

Guide to Academic Program Content Updates for the Web

Submit your information through [our online form](#). Please remember that we consider the information you submit to be a first draft only; it is not necessary to submit finalized, ready-to-publish writing. Kyle will proofread and edit all submissions and you will have a chance to preview the new information before it goes live.

Program Overview

The program overview is a short description that should be six sentences or less and written in tone and detail appropriate for prospective students and their parents. *Some questions to prompt what you might include:*

- Why is the program relevant in the real world?
- Why would a student want to come here over another school or program?
- How does applied learning fit into the program?
- What opportunities are available?
- Where will this degree take students after graduation, for what will they be prepared?
- If applicable, why are both associate and bachelor degrees offered, what's the advantage of choosing one over the other?

Program Highlights

Unlike the overview, the program highlights will be displayed as a bulleted list on your program page to give quick facts to visitors. These statements should not be applicable to every program on campus, but rather unique to you/your department. *Some ideas to prompt what you might include, but keep in mind you don't need more than 4-7 highlights:*

- Unique selling points of the program, unique to Cobleskill but also among the same programs of its kind at different institutions (*e.g. Sustainable Crop Production is the only academic program of its kind in the SUNY system*)
- Specialty courses, special offerings (*e.g. Landscape Contracting offers a unique Snow Management course*)
- Hands-on learning examples or special projects (*e.g. Business Admin students gain experience with preparing business plans, foreign expansion plans, SWOT analyses, marketing campaigns*)
- Graduate college agreements (*e.g. Business Admin students can be automatically accepted to RIT based on undergrad criteria at SUNY Cobleskill*)
- Internships (*e.g. a 12-credit internship is required and past students have spent their time at X, Y, and Z companies*)
- Special Facilities or Tools (*e.g. Early Childhood students have the Child Development Center*)
- Partnerships with other industries (*e.g. John Deere and Caterpillar partner with Ag Eng*)
- Annual field trips or program events (*e.g. Applied Psychology students have an annual opportunity for an international learning experience*)
- Advisement tracks (*e.g. IT students have five concentration tracks to choose from to hone their skills in a specific area while gaining a general IT foundation*)
- Faculty expertise (*e.g. Are your faculty award-winning or leaders in their field?*)

Sample Courses

Some, NOT ALL, of your program-specific courses will be displayed on the page as a sample for visitors. Visitors will also have access to see your catalog page for complete information. *Are there courses that you want to make sure Naomi includes on the page? If no specific courses are noted in your submission form, the list will be generated at Naomi's discretion.*

Career Outlook

The career outlook section gives visitors an idea of what jobs the degree prepares students for and success stories from former alumni. This can be submitted as a bulleted list of job titles, field areas or companies. *Questions to prompt what you might include:*

- What types of jobs are students prepared for after graduating the program?
- Where are alumni working now?

Degree Options

If your program has multiple degree options, the differences and advantages among them should be clear on the website. Your submission should look like one of these examples:

Graphic Design

Associate in Arts (AA)

- 60 Credit Hours (2 Years)
- Easy transition into Bachelor degree programs at SUNY Cobleskill
- Upon completion of the AA, students have the option to enter the workforce or continue to a four-year program in graphic design, graphic communications, studio art, elementary and secondary art education, photography, fashion design or illustration.

Bachelor of Science (BS)

- 120 Credit Hours (4 Years)
- Students have the opportunity to participate in on- and off-campus internships
- Ideal for students entering the workforce immediately upon graduation

Agricultural Business Management

Associate in Applied Science (AAS)

- 60 Credit Hours (2 Years)
- Easy transition into Bachelor degree programs at SUNY Cobleskill
- Excellent option for students wishing to transfer to other institutions for baccalaureate degree completion

Bachelor of Technology (BT)

- 120 Credit Hours (4 Years)
- Most popular program degree option
- Includes 12-credit professional internship
- Ideal for students entering the workforce immediately upon graduation

