Welcome to the 2023-2024 catalog review

Arizona State University

Curricular Activities and Actions
Office of the University Provost
September 8, 2022

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Today's topics include

- General overview
- Degree Search updates and you
- PS Catalog review updates
- Graduate College updates
- BAMM updates
- Transfer Pathway updates
- DARS reminders
- Final reminders

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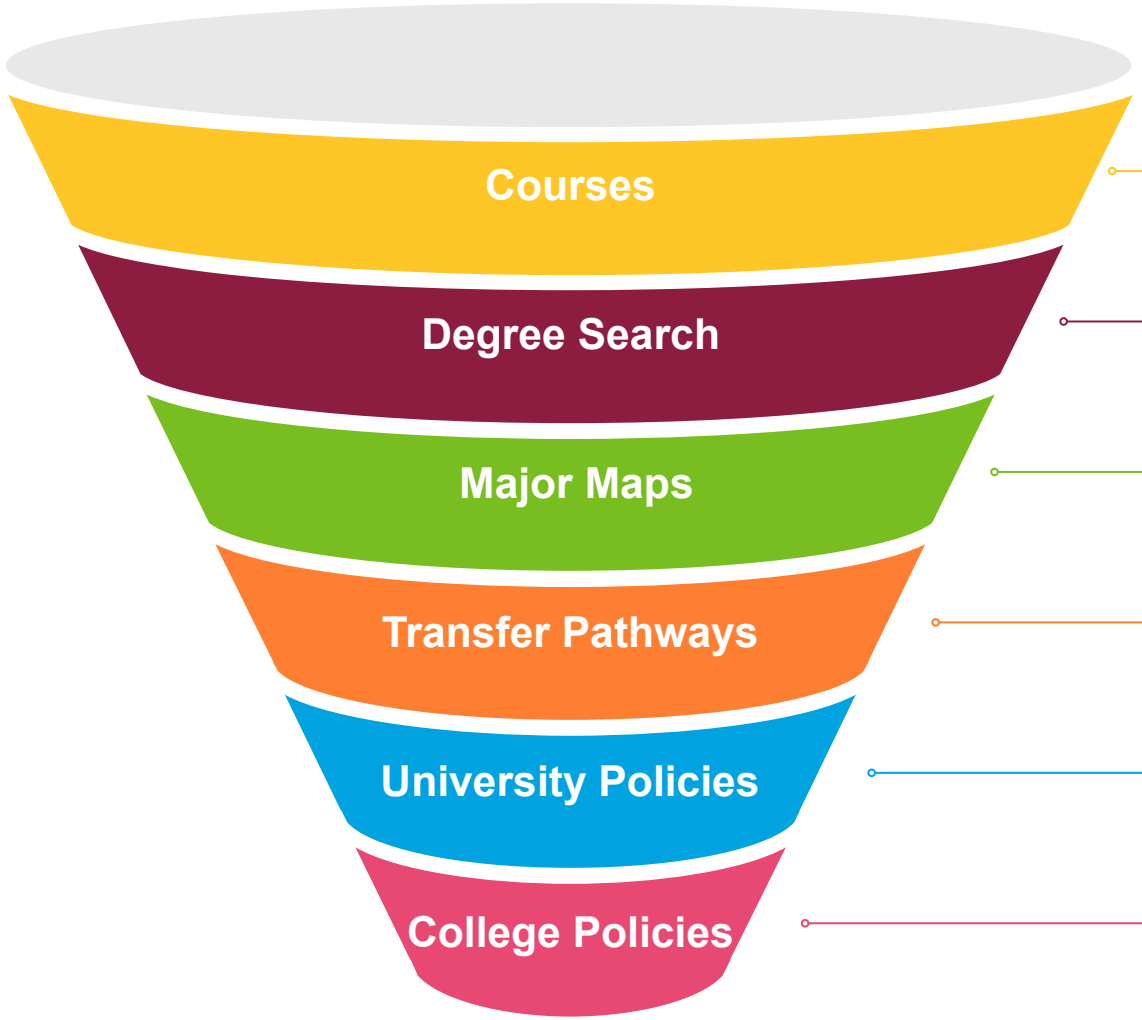
The Academic Catalog



Has its own year-round review cycle

Reviewed now

Reviewed now

Reviewed now-ish

Reviewed now

Reviewed now

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Dates you need to know

Nov 14 - deadline for:

- PS catalog review
- BAMM maps
- College policies
- Degree Audit verifications

Feb 9 - catalog published

- on Degree Search
- on catalog.asu.edu
- NO MORE CHANGES!

