

Organizing Content on Your Academic Department Website

Academic Department Homepages

The screenshot shows the UA Little Rock Department of Applied Communication homepage. At the top is a navigation bar with 'Quick Links' and a search bar. Below it is a secondary navigation bar with links for ADMISSIONS, ACADEMICS, STUDENTS, COMMUNITY, RESEARCH, and ABOUT. The main header area features the text 'APPLIED COMMUNICATION' with a large number '1' next to it. Below the header is a row of three links: 'Request Information', 'Advising', and 'Communication Skills Center', with a large number '2' next to the last link. The main content area is dominated by a large image collage with the text 'APPLIED COMMUNICATION' overlaid, and a large number '3' in the top right corner. Below the collage is a section titled 'Fostering the co-creation of better social worlds through positive communication' with a large number '4' next to it. This section contains a paragraph about the department's mission, a paragraph about online/hybrid course options, and a paragraph about undergraduate programs. Below this is a section titled 'Explore Our Programs' with a large number '6' next to it, listing 'Bachelor of Arts in Applied Communication', 'Master of Arts in Applied Communication', 'Minors: Applied Communication and Professional Communication', and 'Graduate Certificates'. Below the list are two buttons: 'STUDENT SPOTLIGHTS' and 'ALUMNI NETWORK', with a large number '7' next to the second button. To the left of the main content are two vertical columns of links. The first column, under the heading 'About Who We Are', includes 'Leadership Lecture Series', 'Student Spotlights', and 'News', with a large number '8' next to it. The second column, under 'Undergraduate Programs', includes 'Bachelor of Arts', 'Minors', 'Advising', and 'Student Stories'. Below these are 'Graduate Program' links: 'Master of Arts', 'Admissions', 'Graduate Assistantships', 'Alumni Network', and 'FAQ'. The third column, under 'Opportunities', includes 'Scholarships', 'Graduate Assistantships', 'Internships', 'Lambda Pi Eta', and 'Future Career Opportunities'. At the bottom left is a 'Contact' section with a large number '9' next to it, providing the department's address, phone number, and email. To the right of the contact info is an 'Interact' section with Facebook and Instagram icons. Further right is a 'University News' section with three news items: 'UA Little Rock Hosts Artist Yelena Petroukhina's Work in New Exhibit', 'UA Little Rock Honors Weigel, Loftus, Willis with 2022 Staff Achievement Awards', and another item partially visible.

Ex: Department of Applied Communication Homepage
ualr.edu/appliedcomm

- 1. Site Title:** This should be your program, school, or department name, but should not include "Department of."
- 2. Task Navigation:** Utilize this space to include important links that are based on your site's analytics (most visited pages). The Task Nav could also include your programs, as seen on the Nursing homepage. The number of links is limited by space available. Using a Task Nav is not required.
- 3. Featured Image:** This can include the program/department name but is not required. The images seen in this document were created by the Web Team. Featured images should not include a wordmark or logo and all images should include real students/faculty/staff/alums. Only high-res images can be used and featured images must be sized correctly.
- 4. Homepage Title:** Automatically formatted as the Heading 1 (H1) of the page.
- 5. Opening Text:** This should be written in a conversational style and should be focused on marketing the program(s). Think about what you would tell a future student about your exceptional program(s). Keep this text brief and use plain language.
- 6. List of Programs:** List/link your programs with their correct degree name. These can link to the program pages on your site.
- 7. Homepage Buttons:** If there is room on the homepage, consider including buttons to link to your student stories, a list of career opportunities, and/or research news.
- 8. Site Navigation Menus:** Similar menu items should be grouped together to best meet students' needs. Recommended menus for your homepage:
 - » About
 - » Undergraduate Programs
 - » Graduate Programs
 - » OpportunitiesThis will allow both future and current students to easily find the information that is most important to them. Creating a menu called *Opportunities* is a helpful way to group items like scholarships, future career opportunities, student research, and student success stories.
- 9. Site Footer:** The footer should always include accurate contact information. The footer can include up to four widgets, such as:
 - » An RSS feed of university news
 - » Current badges for rankings (as seen on the Nursing homepage)
 - » Social media links (if the accounts are maintained)

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Academic Department Homepages Continued

