

Campus Communications Packet

Contents

Contents	1
Objective	2
Target Audience	2
Announcement Templates	3
CAMPUS ANNOUNCEMENT – NEW ACADEUM PARTNERSHIP	3
FACULTY COMMUNICATION – NEW ACADEUM PARTNERSHIP (OPTION 1)	5
FACULTY COMMUNICATION – NEW ACADEUM PARTNERSHIP (OPTION 2)	7
ADVISOR COMMUNICATION – NEW ACADEUM PARTNERSHIP	8
STUDENT COMMUNICATION – NEW ACADEUM PARTNERSHIP	9
STAFF COMMUNICATION – [GENERAL TERM] ENROLLMENT	10
STUDENT COMMUNICATION – [GENERAL TERM] ENROLLMENT	11
STUDENT COMMUNICATION – SUMMER ENROLLMENT (OPTION 1)	12
STUDENT COMMUNICATION – SUMMER ENROLLMENT (OPTION 2)	13
STUDENT COMMUNICATION – WINTER TERM	15
STUDENT COMMUNICATION FROM ADVISORS – SUMMER ENROLLMENTS	16
STUDENT COMMUNICATION – EARLY GRADUATION WALKERS (OPTION 1)	18
STUDENT COMMUNICATION – EARLY GRADUATION WALKERS (OPTION 2)	19
STUDENT COMMUNICATION – SAP - GRADE REPLACEMENT	20
STUDENT COMMUNICATION – PROBATION (OPTION 1)	21
STUDENT COMMUNICATION – PROBATION (OPTION 2)	22
STUDENT COMMUNICATION – ATHLETIC ELIGIBILITY	23
COURSE SHARING WEBSITE TEMPLATE	24
SEARCH ENGINE OPTIMIZATION (SEO) BEST PRACTICES	26

Objective

This guide provides templates to help your campus communicate about course sharing. The templates included cover the following topic areas:

- Opportunities the partnership will present for the school
- How course sharing ties to specific strategic plans or institutional initiatives
- How to position course sharing with students
- Communication about internal operations, roles and responsibilities, etc.

Target Audience

This guide is intended to support academic leaders and course sharing program managers. Specifically, the templates included here will help academic leaders communicate about the course sharing initiative to:

- Advisors and Faculty
- Registrars
- Students

Announcement Templates

CAMPUS ANNOUNCEMENT – NEW ACADEUM PARTNERSHIP

From: University President, Provost, or Chief Academic Officer

To: Academic Leadership, Advising, Faculty, Registrar, Campus Technology

Message:

Greetings [School Name] Staff,

I want to let you know about an exciting new initiative at [School Name]. We have joined the Acadeum course sharing network. [Insert information pertaining to consortial memberships where applicable.] This new partnership allows us to better serve students by providing seamless access to online courses with no need for students to leave our campus infrastructure. This initiative aligns with our strategic goals to [insert strategic direction, if applicable].

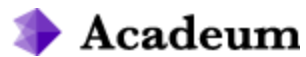
The Acadeum course sharing network facilitates online course sharing among institutions that have similar curricular goals and academic quality standards. Our goal in joining this network is to help students stay on track to completion. Students may use course sharing to repeat a course, catch up due to health withdrawals or leaves of absence, complete necessary prerequisites when they are not offered on campus during the term they are needed, and for many other needs.

Courses taken through the Acadeum course sharing network have several benefits when compared to standard transfer courses:

- Courses are transcribed as our own, which means students maintain aid eligibility
- Course grades and credits are easily transferred
- Courses are billed as our own; no application or billing setup required

Only courses that are pre-approved via the Acadeum Course Sharing platform [insert unique link to ACS course list] are available for student enrollment. Using our internal course review process, we have engaged the appropriate internal teams in efforts to approve and map courses that our students need in the Acadeum network. In instances where a course is available at our campus in the term in which it is needed, students must take that course locally. We will not approve courses that directly compete with courses that [School Name] faculty have elected to teach in a given term.

