KENT
STATE
UNIVERSITY®

Welcome!

Due to an anticipated 50 attendees, we’ll start closer to 9:05 to allow people to get logged on!

University Website Academic Program Pages Transition to Leveraging Catalog Content

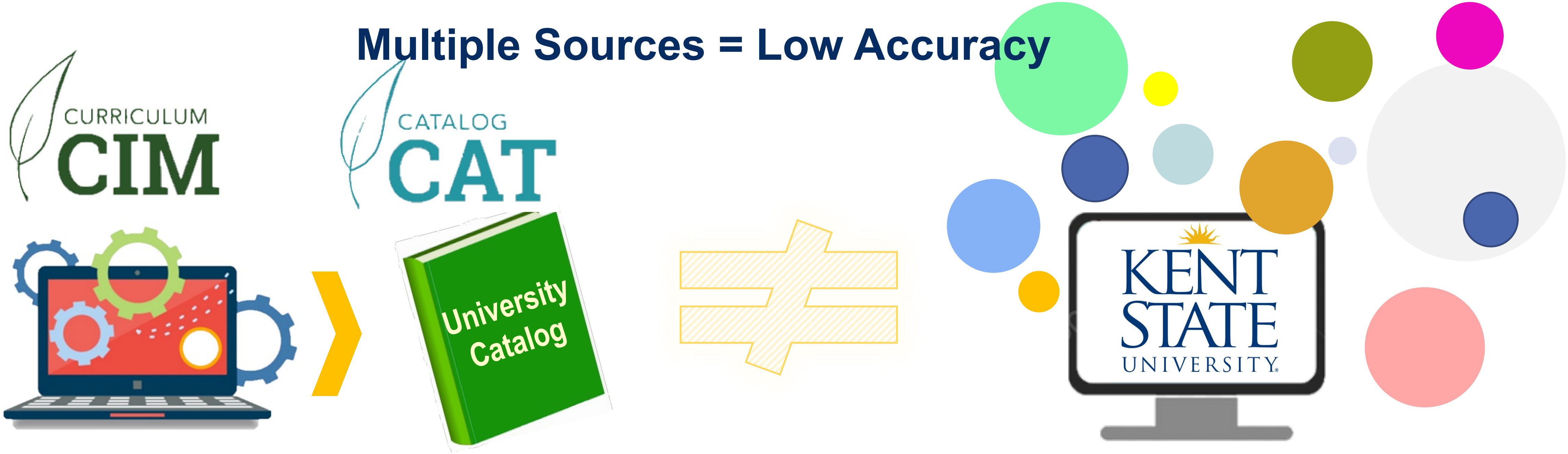
Division of Academic Affairs
Division of University Communications and Marketing
Division of Information Technology

Why?

- To ensure curriculum accuracy across the university as a commitment to our students and to meet legal mandates

Current State of Communicating Curriculum

Multiple Sources = Low Accuracy


CURRICULUM
CIM
CATALOG
CAT
University Catalog
KENT STATE UNIVERSITY

CourseLeaf Software is the official repository of approved curriculum:

- Program requirements
- Admission criteria
- Course information

College, department, school and campus websites:

- Decentralized maintenance
- No oversight on information published on curriculum

The Rationale & Challenges

- Rationale
  - Keep web visitors and future students on department web pages
  - Ability to add custom content

- Challenges
  - Duplicate content
  - Outdated and eventually inaccurate content
  - Orphaned pages
  - Compliance issues

