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To:       Associate and Assistant Deans
From:   James Beck, Graduate Policy Program Coordinator

Re:       Updating Websites, Graduate Student Handbooks and Other Promotional Materials

Date:   May 19, 2021

\*Please give careful attention to this memorandum and feel free to share it with your unit.

A copy of this memo will be posted on the [Graduate School’s Faculty/Staff Website](https://faculty-staff.gradschool.fsu.edu/caslogin) as well as uploaded to the [Graduate Policy Database](https://policy.gradschool.fsu.edu/).

All Academic Dean’s Offices are asked to work with their respective colleges, departments and programs to review their internal websites, handbooks, and other marketing, recruitment and promotional materials during Summer 2021 to be sure that the information is up-to-date. For SACSCOC purposes, it is vital that this information is routinely evaluated to ensure that core standards, requirements, policies and procedures are consistent and effective.

Please keep in mind, your unit’s website is perhaps one of the most important resources in your marketing tool kit. It’s the single source of information for current and prospective students, so it is essential that the content is relevant and up-to-date. Asking your programs to conduct a content audit of their websites is a wonderful opportunity to get everything ready for the next academic year. Aside from updating the content, during this time, please check and confirm two additional items: 1.) units are not referring to “joint degrees” on their website and 2.) they are accurately describing “joint graduate pathways” or “combined bachelor’s/master’s pathways” and referring to them as such. For additional information on this, please review the [policy here](https://policy.gradschool.fsu.edu/sites/g/files/upcbnu541/files/Media%20Folder/Files/Combined%20Bachelors_Masters%20and%20Joint%20Graduate%20Pathways.pdf).

The Graduate Student Handbooks are so important as well. Each program handbook provides a detailed guide for graduate students and is usually their first and main source of information about policies and procedures. Not only do these handbooks introduce students to their department/unit, but they also provide useful links and vital information regarding funding, deadlines, and degree requirements. Keeping this information updated is crucial to establishing clear expectations which leads to better retention, time-to-degree completion and (most importantly) greater student satisfaction. All program handbooks should be posted on each unit’s website and easily accessible.

Once the Academic Dean’s Offices have validated that all of the information is updated and current, they are asked to send an email notification to James Beck (jpbeck@fsu.edu) by **Friday, July 30, 2021**. As always, if you have any questions or concerns, please feel free to contact me. Thanks!

All the best,

James Beck

Graduate Policy Program Coordinator

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The Graduate School

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