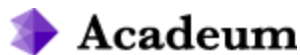
Your department leaders will schedule time with you to provide more information about this exciting opportunity as well as to describe the course sharing process, define your role in supporting students through Acadeum course sharing, and how you can leverage course sharing to support our students.



If you know of courses that students are looking to take in the upcoming term, are seeking transfer courses off-campus, or have been unable to find a suitable course offering at [School Name], please reach out to your supervisor to discuss further or direct students to the online platform: [insert unique link to ACS course list]

Learn more about Acadeum course sharing [here](#).

[Signature]



FACULTY COMMUNICATION – NEW ACADEUM PARTNERSHIP (OPTION 1)

From: Provost or Chief Academic Officer

To: Faculty

Message:

Greetings Faculty,

I want to let you know about an exciting new initiative at [School Name]. We have joined the Acadeum course sharing network. [Insert information pertaining to consortial memberships where applicable.]

At [School Name], our central focus is our students. As part of that, we strive to ensure our students are supported through their educational journey as efficiently as possible. Our membership within the Acadeum course sharing network is an additional tool to assist us in delivering on our student-centric focus.

The Acadeum course sharing network facilitates online course sharing among institutions that have similar curricular goals and academic quality standards. Our goal in joining this network is to help students stay on track to completion.

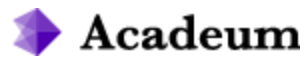
In your role as faculty, you have a vested interest in ensuring students are taking courses that not only align with [School Name] academic values, but that also offer the same quality and rigor we uphold in our own courses. As members of the Acadeum network, we are able to maintain more control over the quality of courses students usually take off campus.

Courses that are taken through the Acadeum course sharing network have several benefits when compared to the standard transfer courses taken off campus:

- Courses are transcribed as our own, which means they maintain aid eligibility and course grades and credits are easily transferred
- Courses are billed as our own; no application or billing setup required

The goal of online course-sharing is not to replace the traditional academic core of our institution but to provide an extended curriculum to supplement and strengthen the central features and commitments at [School Name]. *[Consider adding benefits that may apply to the institutions such as improved retention because students no longer take courses off campus and don't return, eliminates the need to offer independent or directed studies, ability to expand electives for majors, launch new programs sooner by leveraging course sharing while courses are developed, etc.]*

Only courses that are pre-approved via the Acadeum Course Sharing platform [insert unique link to ACS course list] are available for student registration. Using our internal course review process, we have engaged the appropriate internal teams in efforts to approve and map courses that our students need in the Acadeum network. In instances where a course is available at our campus in the term in which it is needed, students must take that course locally. We will not



approve courses that directly compete with courses that [School Name] faculty have elected to teach in a given term.

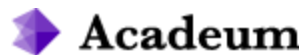
If you know of courses for which students have been unable to find a suitable course offering at [School Name], please direct them to the online platform: [insert unique link to ACS course list]

You will likely hear more about this new partnership in your department specific meetings.

Learn more about Acadeum course sharing [here](#).

Thanks!

[Signature]



FACULTY COMMUNICATION – NEW ACADEUM PARTNERSHIP (OPTION 2)

From: Provost (or Provost's Office)

To: Faculty

Subject: Approving summer courses to improve quality and control

Greetings Faculty,

As many of you already know, [SCHOOL NAME] is joining the [CONSORTIUM NAME], powered by Acadeum, to access more high quality courses from aligned institutions. Through the Consortium, [SCHOOL NAME] can oversee the quality of courses taken off campus while giving students access to financial aid and bringing back the course grade. This approach will help us streamline the student experience, keep students on track to graduation, and generate revenue for the institution that is often leaked out to another institution.

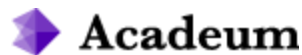
As a faculty member, we want your help selecting the most aligned online courses, so that students are prepared for the subsequent courses you teach. Through the Consortium, students may access only pre-approved courses. We will not approve any courses that are available and taught by [SCHOOL NAME] faculty for the session the student is seeking.