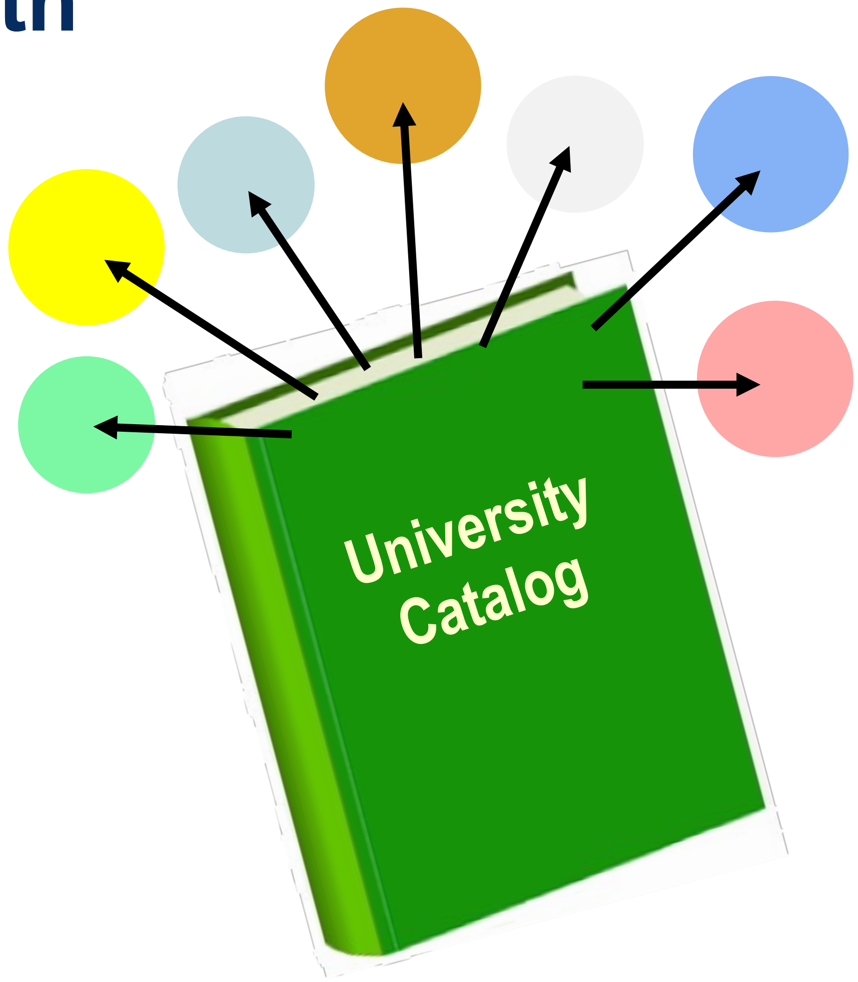
Compliance Issue

- During the reauthorization of Kent State's *Program Participation Agreement* for continued eligibility for federal financial aid, the **U.S. Department of Education documented inconsistencies** in how program requirements (including graduation GPA) were being shared on Kent State University academic web pages.
- On our public websites, some colleges link to the catalog to see program requirements and some have the **information posted on their own pages**.
  - Based on the audit from Department of Education, there is concern that this information does not always match.
  - An internal audit found more than 70 KSU webpages with embedded curriculum and other graduation requirements.

Examples

Solution - API Integration with Catalog

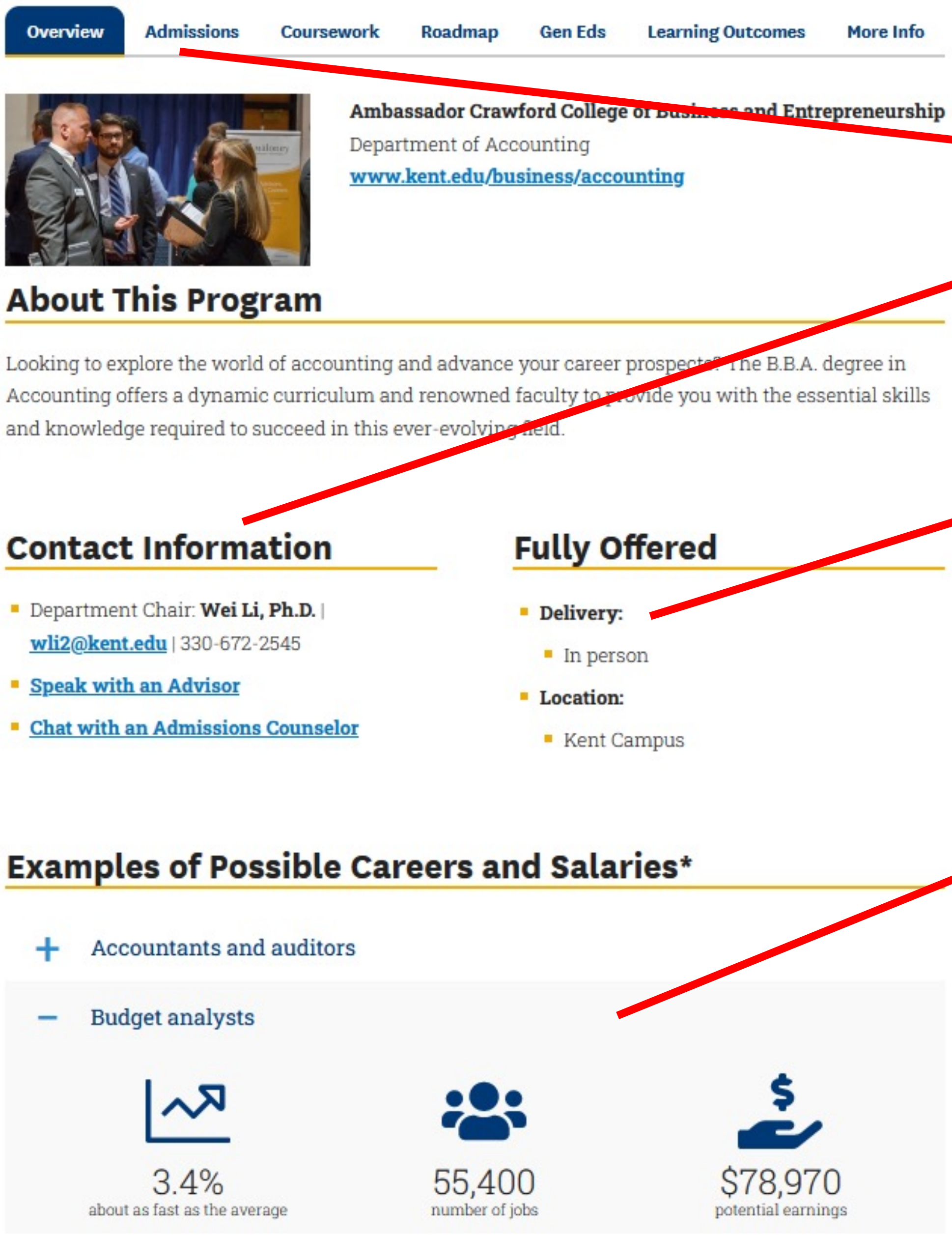
All departmental websites will pull information directly from **this SINGLE OFFICIAL SOURCE**