- BAMM already available
- **Sept 8th** - Catalog site available
- Trainings are available throughout September

Jan 23-27 - 2nd review by units

- Reviewed data put into DS staging environment
- Last change to make changes

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Degree Search changes
(and why you should care)

Alicia Alfonso
Curricular Activities and Actions

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Why your Degree Search content matters

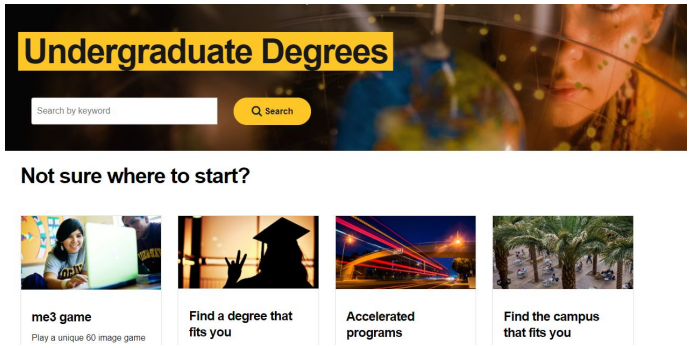
28.7 million

Total number of pageviews/year

5

Rank in ASU sites after My ASU and the ASU homepage

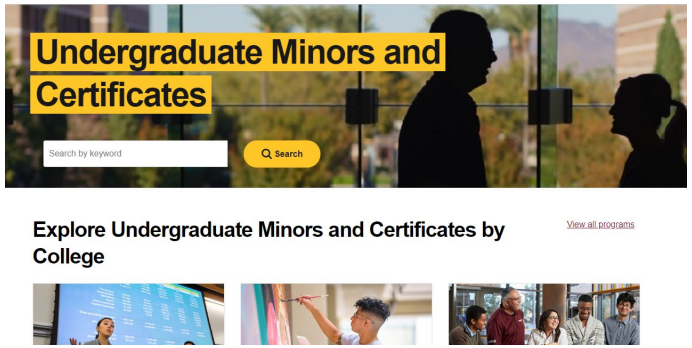
New Degree Search links are live



Undergrad programs

degrees.apps.asu.edu/bachelors

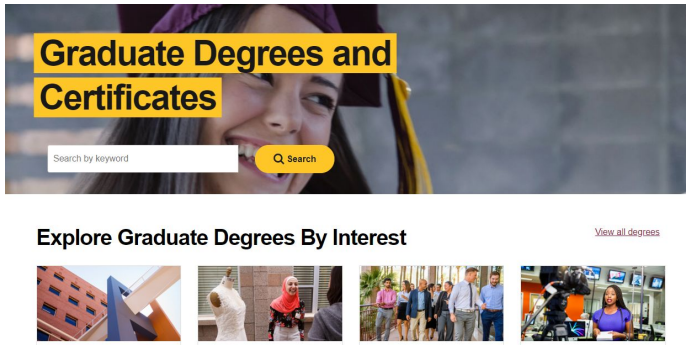
Results: 5.6% increase in traffic



UG minors and certificates

degrees.apps.asu.edu/minors

Results: 7% increase in traffic



Graduate programs

degrees.apps.asu.edu/masters-phd

Results: fewer views overall, but a 20% increase in search engine traffic

Information sourced from Academic Enterprise Communications presentation *SEO Report Degree Search,* published August 16, 2022

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New Degree Search sections

Added within the last year

Concurrent Program Options

Students pursuing concurrent degrees (also known as a "double major") earn two distinct degrees and receive two diplomas. Working with their academic advisors, students can create their own concurrent degree combination. Some combinations are not possible due to high levels of overlap in curriculum.