We have identified a number of courses that we know students need this [TERM NAME] as well as a selection of possible equivalencies for you to review and approve. Simply highlight the courses you want to approve by department. [Insert school course mapping spreadsheet].

If you have any questions feel free to contact [CONTACT NAME].

Thank you.

[Signature]



ADVISOR COMMUNICATION – NEW ACADEUM PARTNERSHIP

From: VP of Student Success or Office of the Registrar

To: All Academic Advisors

Message:

Team,

As you conduct student advising for the upcoming terms, I want to remind you that we have joined the Acadeum course sharing network. [Insert information pertaining to consortial memberships where applicable.]

This partnership allows us to better serve students by providing seamless access to online courses with flexible start dates. Through course sharing, there is no need for students to leave our campus infrastructure.

You can access pre-approved courses at the link below. Although these courses are taught by another institution, they have been vetted and approved by [School Name] administrators thereby allowing for easier transfer of grades and credit hours. These courses will automatically be transcribed as our own course on students' official transcripts.

As you identify students who may benefit from course sharing, please review the available courses with them and outline the benefits in terms of expanding options to get back on track or prepare for the next term.

We encourage you to review the list of pre approved courses and prepare to advise students of this option where applicable. Please reach out to your department leaders for additional guidance or to address any questions.

Access pre-approved courses here: [insert unique link to ACS course list]

Thank you,

[Signature]



STUDENT COMMUNICATION – NEW ACADEUM PARTNERSHIP

From: VP of Student Success or Office of the Registrar

To: Students

Message:

[School Name] Students,

Your continued success at [School Name] is our top priority. As part of our commitment to support your academic progress, we have partnered with peer institutions to offer you additional online course options with flexible start dates through Acadeum Course Share. These courses expand upon our existing [term name] options, and have been pre-approved for enrollment by campus administration.

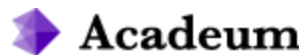
If available course options for [term name] do not meet your needs, talk to your advisor about taking an online course through our course sharing platform. When you take a course through Acadeum Course Share, your final grade and credit hours will be counted towards your degree.

Access the list of pre-approved courses in the link below. You will be prompted to create a student account using your school email.

Talk to your advisor about options you are considering and send an enrollment request through your student account via the link below. Once we have reviewed your request, you will receive login information for the course.

Access pre-approved courses here: [insert unique link to ACS course list] Please contact your advisor if you have any questions or concerns.

[Signature]



STAFF COMMUNICATION – [GENERAL TERM] ENROLLMENT

From: VP of Student Success or Office of the Registrar

To: Academic Leadership, Advising, Faculty, Registrar

Message:

[School Name] Staff,

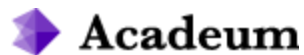
As you may already know, [School Name] joined [Link to Acadeum website] to access more online options to support student progress. With [Term] approaching, the Acadeum partnership is a critical tool to help students succeed while providing [School name] more control over the quality of courses being taken off campus.

If you know of a student who may need to take a course this [Term] to catch-up, replace a low grade, or complete their degree, please direct them [insert unique link to ACS course list] where they can request pre-approved online options.

Let me know if you have any questions about this program and the benefits to students and [School Name].

Thank you,

[Signature]



STUDENT COMMUNICATION – [GENERAL TERM] ENROLLMENT

From: VP of Student Success or Office of the Registrar

To: Students

Message:

Hello [Student Name],

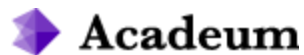
Take advantage of the [Term] by getting ahead on progress toward your degree completion! [School Name] has pre-approved online course offerings from peer institutions for automatic credit and grade transfer upon completion.

Please visit [insert unique link to ACS course list] to browse and request enrollment from a catalog of courses with start dates throughout [Term], as well as self-paced course terms ranging from four to eight weeks to fit your needs. These additional courses are offered through our partnership with Acadeum, and maintain the same academic quality and rigor that [School name] continuously provides.