Benefits:

- No duplicated content
- Assurance that information across websites is consistent and accurate
- Updates automatically each year when new catalog is published, reducing edits for webmasters
- Users stay on the department website rather than transfer out to catalog site

University Catalog



Ambassador Crawford College of Business and Entrepreneurship

Department of Accounting

www.kent.edu/business/accounting

About This Program

Looking to explore the world of accounting and advance your career prospects? The B.B.A. degree in Accounting offers a dynamic curriculum and renowned faculty to provide you with the essential skills and knowledge required to succeed in this ever-evolving field.

Contact Information

- Department Chair: **Wei Li, Ph.D.** | wli2@kent.edu | 330-672-2545
- Speak with an Advisor
- Chat with an Admissions Counselor

Fully Offered

- **Delivery:**
  - In person
- **Location:**
  - Kent Campus

Examples of Possible Careers and Salaries*

+ Accountants and auditors

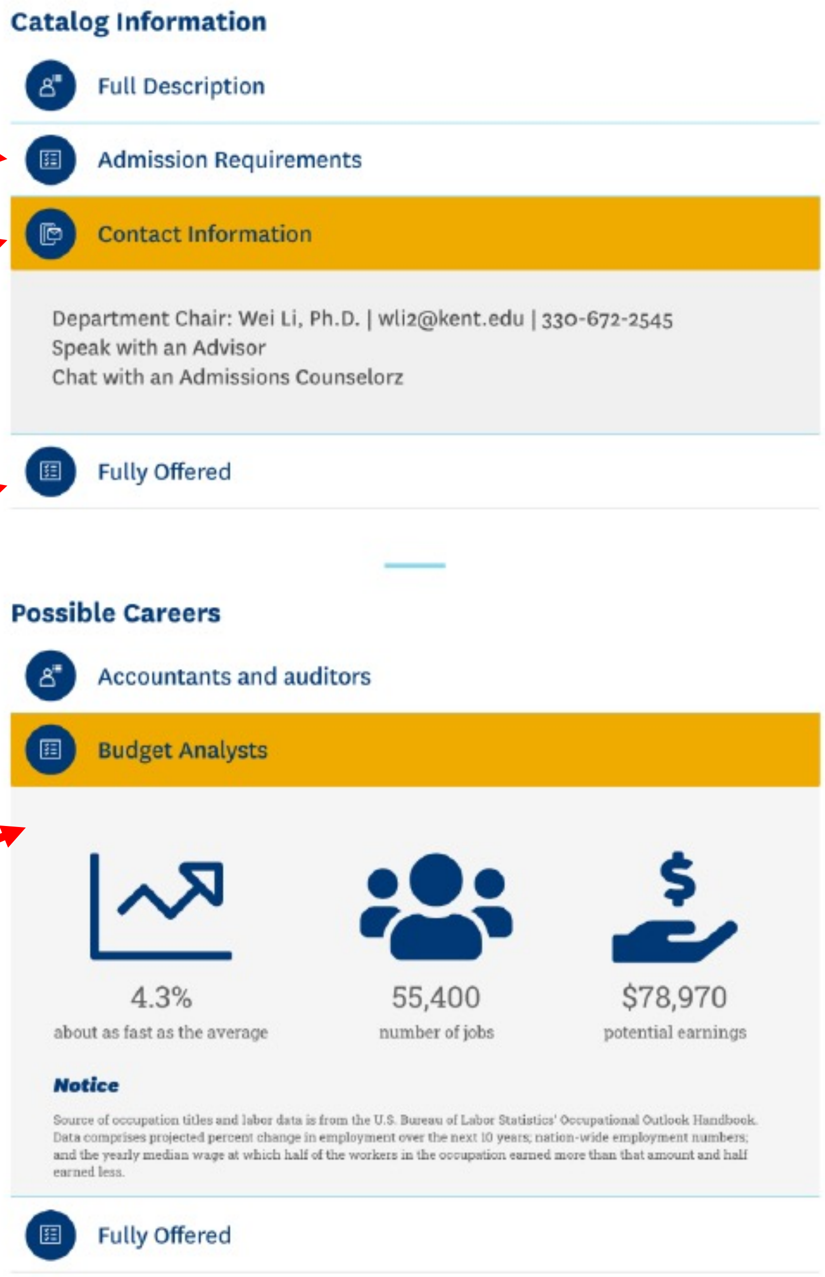
– Budget analysts

3.4%
about as fast as the average

55,400
number of jobs

$78,970
potential earnings

Departmental Website



Catalog Information

Full Description

Admission Requirements

Contact Information

Department Chair: Wei Li, Ph.D. | wli2@kent.edu | 330-672-2545
Speak with an Advisor
Chat with an Admissions Counselorz

Fully Offered

Possible Careers

Accountants and auditors

Budget Analysts

4.3%
about as fast as the average

55,400
number of jobs

$78,970
potential earnings

Notice

Source of occupation titles and labor data is from the U.S. Bureau of Labor Statistics' Occupational Outlook Handbook. Data comprises projected percent change in employment over the next 10 years; nation-wide employment numbers; and the yearly median wage at which half of the workers in the occupation earned more than that amount and half earned less.

Fully Offered

Demo Links

Exclusions

- If you wish to continue to link to the catalog, you may opt out
- However, all information about an academic program in the catalog must be accessed from the catalog if you choose that route – and many of you are currently using that approach

Communication to Date

- April 12 – Meeting with the provost
