

Selkirk College Program Web Content Checklist

Do you want to update your web content and ensure you are presenting your program in the best way possible? These are things to consider. We are here to help you publish content and give suggestions along the way.

Start by reviewing what you've already got going on. Pay attention to these items on our checklist.

1. Is your URL in order? Does your URL redirect work? – each program page should have a URL www.selkirk.ca/program/specificprogramname. Ensure yours reads this way. Each program has a shorter URL that we use in print materials, Viewbook, on posters and in web ads. Do you know yours? Most are www.selkirk.ca/specificprogramname
2. How does your landing page stack up? This is THE place that anyone seeking information about your program is looking. Does your opening paragraph represent your program in the best light? What do you want to highlight - employability, quality of instruction, degree pathways, who should consider the program...? What is most applicable to your discipline? You cannot highlight everything here. This is what your sub-pages are for...
3. Are your sub-pages organized in a logical way: We like to see Program Overview, Application Information, Admission Requirements, Courses and Fees, Program Outcomes, Transfers & Exchanges, Careers, Scholarships, Contacts, Faculty, Important Dates, FAQs and other pages you may have. This seems a logical flow.
4. Is your Application information up to date? Is it easy to follow?
5. Are you Admission Requirements up to date?
6. Have you included your Program Outcomes? Work with Teaching & Learning Institute on these. We can help bring them to the web. ECCE has theirs online so prospective and current students can see what they will be able to accomplish upon graduating from the program.
7. Are your listed Careers relevant? Are they realistic? Forest Technology has them organized nicely with one year out, three years out and five years out. Jobs range from logger to registered forest technologist to community forest manager. Listing them like this helps manage expectations.

8. Scholarships – Oh boy.... Where to begin... Most programs have a listing of scholarships on the web. Concerns have been raised that some of these scholarships are outdated. There are additional concerns that most listings don't include enough on how to apply. Please pay attention to this content. Being able to foot the bill for post-secondary makes or breaks a decision for some prospective students. Current students in financial crisis need easy to follow help provided.
9. Important Dates – please ensure your application deadlines, portfolio deadlines, start dates, etc are clearly indicated. Link to College Wide important dates from this page for information that pertains to all students.
10. Transferability – This is a key selling feature of Selkirk College: “start here, transfer and complete...” Does your program transfer to other institutions? Are there formal arrangements? Check out RHOT's page with links and the visual for EACSW.
11. Contacts and Faculty should be up to date as well. Are your email addresses listed for contact information working? Send a test. Are the phone numbers correct? With office changes, this sometimes gets forgotten. A correct phone number is simple but vital.
12. Check links. Broken links are just as bad as incorrect contact info.
13. What's super out dated? Are there old photo galleries still published and linked in your menu? Are your banner images from the dark ages? Are your testimonials from before 2016? Does your “In the News” feature contain stories from before 2016? Are you aware of photos recently taken that you want on your page? We have a bank of images and we are happy to help with new captures. Invite us to your classroom and on a field trip. Images are VERY important.
14. Are you aware of any statistics that would support studying in this field? Numbers are great! I recently came across this statistic and added it to the ECCE page: Based on the 2017 B.C. Labour Market Outlook, a total of 9,100 additional early childhood educators are projected to be required in B.C. by 2027. Future looks bright!