Note: Unlike other transfer courses, these pre-approved online courses are eligible for financial aid and grade transfer. Please reach out to your advisor with any questions.

We are here to help,

[Signature]



STUDENT COMMUNICATION – SUMMER ENROLLMENT (OPTION 1)

From: VP of Student Success or Office of the Registrar

To: Students

Message:

Dear [Student Name],

[School Name] is excited to offer you an extended Summer term with more online options that will count toward your degree and help you make progress while you're away from campus. You can log in and register for these courses [insert unique link to ACS course list] via a catalog powered by Acadeum, our partner in coordinating these online course equivalencies from other institutions. Courses taken through Acadeum maintain the same academic quality and rigor that [School name] continuously provides.

We encourage students to participate in Summer courses to:

- Catch up on a prerequisite or waitlisted course you need to take to stay on track
- Get ahead on courses credits that count toward your degree to finish faster
- Replace a low grade on your transcript with the equivalent course and boost your GPA

The Summer term starts on [term start date] and runs through [term end date], but you should register as soon as possible to review course materials and prepare. You will be billed [amount] for these courses and the credits will count toward graduation and your transcript to help you be in good standing for Fall and beyond. Please reach out if you have any questions.

Thank you,

[Signature]

STUDENT COMMUNICATION – SUMMER ENROLLMENT (OPTION 2)

From: Academic Advisors to encourage students to apply for Summer Pell and enroll

To: Students

Message:

Students,

If you are interested in enrolling in Summer [Year] courses, please contact the Office of Financial Aid to discuss your aid eligibility for this term. Then meet with your academic advisor to review your audit and select appropriate courses. In addition, students who are eligible to receive Pell Grant funding should review the attached Federal Pell Grant Award Chart for Summer [Year]. This chart shows the amounts for Year-Round Pell, or Summer Pell Grant, funding that will be awarded based on your Estimated Family Contribution (EFC). The EFC can be found on your Student Aid Report (SAR). The SAR is generated from the Free Application for Federal Student Aid (FAFSA) you submitted.

Students must attend a minimum of 6 credit hours for the Summer [year] term to receive Pell Grant funding. Please contact the Office of Financial Aid with any questions or concerns.

(Insert signature)

How to Use the Federal Pell Grant Award Chart for Summer [year]

1. Locate your [Year] EFC on your paper or electronic SAR. Your SAR can be accessed online at <https://www.FAFSA.gov>. You will need your FSA ID to be able to view and download your SAR.
2. Determine your enrollment status credit weighting: Full-time = 12 or more credits; 3/4 time = 9-11 credits; half-time = 6-8 credits; and less than 1/2 time = 1-5 credits.
3. Identify your EFC: On the Pell Grant Award Schedule listed on the following two pages, look at the left-hand column labeled Expected Family Contribution (EFC) and find the range of numbers containing your EFC.
4. Locate projected award amount: Look at the columns to the right labeled with the different enrollment statuses. For each enrollment status, there is a grant amount indicated. The appropriate Summer [Year] Pell Grant award amounts for every EFC is printed for each enrollment status. Find the column for your enrollment status and move across the same row as your EFC until you find the award amount for your anticipated enrollment status.

Federal Pell Grant Ineligible Categories

- If you have already earned a bachelor's degree, either abroad or within the U.S., you are not eligible for the Federal Pell Grant regardless of your EFC.

- If you are pursuing a graduate degree, then you are not eligible for the Federal Pell Grant regardless of your EFC.
- If you were Selected for Verification and failed to submit required documents or your FAFSA is in a rejected status, you will not have an EFC and you will not be able to determine your Federal Pell grant eligibility until the rejected status has been resolved. Refer to the comments in your SAR or speak with a financial aid representative for assistance in resolving this issue.