Program Learning Outcomes

Program learning outcomes identify what a student will learn or be able to do upon completion of their program. This program has the following program outcomes:

- Define and utilize key terms and conventions of literary, linguistics, and rhetorical scholarship.
- Analyze the formal construction of texts from diverse rhetorical and literary traditions to explain how they function.
- Compose original texts that situate their interpretations in conversation with multiple perspectives.

Professional Licensure

ASU programs that may lead to professional licensure or certification are intended to prepare students for potential licensure or certification in Arizona. Completion of an ASU program may not meet educational requirements for licensure or certification in another state. For more information, students should visit the ASU professional licensure webpage: https://admission.asu.edu/academics/licensure.

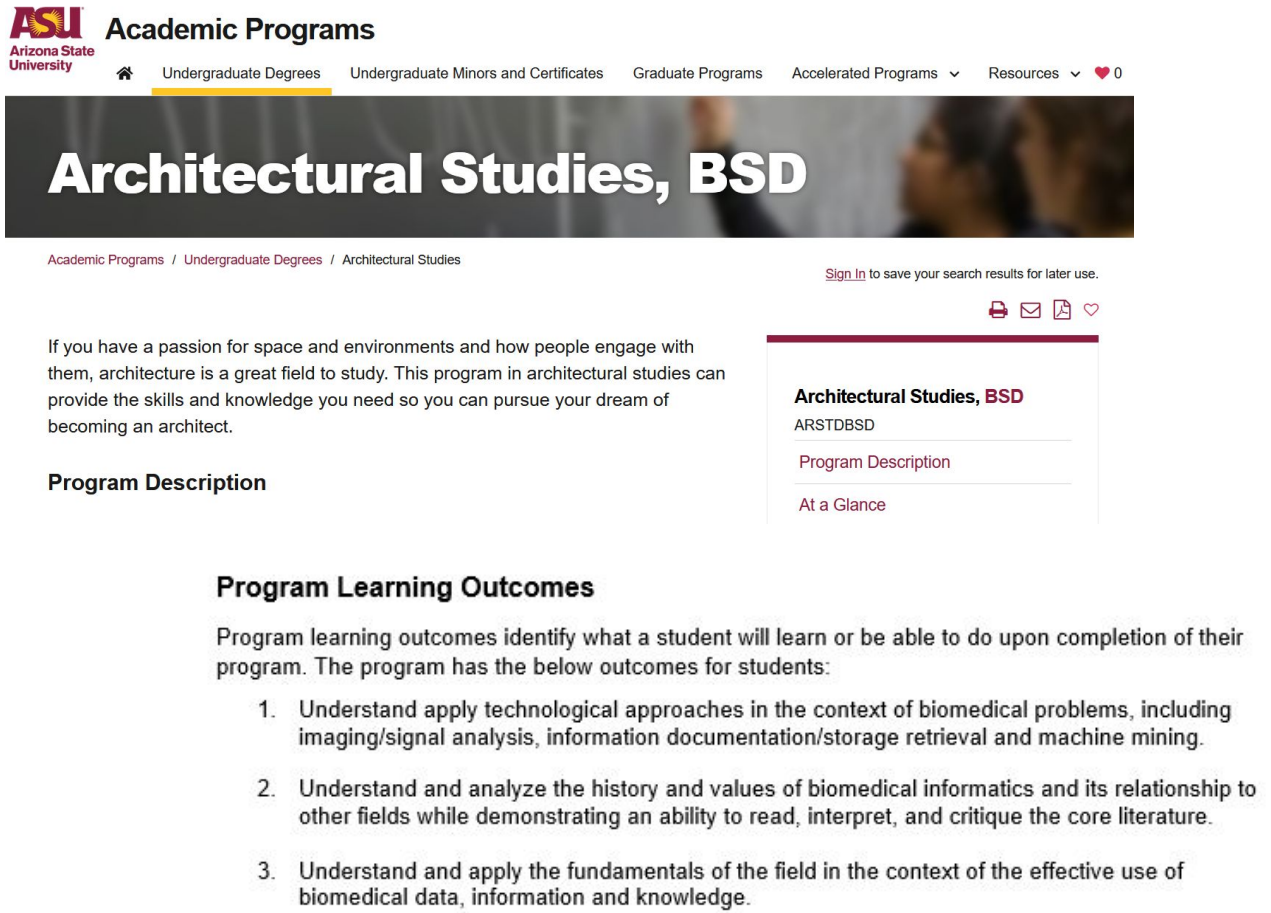
Students should note that not all programs within the Fulton Schools of Engineering lead to professional licensure.

