Program Discovery and Planning | Integrated Online Services

We would like to gather the most updated and comprehensive information in relation to your program. This information will be used to create the program page on the CU Online website as well as any additional marketing assets.

To complete this questionnaire, you will need to pull together a number of resources about your program. Not every question may apply to your program however the more information you can provide us the better we can represent your program to potential students.

When finished, please email this document and any attachments to Sarah Wallace at sarah.wallace@cu.edu. Once received, additional meetings may be scheduled to clarify information or collaborate on the content that will represent your program.

Date of Completion:	Name and Title:

Program Overview (* indicates required field)

Campus*	
School/College*	
Name of Program or Certificate* (Catalog Program Name)	
Alternate name(s) of Program or Certificate*	
Degree Level*: Graduate/Undergraduate/NA (for certificates)	
Which best describes your program modality/format as it currently exists?*	**Your Response:** A. Completely Online (100% of courses have been developed and are delivered online) B. Hybrid (The majority of courses are online, but there are some in-person or on-campus requirements) C. On-Campus Only (Minimal to no online courses offered at this time) D. Unsure
Points of Contact* Please identify the primary point of contact for this project and any additional relevant contacts or stakeholders. You	**Examples of relevant individuals:**

may want to collaborate with some of these contacts to aid in completion of applicable sections.	

Program Details (* indicates required field)

Total Number of **Online** Courses Offered in Program	
List any program concentrations* (i.e., tracks, specializations, certificates, and/or majors) and appropriate nomenclature (e.g., "Concentration," "Specialization," "Major," etc.). For each listed concentration, include a brief description. Are these tracks selected at the time of application or after admission?	**Program offerings:** **Basic requirements:**
Existing academic details: 1. Please also provide a link to the program's website. 2. Please provide a link to the course catalog where the full course descriptions are located. 3. If you have a degree/advising plan, please attach to the email. 4. Link to academic calendar with key dates.	**Link to program's website:** **Link to course catalogue:** **Graduate student handbook:** **Degree/advising plan (attach to email):** **Link to academic calendar:**
What is the student:faculty ratio?	
Are there any Professional Accreditations associated with this program (such as AACSB, CACREP, CSWE)? Please list.*	
Does this program lead to any type of certification, endorsement, or licensure? Please list.	

How many months are required to complete the degree for a full-time student (e.g., 24 to 36)?	
Total Number of Credits to Earn Degree/Certificate*	
Maximum number of courses students are able to take per semester (if applicable).	
What are the learning outcomes associated with this degree program? If this information is available on the program website, a link can be provided.	
Does this program culminate in a final project or thesis? Please briefly describe.	
Is there an internship requirement? Is it a virtual internship or in their home communities?	
Do you currently track fully online students? If so, please share relevant data.	
Any On-Campus Requirements (how long, how often, where)	
What are the length of courses during the regular Fall and Spring term for this major? (e.g., 8-weeks, 16-weeks, both 8- and 16-weeks).	
What are the length of courses during the Summer?	

Program Differentiators

What makes this program stand out? Particularly note any unique characteristics, opportunities that draw students to this particular program.	
Has the program received any awards or recognitions? (e.g., rankings on U.S. News and World Report)	
Please list any faculty accolades (e.g., awards received, research or industry recognition, highly-cited publications). A	

link can be provided if this information is reported elsewhere.	
What institutions and programs are your primary competitors? (Can include local/regional/national). Please note any differentiators with these competitors.	

Marketing
This section might be better completed by individuals who work on your program's marketing efforts. Feel free to share this document with appropriate team members.

Do you currently do any marketing for your program? If so, do you do this in-house or do you use an external vendor (and whom?)?	
Program Description It is recommended to provide a paragraph description of the program, what the students will learn. Include and/or send your program's outcomes. Note: This is one of the first things a potential student will see about your program once CU Online introduces them to the program.	
Program testimonials or a quote from Program Director, Faculty, or Alumni including full name and title of person being quoted.	
Do you have any notable alumni or students that would be willing to serve as "program ambassadors" in marketing materials? Are there any unique faculty accolades that should be highlighted about this program?	We are working to identify potential ambassadors and will follow up with you. **Name:** **Occupation:** **Highlights about this individual:**
Are we able to place tracking pixels on non-CU Online sites to build audiences for your program?	Yes/No/Unsure (select one)
Please attach two or three high resolutions images that illustrate your program.	

Admissions Information

Admissions Requirements Please copy and paste the published information regarding admissions for this program so that we can include it on the CU Online program page. You can also provide a link to the page on your website.	
Admission Requirements, cont. Please include any information here that is not noted in the information shared above.	
What are the Standardized Testing Requirements for this program? **Important Note: Due to COVID-19 and limitations with access to testing and some transcript information, please note what your program is doing to remove barriers and/or adjust these requirements?**	
Testing requirement waivers: For graduate, are waivers available for GMAT/GRE testing? Please describe what would qualify a student for a waiver.	
Who makes the admission decision for this program? (e.g., Individual, Committee, Undergrad/Grad Admissions Office)	
How long does it typically take for an admissions decision to be made?	
Is there an application fee? What is the amount? Please note if waivers are granted.	

Number of times per year students are admitted and begin the program (e.g., Three if students start at the beginning of Fall, Spring, and Summer Semesters)	
Application deadline(s) for each start **Note: Application Deadlines are required to be as close to the start date of the next entry point as possible**	
Are there any prerequisite requirements? If so, please describe.	

Information for Enrollment Navigators (EN)
(ODE staff who provide guidance to fully online students through the admission and enrollment process.)

Are there any planned changes or updates to your program that prospective students should be aware of?	
If/when an Enrollment Navigator (EN) receives a question that they are unable to answer, do you prefer for the EN to reach out to your primary point of contact and relay the answer back to the potential student, or connect the potential student directly to a departmental contact?	
At what point in the prospective student lifecycle do you prefer the Enrollment Navigator to transition the prospective student to your team (at application, at admit, at enrollment, etc.)?	

Tuition and Fees

Total In-State Tuition (include and list all fees). Please note if there are any fees waived for fully online students.*	
Total Out-of-State or Online Tuition (include and list all fees). Please note if there are any fees waived for fully online students.*	
Are there any disclaimers or information that need to be included with tuition rates?*	

Are online students eligible for departmental scholarships (if any). Are there Graduate Assistantships and/or Fellowships available for online students?	

Course Information

What Learning Management System is used to host the courses of this degree?	
What systems are used to track learning outcomes/grades? (e.g., LMS, CU-Data, other)	
Briefly describe the elements that are typically included in the online courses of this program? For example, are there asynchronous sessions, synchronous sessions, videos, group activities, essays, proctored exams, etc.? Are there any unique program or curricular attributes to highlight?	
Are required courses offered regularly and/or sequenced? (Note: Please share the recommended degree pathways for your fully online students. This includes term-by-term course enrollment information in order to complete within the designated/advertised timeframe. If this is included in the provided degree/advising plan, please make note.)	

Student Characteristics

What is a typical career path for graduates of this program? Related question prompts provided to the right. (Optional: Any relevant career data, information or content that supports the earning of this degree or taking this program.)	
What does a well-qualified student look like? Should anyone be discouraged from applying?	

Are there particular industries or fields-of-study where your students typically come from?	
Provide any recommendations that are provided to students (**particularly non-traditional students**) to help with their academic success. For example: Are there hours of study per week recommended to students? If so, what is that recommendation?	
What are the common barriers to success that students face in this program (e.g., writing, tutoring needs, difficult courses/subject areas, etc.)?	
Are there student organizations, social network groups and any departmental professional opportunities available to online students?	