Lifetime Eligibility Usage

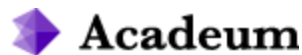
The Federal Pell Grant Program allows a student to receive up to 6 full-time years or 600% of the Federal Pell Grant award. This 6-year limitation is called Lifetime Eligibility Usage (LEU). If you are in your last year of Federal Pell Grant eligibility, it is possible that your Federal Pell Grant award may be reduced, regardless of your EFC, to meet the LEU requirement.

Year-Round Pell/Summer Pell

Eligible students can receive up to 150% Pell Grant funding each academic year. This means that eligible students that have used their Fall and Spring Pell Grant funds, can receive an additional 50% in Pell Grant funding for the Summer. Eligible students must be registered at least half-time and be in good academic standing to receive this funding. Please contact a financial aid representative if you have any questions.

[Insert EFC, Full-Time, Three Quarter Time, Half Time grid below]

Expected Family Contribution (EFC)	Full-Time (12 or more credits)	Three Quarter Time (9-11 credits)	Half-Time (6-8 credits)



STUDENT COMMUNICATION – WINTER TERM

From: VP of Student Success or Office of the Registrar

To: Students

Message:

Dear [Student Name],

[School Name] is excited to offer you a Winter term with more online options that will count toward your degree and help you make progress while you're away from campus. Complete courses from wherever you are; no campus access required. You can login and register for these courses [insert unique link to ACS course list] via a catalog powered by Acadeum, our partner in coordinating these online course equivalencies from other institutions. Courses taken through Acadeum maintain the same academic quality and rigor that [School Name] continuously provides.

We encourage students to participate in Winter term courses to:

- Catch up on a prerequisite or waitlisted course you need to take to stay on track before the Spring term
- Get ahead on course credits that count toward your degree to finish faster
- Replace a low grade on your transcript with the equivalent course and boost your GPA
- Eliminate the need to stay an extra semester to make up courses to graduate
- Get a head start on general education and pre-requisite courses

The Winter term starts on [term start date] and runs through [term end date], but you should register as soon as possible to review course materials and prepare. You will be billed [\$amount] for these courses and the credits will count toward graduation and your transcript to help you be in good standing for Spring and beyond.

If you are receiving federal financial aid, please contact us to determine eligibility and status in the Winter term. Reach out to your Advisor or the Office of the Registrar if you have any questions and for additional support.

[Insert information pertaining to Pell Grant/Financial Aid information, where applicable]

[Signature]

STUDENT COMMUNICATION FROM ADVISORS – SUMMER ENROLLMENTS

From: Academic Advisors to encourage students to apply for Summer Pell and enroll

To: Students

Message:

[School Logo and Branding]



Summer Advising

Objectives:

[School Name] is committed to student success and your academic advising team wants to work with you to see you succeed. Your academic advisor is prepared to review your academic progress and track to graduation to offer opportunities to further your progress.

Why contact your advisor?

We want to ensure you are able to take the courses that you need in the Summer term to:

- stay on track for the Fall term
- eliminate the need to stay an extra semester to make up courses to graduate
- improve your GPA by retaking courses before Fall
- give you a head start on general education and pre-requisite courses

Eligibility for Summer Pell

We may be able to assist you¹ with accessing Summer Federal Pell Grant² funds via the [FAFSA form](#). Federal Pell Grant is:

- Awarded to undergraduate students who have exceptional financial need and who have not earned a bachelor's, graduate, or professional degree; in some cases, students enrolled in a post baccalaureate teacher certification program may receive a Federal Pell Grant
- Awarded to a student who meets certain requirements might be eligible for a larger Pell Grant if his or her parent died as result of military service in Iraq or Afghanistan or in the line of duty as a public safety officer

Course Availability:

Through our Acadeum Course catalog we can offer you courses in the Summer term that are not available directly on our campus. Complete courses online from wherever you are; no campus

¹ Verify eligibility with the Financial Aid office [school contact information here]

² [Federal Student Grant Programs \(studentaid.gov\)](https://studentaid.gov)

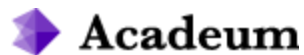


access required. Primarily asynchronous courses means you don't have to commit to pre-scheduled course times and can complete coursework at times convenient to you.