The screenshot shows the UA Little Rock School of Nursing homepage. At the top is a dark red navigation bar with the UA Little Rock logo on the left and 'Quick Links' with a search icon on the right. Below this is a light grey menu bar with links for ADMISSIONS, ACADEMICS, STUDENTS, COMMUNITY, RESEARCH, and ABOUT. The main content area has a dark grey header with 'SCHOOL OF NURSING' and a callout '1'. Below this is a row of four buttons: 'Pre-Admission Info Session', 'Become an RN', 'LPN/Paramedic to RN', and 'RN to BSN', with a callout '2'. A large hero image features four nursing professionals and the text 'SCHOOL OF NURSING', with a callout '3'. Below the hero image is a 'School of Nursing' section with a callout '4'. This section contains a notice about application deadlines (callout '5'), a paragraph about the program, a paragraph about hands-on learning, and a paragraph about program options. Below this is a 'Nursing Program Options' section with a callout '6' and a bulleted list of programs. At the bottom is a 'Contact' section with a callout '9' and contact information. To the right of the contact information are three accreditation logos: the Accreditation Commission for Education in Nursing (ACEN), the American Nurses Credentialing Center (ANCC), and the U.S. News Best Nursing Program award for 2022.

1. Site Title
2. Task Navigation
3. Featured Image
4. Homepage Title
5. Opening Text
6. List of Programs
7. Homepage Buttons
(Not used for this page)
8. Site Navigation Menus
9. Site Footer

Ex: School of Nursing Homepage
ualr.edu/nursing

Organizing Content on Your Academic Department Website

Academic Department Program Pages

11. RN to BSN Path

- [Overview](#)
- [Pre-Admission Advising](#)
- [Curriculum and Progression](#)
- [Admission Requirements](#)
- [How to Apply](#)
- [Cost and Scholarships](#)
- [FAQs](#)

10. RN to BSN Program

The RN to BSN program offers registered nurses and soon-to-be graduates of [AAS in Nursing](#) programs the opportunity to earn their Bachelor of Science in Nursing (BSN). This program is entirely online and is an excellent path for nurses who are ready to advance their career.

Our [12-month and 18-month](#) track options allow students the ability to further their education at a pace that best fits their needs, while working as an RN or while completing the last semester of their associate's degree.

The BSN courses cover the areas of health assessment, wellness promotion, economics, research, legalities, leadership, and advocacy. These courses will enhance your skillset, employment potential, and future educational opportunities.

For more information, please [contact us online](#), or [send an email](#) to the Academic Counselor and Enrollment Coordinator.

12. Admission Requirements | Curriculum | BSN Application

Contact
School of Nursing
501-916-3081
501-916-3146 (fax)
[More contact information](#)

Accreditation Commission for Education in Nursing

Accredited by the American Nurses Credentialing Center

U.S News Best Nursing Program

10. Program Page Title:

The page title on your program page should be the full name of the degree. It is best to write out "Bachelor of Arts," "Master of Arts," etc, on first or second reference. Many students and families may not be familiar with the acronyms for academic degrees.

11. Page-Specific Menus:

It is strongly recommended that your program pages only display menus that are related to that program. For example, this RN to BSN page only includes a menu with links to information that is specifically related to that program. This is called a **Page-Specific Menu**. It does not make sense for an undergraduate program page to include a menu that links to information for doctoral students.

12. Program-Specific Buttons:

Be sure your program pages include ways for students to access important information, such as:

- » Admissions requirements
- » How to apply
- » Advising
- » Department scholarships
- » How to request more information

Instead of creating a page to list the courses or curriculum, it is best to link directly to the Academic Catalog, as this is the original source of that information. This also applies to general information about financial aid, campus maps, student resources, registering for classes, etc. Please link to the original source of information instead of copying and pasting that content to your site. There is no need to recreate the wheel.