[redacted]

Program Description
At a Glance
Required Courses (Major Map)
Concurrent Program Options
Accelerated Program Options
Admission Requirements
Change of Major Requirements
Attend Online
Transfer Options
Program Learning Outcome
Global Opportunities
Career Opportunities
Professional Licensure
Contact Information

Program learning outcomes

- UOEEE reviews and edits learning outcomes for programs going through APR and new programs. Will send to units for feedback.
- Approved statements appear under Program Learning Outcomes on Degree Search.
- Phased approach to adding outcomes on Degree Search.



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PeopleSoft catalog review and updates

Alicia Alfonso
Curricular Activities and Actions

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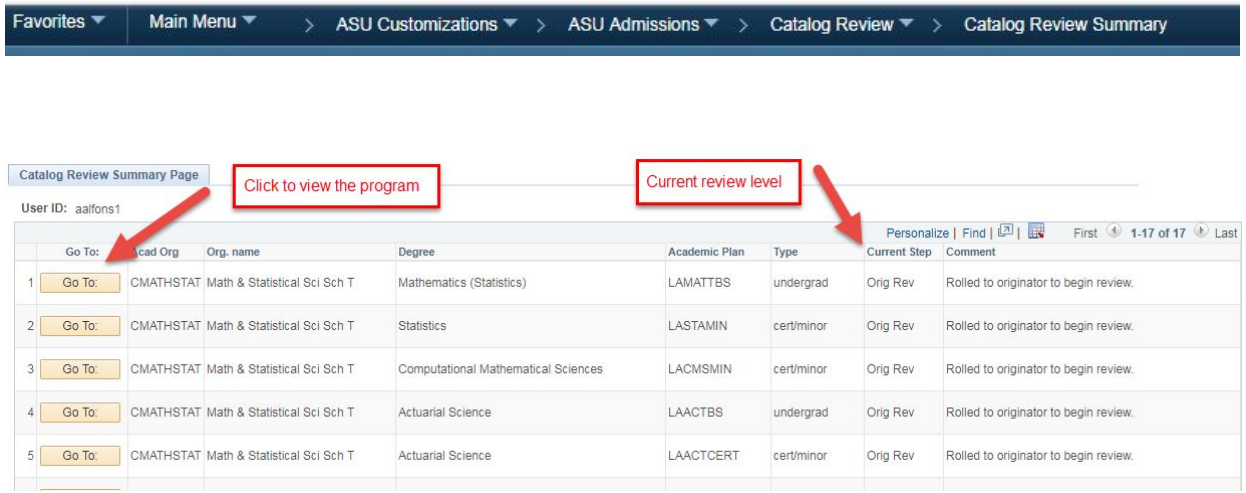
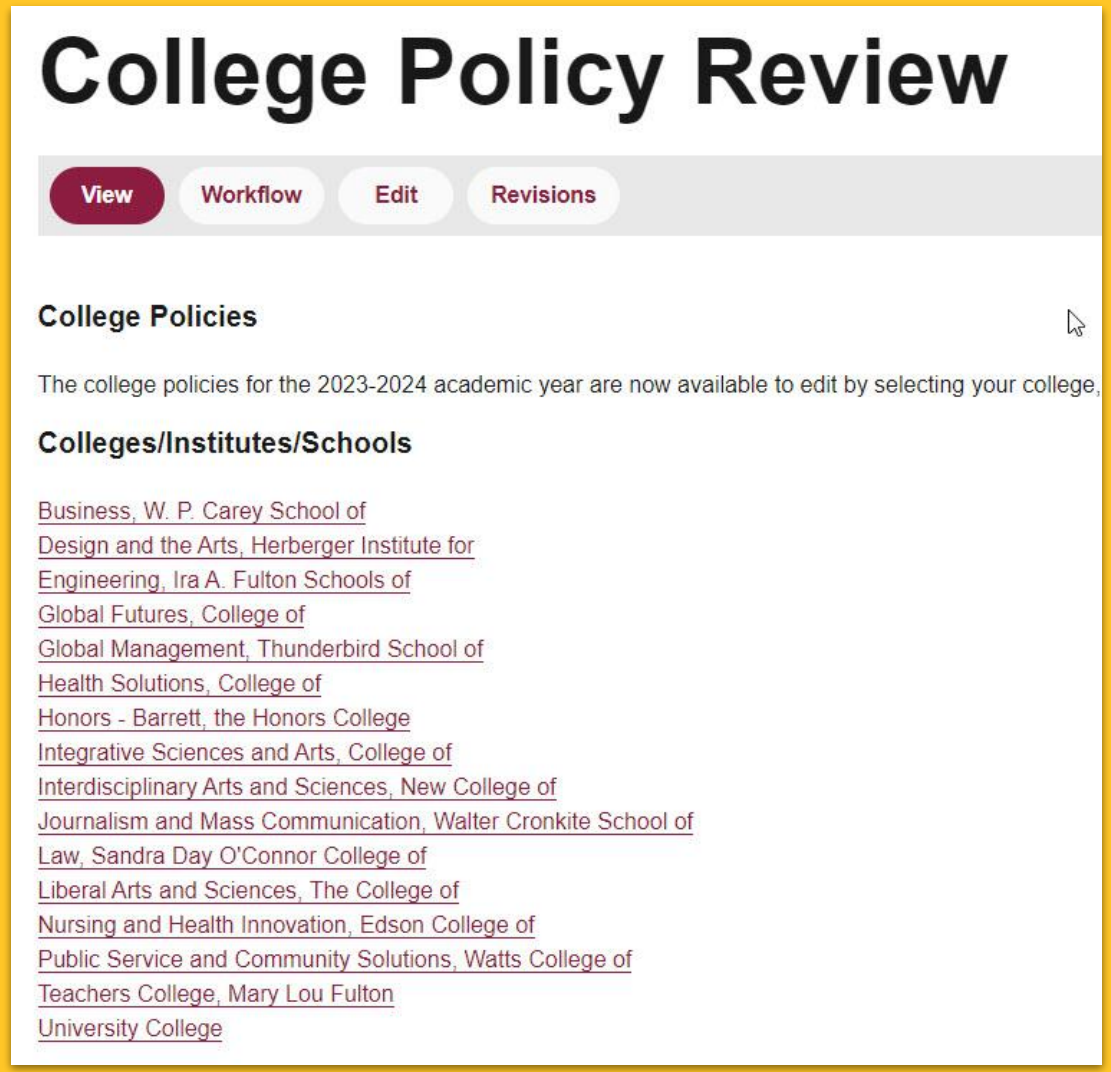
PS catalog review