Access the courses that are available to you this Summer and contact your Academic Advisor to get started!

[link to courses available for school]

[list of courses available here]



STUDENT COMMUNICATION – EARLY GRADUATION WALKERS (OPTION 1)

From: VP of Student Success or Office of the Registrar

To: Students

Message:

Hello [Student Name],

[School Name] is excited to celebrate all the progress you've made toward your degree during this May's graduation ceremony. You're almost there!

As you think ahead to the last few credits needed to earn your degree, consider these pre-approved online courses offered through our partnership with Acadeum to aid in your strong finish over the summer: [link].

Our partnership with Acadeum offers additional online course options to satisfy your degree requirements.

Please reach out to your Advisor to find out more about the courses you need as well as options to take these courses through the Acadeum course sharing network.

We're here to help,

[Signature]



STUDENT COMMUNICATION – EARLY GRADUATION WALKERS (OPTION 2)

From: VP of Student Success or Office of the Registrar

To: Students

Message:

Dear [Student Name],

[School Name] is excited to offer you an extended [Term] with more online options that can be used to complete your degree in time for Graduation. Based on a review of your transcript, we encourage you to take the following course(s) online to finish your degree:

Courses Needed to Complete
[Consortial Course Link 1]
[Consortial Course Link 2]
[Consortial Course Link 3]

You can register for any of the above courses [insert unique link to ACS course list] via a catalog powered by Acadeum, our partner in coordinating these online course equivalencies from other institutions.

The [Term] starts on [start date] and runs through [end date].

Please contact us if you have any questions about these courses or the registration process.

Thank you,

[Signature]



STUDENT COMMUNICATION – SAP - GRADE REPLACEMENT

From: VP of Student Success or Office of the Registrar

To: Students

Message:

Hello [StudentFirstName],

[School Name] is excited to offer you an extended Summer term with more online options that will count toward your degree and improve your academic standing. Based on a review of your transcript, we encourage you to take the following course to replace the low grade you received in the class and strengthen your GPA:

Low Grade Course	Equivalent Course for Grade Replacement
[Course at School]	[Consortial Course Link]
[Course at School]	[Consortial Course Link]

You can create a student account and register for any of the above courses [School specific Acadeum link here], a course equivalent catalog powered by Acadeum. The [Term] starts on [enter date] and runs through [enter date] and will cost you [\$amount] per course. Please contact us if you have any questions about registering or how the grade earned can improve your campus GPA at [School Name]. We hope you will participate in this second chance to improve your GPA.

Thank you,

[Signature]

STUDENT COMMUNICATION – PROBATION (OPTION 1)

From: Office of the Registrar

To: Students

Message:

Dear [Student Name],

Your previous semester grades indicate that you have had academic difficulty. Given this, you have been placed on Academic Probation.

Being on academic probation can be challenging. At [School name], we believe that every student has the potential to succeed. We are committed to helping you return to good academic standing so you can continue making positive progress towards degree completion. To assist you with this, we would like to offer you the opportunity to complete a course via Acadeum.

This online course sharing platform allows you to enroll in and take a course which will count as if you are taking a course with us.

If you would like to take an online course [course required], login into the Acadeum Course Share site [hyperlink to unique URL] with your student email address and use the magnifying glass icon to find the course. Select the term that you need and click the blue “Register Now” button.

Students placed on Academic Probation can and do succeed. Therefore, your return to good academic standing should be one of your top priorities. Do be aware that continued academic probation could lead to a lack of progress toward degree, or ultimately being dismissed from the university. I know that external factors beyond academics can make this challenging, so if you are struggling with additional stressors please consider utilizing the university resources available to you.