Bachelor of Science (BS)

- 120 Credit Hours (4 Years)
- Well-suited to students interested in pursuing graduate degrees in Agricultural Education, Agricultural Economics or Business Administration
- Relative to the BT, the BS requires more Liberal Arts coursework, fewer technical elective courses and no mandatory internship

Advisement Tracks

If your program has multiple advisement tracks, the differences and advantages among them should be clear on the website. Give us the titles of the different tracks, what students can expect from them and how it's

beneficial to a student's goals in the future. *For instance, Applied Psychology offers students two tracks: Rural/Community Psychology and Industrial/Organizational Psychology, which each have coursework tailored to the student's focus. The Rural/Community concentration focuses on advocacy or advancement in community environments, such as family and children, youth, drug and alcohol and poverty. Students in the industrial/Organizational track will focus on business, organizational psychology, organizational communication and markets.*

Program-Unique Sections

Your program will need additional sections to show off the major's unique aspects. Most programs will use two or more from the list below, so don't think of the examples as a required listing. If you have pertinent information that you'd like displayed on the site, but don't believe it fits in any of the additional sections below, provide the info to us as "Other" with your proposed title in the online submission form.

Study Abroad

Lots of prospective students are interested in opportunities to travel, but for the cost they want to know it's a worthy educational experience.

- How does a study abroad program fit into the major's opportunities?
- Where have students gone?
- Why have they gone?
- What have they done while they were gone?

Internships

This can be as specific or broad as you'd like. Specific would be profiling students and getting information about where they interned and what they did. Broad would be listing a sample of the types of internships students have held in the past.

- Brief statement about how internships fit into the program curriculum (required, optional, length of typical internship, etc.)
- Specific or broad list of internship sites

Alumni Success Stories

You may be in contact with alumni who have become leaders in their fields or are testaments to the program's reputation. Please provide contact information to us so that we may reach out for alumni perspectives on your program. Or, in a broader sense you can provide a list of what jobs alumni currently hold and where.

Graduate Program Opportunities (bachelor's programs only)

- How does the program prepare students for graduate study?
- Do we have articulation agreements with other schools?

Senior Capstone

- Explanation of the purpose and your particular process for learning application
- Examples from past years

Facilities and Tools

- Any labs or tools that provide a unique learning environment by your program's area
- E.g. Early Childhood students use the Childhood Development Center; Culinary students work in state-of-the-art labs, use the Coby Farm and meat labs, and learn in the Rolling Hills Bistro

Student Research or Special Projects

- Opportunities for students to conduct research as an important part of your program's learning environment/process
- Examples of past student research if noteworthy
- Special projects, especially hands-on, that students have completed as an important part of your program's learning environment

Related Clubs

- Does your program have one or maybe a few related clubs that a prospective student would be interested in joining?

Accreditations and Industry Partnerships

- Does your program hold any accreditations from outside parties that are noteworthy?
- Does your program have any industry partners that add to the program's opportunities?

Scholarships

- Does your program have any internal scholarships that are designated especially for your incoming students?

Additional Resources

Program Stars

Please plan to provide us with a few names of students that you see as rising stars of your program. We will be in contact with them for student perspectives and to generate a list of potential student spotlights.

Faculty/Staff Directory

Please provide a list of current faculty/staff in your department. Each name will eventually link to their full faculty bio in the experts directory, once they fill out their information. Faculty are each encouraged to [fill out the online form here](#). Faculty members can have a new headshot photo taken by scheduling with Mohamed.

Program Photos

All visible people in photos that go online must have a signed [SUNY Cobleskill photo release](#). Photos can be taken by faculty and staff, however, photos used on the website will be utilized at the discretion of the Webmaster and still require signed photo releases. If you have specific photo opportunities or requests, please use [the Communications & Marketing request form](#).

Keywords

What are some keywords or phrases users may be searching on the internet for your program? This could be buzzwords or industry jargon, or other names for the major that may be used by different schools.