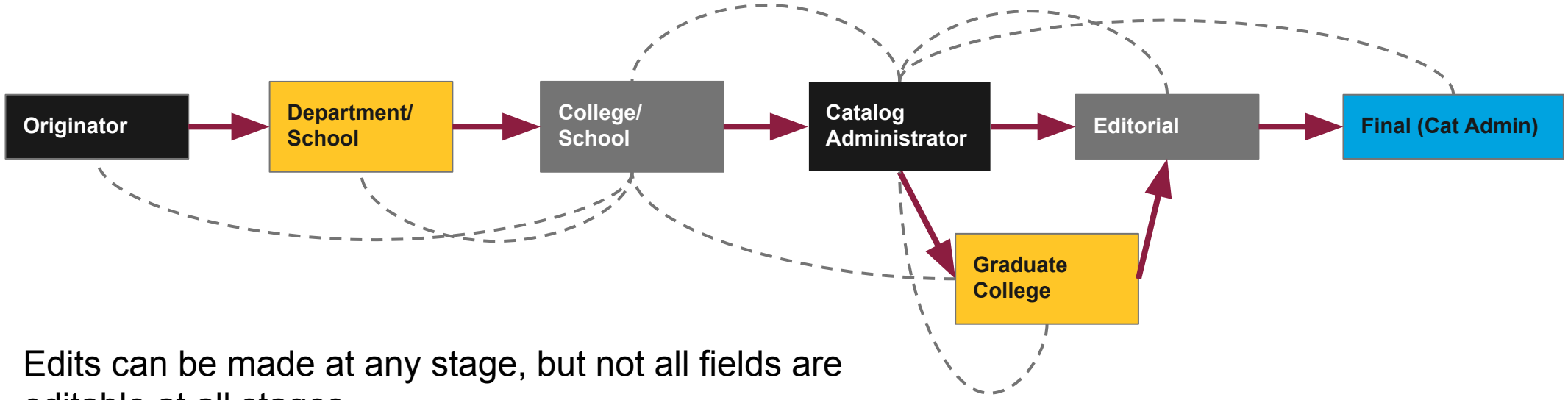
Note: Remember to turn off pop-up blockers

Note: Remember to sign in to ASU

College policies



Catalog workflow



Edits can be made at any stage, but not all fields are editable at all stages.

Programs can be sent back at any stage in the review, except the originator.

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Let’s talk about content

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Degree Search content

Degree Search and the major maps serve as the official academic record.

This means:

- verify courses are accurate (and offered)
- program expectations (what students learn and how it is applied) are clear

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ASU charter

ASU is a **comprehensive public research university**, measured not by whom it excludes, but by whom it **includes** and how they **succeed**; advancing research and discovery of **public value**; and assuming **fundamental responsibility** for the **economic, social, cultural and overall health** of the communities it serves.

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When reviewing content

Use language that clearly defines and differentiates from other text

Do you have a passion for wildlife, for exploring nature and for seeing that our world's natural resources and lands are managed in sustainable ways? Gain an excellent foundation in science while you enjoy lots of field opportunities that enable you to build expertise for careers that connect with conservation and restoration of biodiversity and habitats.

Program Description

The concentration program in natural resource ecology in the BS in applied biological sciences offers students the broad base of knowledge needed to sustainably manage natural resources in a variety of ecosystems.

Students learn about fundamental components of natural systems such as soils and water and the plant and wildlife communities they support. Students also learn to measure and assess plant and animal populations through a variety of field techniques and computer tools, including Geographic Information Systems and remote sensing. Knowledge and techniques are applied to case studies in the classroom and laboratory projects.

Students can apply their knowledge further by seeking undergraduate research opportunities with faculty, and internships with outside organizations and businesses.

This major is eligible for the Western Undergraduate Exchange program at the following location: Polytechnic campus. Students from Western states who select this major and campus may be eligible for reduced nonresident tuition at a rate of 150% of Arizona resident tuition plus all applicable fees. Students should click the link for more information and eligibility requirements of the WUE program.

Applied Biological Sciences (Natural Resource Ecology), BS

LSABSNRBS

- Program Description
- At a Glance
- Required Courses (Major Map)
- Accelerated Program Options
- Admission Requirements
- Change of Major Requirements
- Transfer Options
- Global Opportunities
- Career Opportunities
- Contact Information

