**Structure for Program Sites**

HOMEPAGE

ABOUT

* Programme Overview
* Curriculum
* Partnerships
* Faculty Members
* Student Profiles
* Alumni
* Career Opportunities

FOR PROSPECTIVE STUDENTS

* Requirements
* How to Apply
* General Information (link to hse.ru/admissions - right now optional, until a special page For prospective students is ready on hse.ru/admissions)
* Class Profile (recommended)
* FAQ (recommended)

FOR STUDENTS

* Student Theses
* Final Assessment
* Academic Mobility
* Internships
* Recommended MOOCs
* Student Rankings
* Research Seminar
* Project / Research Work (или Opportunities)

Nick Marmet

[nmarmet@hse.ru](mailto:nmarmet@hse.ru)

Key lessons from a report by Joe Crescente

**HOMEPAGE**

In 4-5 sentences, you should succinctly introduce your program and answer the following questions:

* What will this program teach me?
* What makes this program exciting, dynamic, and cutting edge?
* What unique opportunities will this program give me?
* How will this program help me get from point A (where I am now) to point B (where I want to be)?
* What jobs will I be prepared for when I graduate?

Be sure to highlight rankings and any double-degree programs in this introduction.

**ABOUT**

* **Overview**

Be specific! You may think that the description is too detail-oriented but this is what will set your program apart from the others that the applicant is considering. We want to know:

* + What topics are taught
  + What is the style of teaching (seminars, electives, practicums, etc.)
  + Who teaches what courses and what are their qualifications
  + Who else participates in the education process (“leading global specialists” isn’t enough – specify names, affiliations, awards, etc.)
  + Include photos, especially of activities like field research if your program includes them

Make sure that any information that would demonstrate your program’s prestige is presented up front.

Talk about rankings (department and faculty), unique research or study opportunities, special access, renowned faculty members, etc. This is where you should boast!

It’s not enough to talk about technology and innovation – tell us what is innovative and what kinds of technologies are being used.

Think beyond your program too – are there advantages to studying this subject in Moscow and in Russia?

Please do not repeat text across different sections.

* **Curriculum**

Introduce the program content so that prospective students can imagine what their two years in the program would be like. This should not be a list but rather a description. Give the curriculum for year one and year two, describing the core courses students will take. Include any summer study in between, if applicable. In your course descriptions, give an overview of the topics that will be addressed, the course format, and the skills that students will develop through them.

* **Partners**

List all of your partners, include their logos (same size), and articulate what individual partnerships offer to students (study abroad opportunities, potential research opportunities, double degrees, etc.). It’s also good to introduce each university/research center to give greater context for the value of the connection.

* **Faculty members**

Introduce your teaching staff! Talk about key faculty members’ academic biographies, research interests, recent publications, and awards or recognition. Include their HSE photo and their email address so that they can be contacted by prospective students. Again, this should not be a list but instead descriptions.

* **Student profiles**

Provide photos and brief biographies with information about their activities and achievements while studying in your program. Contact your students and request that they write 2-3 sentences about their academic backgrounds and 2-3 sentences about their greatest achievements or learnings in the program. They can also write about what they hope to learn from the program and their career aspirations. Please edit their submissions so that the quality of writing matches that of the rest of your site. You should have profiles for at least five students.

* **Alumni**

Provide photos and brief biographies with information about their activities and achievements while studying in your program. Contact your students and request that they write 2-3 sentences about their current careers, 2-3 sentences about their experiences and achievements in the program, and 1 sentence about their academic backgrounds. You should have profiles for at least five alumni.

* **Career opportunities**

What kinds of jobs can you get with this degree? What kinds of salaries can graduates expect in their first 3 years after the program?

Describe the different fields that graduates go on to work in and the specific positions that they have. List current employers of graduates and include their logos.

Does your program provide career counseling? How do you help your students land jobs or make the next step after your program?

**FOR PROSPECTIVE STUDENTS**

* **Requirements**

List your portfolio requirements. Go into as much detail as you believe to be necessary here.

* **How to apply**

Provide instructions for how to apply. (If the portfolio application to your program has more components than those listed in the template, please add your specific requirements to the template as you see necessary.)

* **General information**

Please link to the forthcoming “For Prospective Students” page on the International Admissions site, where information about visa applications, dormitories, and life in Moscow is available (you can link to hse.ru/admissions for now – OPTIONAL as there is already a link to Admissions on program sites).

* **Class profile (recommended)**

Provide information on the current class. Please answer the following questions:

1. Number of students
2. Average age
3. Years after undergraduate graduation
4. Male/female percentages
5. Percentage of international students
6. Countries represented
7. Average undergraduate GPA
8. Undergraduate majors

* **FAQ (recommended)**

You can repeat information found on other parts of the site in FAQ form. Possible questions to include:

1. What is a Master of XXXXX degree?
2. How is this degree different from XXXXX degrees?
3. What kinds of careers do graduates of this program pursue?
4. What is the usual class size?
5. Are any double degree programs offered?
6. Can I study in this program part-time or remotely?

Please also link to the [International Admissions FAQ](https://www.hse.ru/admissions/faq).

**FOR STUDENTS**

* Student theses
* Final assessment
* Academic mobility
* Internships
* Recommended MOOCs
* Student Ratings
* Research Seminar
* Research / Project Work (or Opportunities – if no specific projects can be described)

**GENERAL COMMENTS:**

1. Include more photos: illustrate the learning process so that applicants have a sense of what it will be like to study in your program. Show that students have an active and exciting two years ahead of them.
2. Boast your program’s prestige by highlighting renowned faculty members, successful alumni, partnerships, and department rankings (QS, THE, etc.).
3. Make sure that all links are in English (resumes, curricula, etc.)
4. Be sure to the question: “Why is this degree important and how does it advance my career?”
5. If you have study abroad or internship components, give a full list of the opportunities.
6. All information should be included to reflect the interests of international students. If it doesn’t relate to international students, don’t include it. (Stay on point!)
7. Short paragraphs and bullet points work – try not to include massive blocks of text.
8. Don’t repeat the same text on multiple pages (for example, overlap on the overview, curriculum, and faculty pages). This is bad for indexing and search engine optimization.