

# Annual Review of Major & Minor Program Web Pages

[www.callutheran.edu/majors](http://www.callutheran.edu/majors)

## Background

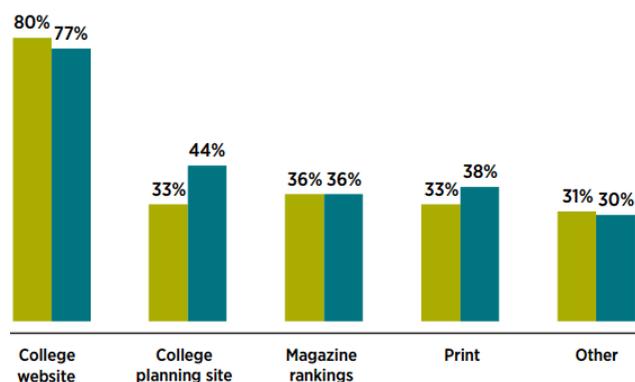
As part of the Callutheran.edu redesign last summer, a number of changes were made in how undergraduate majors and minors are presented. These programs now make use of a standardized template that describes the curriculum, career outcomes, student experiences, and faculty profiles in a way that lets prospective students understand the core components of the program as well as compare the differences between them.

While these pages complement the official catalog, they are unique in that they offer content not found anywhere else, and are written in a style and tone that is consistent and approachable.

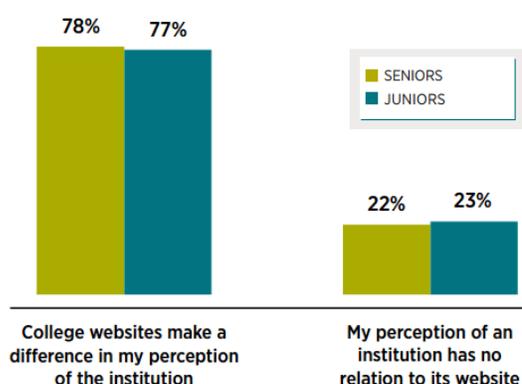
The Undergraduate Majors and Minors section is one of the most visited areas of the website on a year-round basis. During the 2015-16 year they received a combined total of over 290,000 views. Because they are frequently the first destination for a new prospective student visiting Cal Lutheran's website, it is important that these pages remain accurate and represent the programs well.

The E-Expectations Report from Ruffalo Noel-Levitz, which polls college-bound juniors and seniors, has consistently shown that an institution's website is the primary source of information during their college search and can have a large impact on their perception of the institution:

Most influential resources when researching colleges



Website impact on students' perception of an institution



Source: [2015 E-Expectations Report](#), Ruffalo Noel Levitz

The best way to ensure that our major pages remain accurate would involve department chairs reviewing their Major and Minor pages on an annual basis and working with University Marketing to make updates as needed.

## Proposed Process

The following outlines an annual process for reviewing and updating our major pages. Input from department chairs is critical to ensuring our major pages are factually correct and communicate the objectives and outcomes of each program. University Marketing will take the information and feedback from department chairs and develop the content that resides on these pages.

### Step 1

Request is sent to all department chairs to review their pages.

### Step 2

Department chair reviews major and minor pages.

- Ensure "The Curriculum" section describes all the components of the program at a high level.
- Ensure list of concentrations and related majors/minors is accurate.
- Review the list of graduate schools, employers, and career paths under "Your Future" and recommend updates directly to Cindy Lewis in Career Services.
- Recommend current students we can talk to for the purposes of developing a testimonial about their experience with the program as a whole or for a specific course or project.
- Recommend alumni we can reach out to for the purposes of developing a testimonial about their experience with the program and how it contributed to their success today.
- Ensure the list of faculty is accurate.

### Step 3

Contact University Marketing to request updates as noted in Step 2.

### Step 4

Review the changes University Marketing has made and approve the updates to be published.