- April 18 – Meeting with Academic Leadership Group
- May 5 – Meeting with Chairs and Directors Council
- May 9 – Meeting with Undergraduate Deans Council
- May 15 – Meeting with Graduate Dean's Advisory Council
- July – September – Meetings with webmasters and program coordinators who update their websites

---

- July - September – Webmaster trainings and open lab sessions
  – Relaunch of departmental program pages

Next Steps: Implementation

- **Work with your webmasters, Marcom RC team and each of you to implement**
  - Take this opportunity to scan the rest of the site for enhancements
  - Run page exports and review necessity of all pages in your site
    - Demo link
  - Verify each academic department website has the required Schedule Advising CTA
  - Use this opportunity to add some meta data to support SEO
  - Track page deletions to share reduced footprint with leadership
  - Goal: Implementation on a rolling basis and have all sites set by September
- Support materials will be added to UCM website
- Discussion on format
  - Group format working sessions – open labs promoted but sign ups to ensure staffing
  - 1:1 with UCM
  - Webmasters can work independently and log / report results back to UCM

Support Materials

- **Accessible from Guide to Web Standards Content Section**
  - https://www.kent.edu/web-standards/content
- **Open Labs**
  - Group format working sessions – open labs promoted but sign ups to ensure staffing
    - https://www.kent.edu/webteam/training-registration-form
    - Accessible from: https://www.kent.edu/webteam/training
  - We will run page export reports prior to for anyone attending provided they have registered 2 business days in advance
  - You can request the page exports before you are ready to register if you'd like to do prework/housekeeping
    - www.kent.edu/websupport
- **Webmasters can work independently**
  - Will need log / report results back to UCM, capturing
    - New NIDs
    - Deleted NIDs

Timeline

- **Week of 7/31 pilot session**
- **Week of 8/7 small sessions**
- **Week of 8/13+ fuller schedule**
- **Goal: October wrap**
  - Challenges: limited staffing, vacations, holidays
- **Hard stop for implementation: Dec. 8**

Thank you!

Questions?