



COMMONWEALTH UNIVERSITY OF PENNSYLVANIA

Commonwealth University Program Page Review Checklist

This checklist helps ensure academic program pages remain accurate, current, and fully developed. Strategic Marketing and Communications manages design and consistency across all program pages, while faculty provide subject-matter expertise and ensure content accuracy. Also, be sure to checkout this [Program Page Template](#) to see all of the webpage features that are available to you.

1. Program Introduction

Goal: Present a clear, accurate, and appealing summary of the program.

- ☐ Does the opening paragraph accurately describe and promote the overarching program?
- ☐ Is the tone engaging and prospective student-centered and info free of internal jargon?

2. Intro Card / Program Snapshot

Goal: Ensure all factual details are correct and complete.

- ☐ Degrees & Offerings: Correct degree type (Ex - B.S., M.A., Doctorate).
- ☐ Locations Offered: Reflect current campuses or online options.
- ☐ Program Contact: Accurate name with title.
- ☐ Department: Correctly identified and linked.
- ☐ College: Correctly identified and linked.

3. Program Details Section

Goal: Showcase the program's strengths and selling points.

- ☐ Does the content provide depth and have language that speaks to students?
- ☐ Are unique features (special facilities, partnerships, or professional outcomes) described?
- ☐ Are current accreditation details or graduate outcomes accurately represented?
- ☐ Are related opportunities (complementary fields, interdisciplinary links) mentioned?

Tip: This section should really help prospective students understand why this program stands out from programs at other comparable universities.

4. Curriculum and Academic Requirements

Goal: Ensure clarity and accuracy of academic information.

- ☐ Degree requirements are current and available - All links to the degree maps are current and work properly.



COMMONWEALTH UNIVERSITY OF PENNSYLVANIA

- ☐ Any optional course sequence or sample plans are correct (including multiple tracks, if applicable).
- ☐ Any listed minors are current, correctly described and linked to.
- ☐ Student Learning Outcomes (SLOs) are present and reflect current program goals. SLOs posted on the web need to match the SLOs articulated in the assessment plans for MSCHE compliance.
- ☐ If a Program Handbook exists, is it current and linked properly?

5. Practical Learning / Unique Program Features

Goal: Highlight distinctive hands-on or experiential elements.

- ☐ Are clinical, lab, internship, or research opportunities described clearly?
- ☐ Does this section use active, student-focused language?
- ☐ Could this section be expanded to include special facilities, community partnerships, or student achievements?

6. Differentiators / By the Numbers (Optional)

Goal: Present data and recognition that sets the program apart.

- ☐ Are key statistics (pass rates, job placement, growth rates etc.) listed and accurate?
- ☐ Are any program accolades included and are rankings up to dates?
- ☐ Is this section visually appealing and concise? Ideally using 2-4 key metrics or recognitions?

7. Careers Section (Optional)

Goal: List potential career opportunities to and key outcome data

- ☐ Are potential job opportunities, top skills employers are looking for, and career outcomes available?

8. Continue to Explore Section (Optional)

Goal: Enrich the page with multimedia or social elements.

- ☐ Does this section include embedded video content such as virtual info sessions or student spotlights?
- ☐ Could current or future recordings be added here to enhance engagement?
- ☐ Would embedding an Instagram or departmental social media feed add relevant, up-to-date content?



COMMONWEALTH UNIVERSITY OF PENNSYLVANIA

- ☐ Is all embedded content working and displaying properly?

9. Testimonials or Student Voices (Optional, but strongly suggested)

Goal: Share authentic, recent student or alumni experiences.

- ☐ Are there testimonials or student quotes on the page?
- ☐ Are they current (within four years of current date), relevant, and positive in tone?
- ☐ Could additional testimonials be added to show a variety of experiences or outcomes?

10. Checkerboard Feature (Optional)

Goal: Use visual storytelling to draw attention to news or high impact callouts.

- ☐ Is the checkerboard layout being used?
- ☐ Are linked pages or articles current and relevant?
- ☐ Are images high quality and sized appropriately?
- ☐ Are there opportunities to highlight new achievements or media mentions?

11. Connect with Faculty

Goal: Ensure this directory carousel is accurate and complete.

- ☐ Are all current faculty and instructors represented?
- ☐ Have retired or former faculty been removed?
- ☐ Are profiles current (including photos, titles, and credentials)?

12. Quick Quality & Functionality Check

- ☐ No typos or outdated dates.
- ☐ All links and buttons function properly. Internal links should open in the same window and external links should open in a new window.
- ☐ All imagery is current and properly credited.
- ☐ The writing and tone align [with these website style guidelines](#) (clear, inclusive, professional).

Need Assistance or Have Updates?

If you identify errors, missing content, or need assistance with adding content to your program pages, please contact the CU Web Team using the request form: <https://commonwealthu.edu/webrequest>