Sincerely,

[Name Here]

STUDENT COMMUNICATION – PROBATION (OPTION 2)

From: Office of the Registrar

To: Students

Message:

Dear [Student Name]:

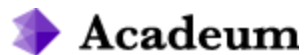
We have reviewed your academic record at [School Name] following the [Term] semester. You were on Academic Warning and needed to achieve a semester grade point average of [threshold GPA] to avoid Academic Dismissal. Unfortunately, your semester grade point average of [student GPA] was insufficient to raise your cumulative grade point average to [threshold GPA] or higher. Your current cumulative grade point average is [cumulative student GPA], so you have been Academically Dismissed from [School Name].

However, we will grant you ***an automatic appeal if you enroll in summer courses*** through [School Name] ***You will need to repeat [course 1] and [course 2] and achieve two grades of "A" or "B."*** [Insert information pertaining to course modality, online or in person, and months offered.] Once your final grades have been submitted, we will re-evaluate your academic status. ***At this point, you are given a choice to either take summer courses to raise your GPA or you will be academically dismissed.***

Please contact your Advisor [contact info] or the Registrar office [contact info] to discuss further.

Sincerely,

[Signature]



STUDENT COMMUNICATION – ATHLETIC ELIGIBILITY

From: VP of Student Success or Office of the Registrar

To: Students

Message:

Dear [StudentFirstName],

[School name] is excited to offer you an extended Summer term with more online options that will count toward your degree and help you be eligible for athletics this Fall. Based on a review of your transcript, it appears you need [credits] this Summer to be able to play [sport] next season. We encourage you to register for a Summer course [School specific Acadeum link here] via a catalog powered by Acadeum, our partner in coordinating these online course equivalencies from other institutions.

The Summer term starts on [enter date] and runs through [enter date] and will cost you [\$amount] per course. Please contact us if you have any questions about registering or how these credits will help you be eligible for athletics at [University].

Thank you,

[Signature]

COURSE SHARING WEBSITE TEMPLATE

This section will help you message Acadeum Course Share to your students, providing them with all the information they need to successfully register for a course through Acadeum Course Share, and what to expect along the way.

- 1. Page headline should be clear of the purpose and introduce the benefit to the student. It's helpful to specify the semester term that is currently registering. Headline and Subhead examples:**

HL: *Approved Online Transfer Courses [for Summer]*
SH: *[HI] students can now access the Acadeum catalog of online courses already approved for transfer credit.*

HL: *Expanded Online Catalog [for Fall/Spring]*
SH: *The following courses are approved for transfer credit to [HI].*

- 2. The first call to action should be prominently displayed at the top of the page, below the headline/subhead, or ever-present throughout the experience. Make sure the CTA language is clear. DO NOT bury CTAs in copy—always use a button if possible.**

CTA/button: *View Catalog*
See Available Courses
Acadeum Course Catalog

- 3. Make clear how Acadeum Course Share works and its benefits, and prepare the student for instructions on how to sign up. All of this information (a brief overview, some key benefits, and a clear CTA) should be visible above the fold of your landing page.**

Copy: *Acadeum Course Share™ transfer courses have been approved by [HI] to match [HI] courses. Students must sign up for an account using their [HI] student email, verify their [HI] email, and register for the approved courses.*

Many courses will transfer a letter-grade back to [HI] instead of just the credits, and the courses will count in determining semester financial aid. Transferring a grade back is important if you are trying to improve a GPA, and having the course count in determining financial aid may increase your eligibility for aid.

- 4. Another clear and visible CTA, usually below the fold.**

CTA/button: *View Catalog*
Course Catalog
Acadeum Catalog

- 5. Reassure the student who cannot find a course or who doesn't think Acadeum Course Share is for them. Establish a clear point of contact at the campus to provide a source for more information and exhibit credibility for the student.**

HL: Don't see the Course You Need?

Copy: If you cannot see an approved course on the Acadeum website that fits your need, please email what course you are looking for to [\[name@HInstitution.edu.\]](mailto:[name@HInstitution.edu.]) Please include your name and the [\[HI\]](#) course that you are trying to match. There are over [\[3,000\]](#) courses available and we can work to get one approved for you.

