**Program Description Guidelines (for Catalog)**

A program description should:

* Be written from a learn-centered perspective. Consider starting the description with an impactful statement or question directly related to the discipline or program that will draw prospective learners in or arouse curiosity about the program.
* Provide a meaningful explanation of what students will learn and experience, including an indication of the depth and breadth of what is learned in the program.
  + Key concepts, themes, principles, attitudes, values, and other attributes
  + Ensure that the description broadly reflects and aligns with the focus and intent of the program learning outcomes.
* Give students factual and specialized information to make informed choices about their education and fit with the program, and share the knowledge, skills and abilities they will develop.
  + Are there significant, unique, or applied learning opportunities that students will experience.
* How the program prepares student for life and work; provides an indication of potential career and academic pathways and opportunities for graduates.
  + Graduate options, licensing, requirements, or exams needed for practice, as applicable.
* Use clear, accessible, and dynamic language and vocabulary that will appeal to the audience and reflect the nature of the discipline, field, or vocation.
  + Program descriptions may be reviewed by other institutions, current and prospective students, accrediting bodies, employers, and others inside or outside the University. They should be easily understood by the general public and not couched in departmental or university jargon.
* Be approximately 150-300 words, depending on the length and complexity of the program.