local community. A Bachelor of Arts in criminal justice at Governors State University offers you the skills you need to prepare for a career in law enforcement, corrections, security, or advocacy. A bachelor’s degree is a great starting point for recent high school graduates. It’s also a popular track if you already have an associate’s degree or years of work experience. We can help you tailor your degree to reflect your...
Best Practice: Career pathways for students

Example 1: There are a range of communication jobs. You might be a specialist on a large communications team or a jack-of-all-trades doing all the social media, advertising, and public relations for a small nonprofit or company. Wherever you find yourself after graduation, our Communication bachelor's degree program will give you the skills to effectively communicate to and collaborate with your audiences.

This program provides you with a number of flexible career options, including advertising executive, publicist, editor, nonprofit director, political activist, lobbyist, business manager, speechwriter, public affairs director, television producer, radio talk-show host, and webmaster.

Example 2: With a degree in criminal justice, students are qualified for employment in the fields of law enforcement and investigative services, community and institutional corrections, criminal court systems, advocacy, or in the private/non-profit field addressing crime prevention, research, or community engagement. According to the Bureau of Labor Statistics, criminal justice is a field with projected growth over the next decade. Between 2016 and 2026, policing and detective fields are projected to grow 7%, and the probation, court services, and correctional treatment field is anticipating a 6% growth rate. A strong career growth rate means these positions will be in demand in the future.

HLC Required: Student testimonials: video or picture with quote (deadline August 29)

Example:
"When I first began my journey at Chicago State University, I was very unsure of my artistic abilities. I never could have imagined how much I could grow in so little time."

"I could never forget you. You changed my life for the better. I've been living in Japan for two years now. I just became an Art teacher at a junior high school and high school."

Example:
"The faculty always pushed me to do my very best and took the time to get to know me as an individual artist ... small class sizes allowed classes to be more intimate and interactive, allowing my peers and I to receive the guidance we needed from our professors”

**Best Practice: Clear Call to Action: Request more information; schedule visit; info session, apply now**

**(Please choose Undergraduate and/or Graduate for your page)**

Undergraduate Standard:
Apply - [https://www.csu.edu/admissions/howtoapplynow.htm](https://www.csu.edu/admissions/howtoapplynow.htm)
Request More Information - [https://www.csu.edu/admissions/requestinfo.htm](https://www.csu.edu/admissions/requestinfo.htm)

Graduate Standard:
Apply - [https://www.csu.edu/graduateschool/application_information.htm](https://www.csu.edu/graduateschool/application_information.htm)
Request More Information - [https://www.csu.edu/graduateschool/inquiry.htm](https://www.csu.edu/graduateschool/inquiry.htm)

**Example:**

![Apply Button](https://www.csu.edu/admissions/howtoapplynow.htm)
![Request More Information Button](https://www.csu.edu/admissions/requestinfo.htm)

**HLC Required: Program contacts: Phone, email**

Example
Contact Us:
Dept. Chair: First Name Last Name
email@csu.edu
(773) 995-5555

**HLC Required: Degrees**
Example: Art & Design degrees allow students to pursue their own personal interests in Art, Graphic Design, or Art Education. The flexible curriculum encourages students to develop expressive capabilities and individual art perceptions. To build a portfolio, Art & Design majors participate in a Portfolio Assessment process three times during study: sophomore, junior, and graduating senior portfolio reviews.

- Design Option
- 2D Art Option
- 3D Art Option
- PK-12 Art Education Option
- Post-Baccalaureate License in Art Education (PK-12)

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HLC Required: Degrees Accreditation & Outcomes: Results of examinations/licensure

Example: Welcome to CSU Art & Design, the perfect place to study creative arts, design, or art education. Our degree programs prepare you with skills for a career or graduate study. The Art & Design program (including the MAT in visual art) is accredited by the National Association of Schools of Art and Design (NASAD) with a renewal visit and review in 2022-2023. Join us to learn and create with professional faculty in excellent classroom studios.

Best Practice: Distinguishing Features of Your Program

Example:

*IPEDS 21-22 Data Collection: Fall 2021 Enrollment, Student-to-Faculty Ratio
**HLC Required**: Career placement information, including linking to IBHE's major study database

**Standard language and link:**
Have you ever wondered how your major might help you after you graduate? See this new academic major report [https://majorreport.ilcollege2career.com/](https://majorreport.ilcollege2career.com/) for the state of Illinois!

This tool contains useful data on how graduates from different majors are doing in the labor market: How much money are they earning? What industries are they working in? How much debt do they graduate with? What occupations are they likely to hold? Whether declaring an initial major, or switching majors, use this tool to better inform you of your choices!

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**NAVIGATION PAGES TEMPLATE**

**HLC Required**: Degree requirements

**Recommended language**: Degree requirements listed here reflect the current standards. Your degree requirements are determined by when you began the program.

Examples: Art & Design Degree Options
Loyola University - English Department

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**HLC Required**: Department Handbook

**What**: Assessment, student life, clubs, honor societies, scholarships

Example: Governors State
Best Practice: Program & Career Opportunities

What: Describe focus areas, minors, credentials, internship partnerships, transfer partnerships

Example 1: CSU CMAT
Example 2: Columbia College Communication Program
Example 3: Governors State University Criminal Justice Program

HLC Required: Program faculty

Example: Art & Design Faculty

Best Practice: FAQs

What: Address questions your department frequently receive from current and prospective students as well as consider linking to other CSU FAQ pages such as for admissions and the residence hall.

Examples:
Admissions FAQs
Rise Academy
Residence Hall

HLC Required: Courses & Catalog

Standard copy and links:

Course Catalog <https://www.csu.edu/catalogs/>
Course Schedule <https://www.csu.edu/coursebulletin/>