Ex: School of Nursing: RN to BSN Program Page

ualr.edu/nursing/rn-to-bsn

Organizing Content on Your Academic Department Website

Academic Department Program Pages Continued

10. Program Page Title

11. Page-Specific Menus

12. Program-Specific Buttons

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Quick Links

ADMISSIONS ACADEMICS STUDENTS COMMUNITY RESEARCH ABOUT

SCHOOL OF CRIMINAL JUSTICE AND CRIMINOLOGY

[Student Scholarships](#) | [Our Faculty](#) | [Request Information](#)

11 Undergraduate Programs

- [Associate of Science](#)
- [Bachelor of Arts](#)
- [Criminal Justice Minor](#)

Opportunities

- [Student Scholarships](#)
- [Organizations](#)
- [Student Success Highlights](#)
- [Research Experiences for Undergraduates](#)
- [Community-Based Reentry Program](#)
- [Inside Out](#)

About

- [Faculty](#)
- [Staff](#)
- [Contact Us](#)
- [Message from Director](#)

Bachelor of Arts in Criminal Justice 10

The Bachelor of Arts in Criminal Justice is designed for students pursuing careers in law enforcement, corrections, juvenile justice, courts, and victim advocacy. This 120-hour online degree program approaches the study of crime and justice with a unique blend of research and practice. You will explore topics in administration, criminal behavior, and a variety of correctional and criminal issues. This degree is offered both on campus and online. Courses include a 16-week format as well as an accelerated 8-week format. Students earning credits toward the [Associate of Science in Law Enforcement](#) may apply those credits toward the bachelor's degree.

Read about the [curriculum and required courses](#) for the B.A. in Criminal Justice. We also offer a [minor in criminal justice](#).

Where Our Alumni Work

- Little Rock Police Department
- Arkansas State Police
- Department of Corrections
- U.S. Marshals
- U.S. Probation and Parole Office
- Division of Youth Services
- City of Little Rock
- Department of Public Safety

After Graduation

Many of our undergrad students go on to pursue a graduate degree in criminal justice. We offer two master's degree programs:

- [Master of Arts \(M.A.\)](#)
- [Master of Science \(M.S.\)](#)

[REQUEST INFO](#) [STEPS TO APPLY](#) [SCHOLARSHIPS](#) 12

Contact
Criminal Justice and Criminology
Ross Hall 5th Floor
Little Rock, AR 72204
501-916-3195
cjdept@ualr.edu
[More contact information](#)

Interact

University News
[Kanekar Receives Lifetime Teaching Commitment Award from Academy of Teaching and Learning Excellence](#)
[Meyer Donates \\$50,000 Geared Toward Student Success for Construction Management Students](#)

Ex: School of Criminal Justice & Criminology: BA Program Page
ualr.edu/criminaljustice/ba

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Quick Links

ADMISSIONS ACADEMICS STUDENTS COMMUNITY RESEARCH ABOUT

APPLIED COMMUNICATION

[Request Information](#) | [Advising](#) | [Communication Skills Center](#)

11 Undergraduate Program

- [Bachelor of Arts](#)
- [Minors](#)
- [Advising](#)
- [Student Stories](#)

Opportunities

- [Scholarships](#)
- [Graduate Assistantships](#)
- [Internships](#)
- [Lambda Pi Eta](#)
- [Future Career Opportunities](#)

Bachelor of Arts in Applied Communication 10

The Bachelor of Arts in Applied Communication teaches students how to use a positive communication framework to ethically lead and make a difference. Students will learn the importance of practicing positive communication in interpersonal, organizational, and public contexts, and will be prepared with communication skills that can be applied across a number of professions. Our program's mission is to foster the co-creation of better social worlds through positive communication.

Students will learn to "apply" theory to everyday situations in order to improve the communication within those situations. Our curriculum is interactive in nature, with an emphasis on case studies and ethical communication across the curriculum. This helps students better understand how to use positive communication to make a difference.

Online degree option

Classes are offered in an online, hybrid, and face-to-face (or synchronous / zoom) formats to meet the needs of both traditional and non-traditional students.

Student success is important to our university and department. View more information about [financial aid, scholarships, and various campus and community resources](#).

[REQUEST INFO](#) [COURSES & CURRICULUM](#) 12

+ Learning Outcomes and Goals

Contact
Department of Applied Communication
2801 S. University
Ross Hall 120
Little Rock, AR 72204
501-916-3158
appliedcomm@ualr.edu

Interact

University News
[Meyer Donates \\$50,000 Geared Toward Student Success for Construction Management Students](#)
[Carter Recognized for Outstanding Lifetime Achievements in Engineering Communication](#)

Ex: Department of Applied Communication: BA Program Page
ualr.edu/appliedcomm/ba