- 6. Make sure students understand that though courses are approved or pre-approved, everything is subject to change on a student-by-student basis. This information can be higher up on the page if it warrants more priority.**

IMPORTANT: Though all courses are approved, please note that all registrations are still dependent on [\[HI\]](#) approval on a student-by-student basis.

If you have any questions, please contact the Registrar's Office.

- 7. Another clear and visible CTA.**

*CTA/button: View Catalog
Course Catalog
Acadeum Catalog*

- 8. For students who come to this page on their own, without instruction from an advisor, it's important to have an easily scannable list of benefits the student can understand and operate from. This can either be at the top of the page or after Course Share has been explicated.**

HL: Reasons to Take Advantage

- You have been waitlisted for a course you need*
- You are dropping, failing, or withdrawing from a course but still need credit*
- You are behind in your courses due to COVID-19*
- You are in need of full-time credits or eligibility*
- You want to graduate early*
- You need asynchronous courses that are flexible with your busy schedule*

- 9. Another example of how to explain Acadeum Course Share on your landing page.**

Copy: Acadeum Course Share is the leading online course exchange delivering college courses from other accredited institutions. Course credit and even letter grades

can transfer back to [HI]. Course Share classes offer the most advanced methods in online teaching designed for quality learning and student engagement, distinct from synchronous remote learning via Zoom. Students can apply their financial aid (FAFSA) in most cases.

Additional Best Practices for Your Landing Page

- Don't bury the Acadeum catalog link in a paragraph
- Avoid combining the page with the Institution's registrar page--
 - If combined, be sure to anchor to the section so students don't have to search/scroll to find relevant Acadeum info
- Sandwich all your content between easily identifiable CTA buttons
- Use bullets to provide easily scannable information; do not overwhelm with large blocks of copy--information could easily be missed.

SEARCH ENGINE OPTIMIZATION (SEO) BEST PRACTICES

This section will help your development/IT team optimize your webpage for search engines, allowing anyone searching for online or transfer courses at your school to find your page explaining your partnership with Acadeum.

1. Within the HTML code, optimize per the following:
 - a. Title
 - i. Optimal title length: 55 characters
 - ii. Add your Institution name & at least one of your target keywords to your <title> tag, don't use each target keyword more than 1 time: college courses online, online college courses, online college courses for credit, transfer course equivalency, accredited online college courses, online courses for college credit, course transfer
 1. Example: <title>[HI] Approved Online Transfer Courses</title>
 - b. Meta Description
 - i. Optimal meta description length: 160 characters
 - ii. Add at least one of your target keywords, don't use each target keyword more than 1 time: college courses online, online college courses, online college courses for credit, transfer course equivalency, accredited online college courses, online courses for college credit, course transfer
 1. Example: <meta property="description" content="[HI] offers online courses through the Acadeum Course Sharing network. These courses are pre-approved, fully online, and are transcribed on the student's [HI] transcript for credit.">

- c. Headers
 - i. h1: <h1>[HI] Pre-approved Online Transfer Courses</h1>
 - ii. h2: <h2>How It Works>
 - iii. h2: <h2>Reasons to Take Advantage>
 - iv. h2: <h2>Don't See the Course You Need?>
 - d. Body
 - i. Enrich your text with the following semantically related words: higher educational, accredited online colleges, working professional, credit hour, information technology, online university, public universities, online courses, university offers, college credit, online college, programs allow students, college courses, students enrolled, online classes, advertising supported site, course equivalency, school rankings resource guides, graduate program, top university
 - ii. Make sure that your text is easy to read with the [Flesch-Kincaid readability test](#). The readability score should be 50
 - iii. Focus on creating more informative content. Recommended text length: 1542 words
 - iv. Add at least one target keyword: college courses online, online college courses, online college courses for credit, transfer course equivalency, accredited online college courses, online courses for college credit, course transfer
 - e. Images
 - i. Include relevant images and/or videos & include alt tags that give a brief description of the image and its context
2. Ensure that the page is accessible through your site navigation (ie users can find it on their own, not only if they are given a direct link)