

INTRODUCING YOUR PROGRAM – Overview Content One-Page Guide

Introduction

Every undergraduate program (e.g., major, minor) includes an overview statement in the [Catalog](#). In many ways, the overview statement is a marketing tool for both prospective students to the University and current students who have not declared a major (or looking to declare a second major). A well-designed overview statement should excite students and get them interested in reading more about the requirements, courses, and opportunities. If your department hasn't updated your overview statement in several years – or you've recently launched a new component to the program – now is a great time to edit these statements for the 2021-2022 edition of the Catalog.

Key Components to an Overview Statement

An overview statement should address the following questions:

1. **In 1-2 sentences, how would you describe your program to a senior in high school?** This might include describing the general content, themes, and topics that a student will encounter. (Tip: use student-focused language! This includes avoiding advanced terminology, highlighting a variety of learning styles, themes and topics, using key words, and keeping descriptions brief.)
2. **What is unique or special about your program (that may not be offered at other Universities)?** This might include a sentence describing a unique feature about studying this program at UNC. (Tip: highlight unique experiences, knowledge, skills, or networking opportunities your program offers)
3. **What do students gain from completing this program?** This might include a sentence describing some of the specific skills, knowledge, or experiences that students can gain from this program. (Tip: provide examples of ways students can leverage degree skills in their post-undergraduate careers, describe potential career areas, or highlight success stories of recent graduates)

Further Tips & Tricks

Additional ways to make the most of your time and resources!

- **Leverage existing content:** Have a department website or blog that caters to undergraduates? This content is a great resource if you are looking to give your catalog pages a glow-up.
- **Differentiate between different degree programs:** if your unit offers multiple undergraduate degree programs, consider applying the above questions to each program. This is also a great way to draw attention to underutilized programs.
- **Talk to your peers:** talk to the other members of the undergraduate team in your unit, or in another unit in your division. Different team members may be getting different questions.

Exemplary Examples

To help get the creative juices flowing, here are some examples from your peers!

[American Studies Major & Concentrations](#)

[Conflict Management Minor](#)

[Economics – BA and BS](#)

[Human and Organizational Leadership and Development Major](#)

[Japanese Minor](#)

[Mathematics – BA and BS](#)

[Sociology Major](#)