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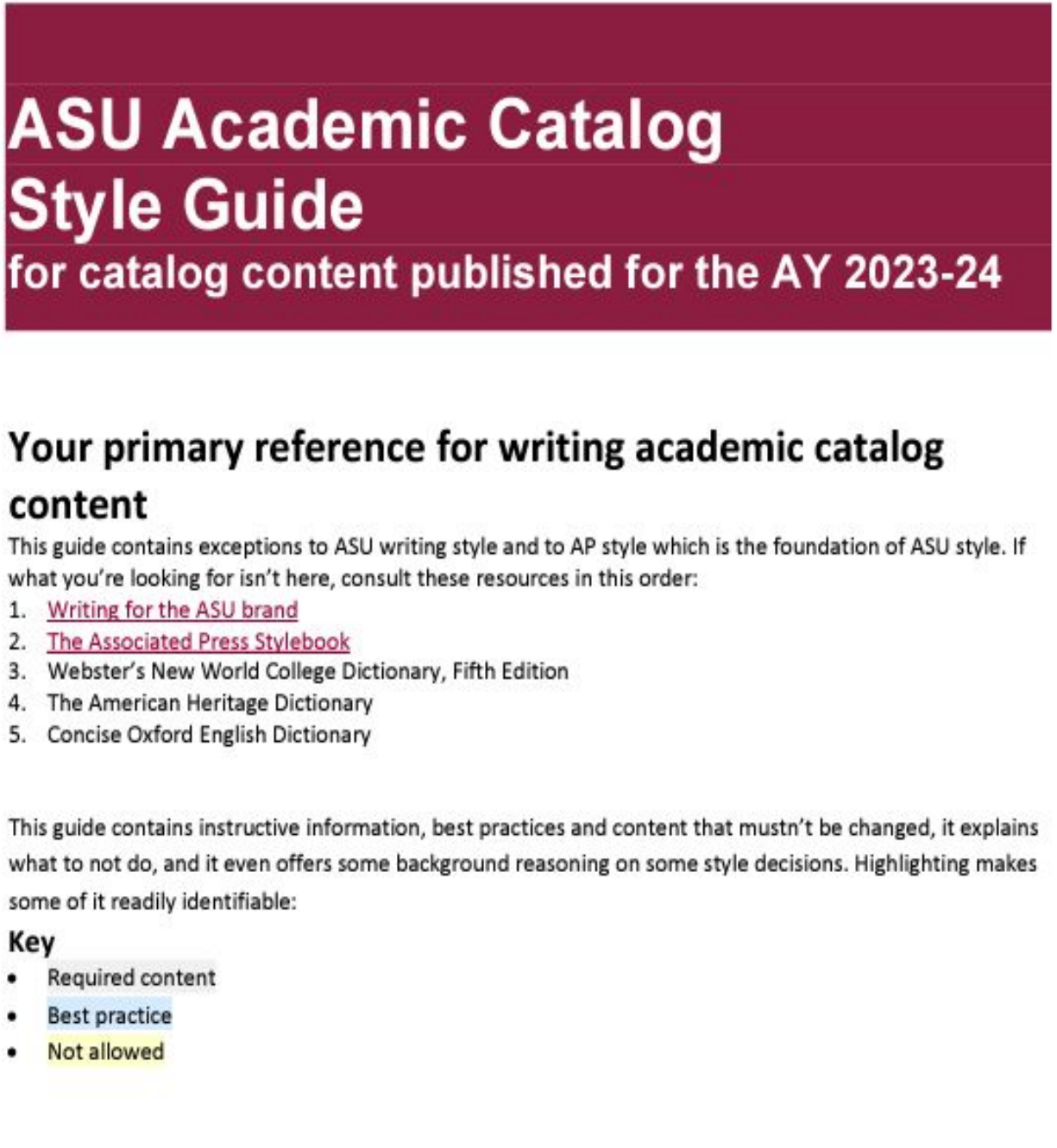
Catalog Style Guide

How to avoid getting your programs sent back

catalog.asu.edu/catalog_review_resources

NEW
Clarification to degree types (examples):
BAE = Bachelor of Arts in **E**ducation
MSD = Master of Science in **D**esign



AY 2023–2024
8/26/22

ASU Academic Catalog Style Guide
for catalog content published for the AY 2023-24

Your primary reference for writing academic catalog content

This guide contains exceptions to ASU writing style and to AP style which is the foundation of ASU style. If what you're looking for isn't here, consult these resources in this order:

1. Writing for the ASU brand
2. The Associated Press Stylebook
3. Webster's New World College Dictionary, Fifth Edition
4. The American Heritage Dictionary
5. Concise Oxford English Dictionary

This guide contains instructive information, best practices and content that mustn't be changed, it explains what to not do, and it even offers some background reasoning on some style decisions. Highlighting makes some of it readily identifiable:

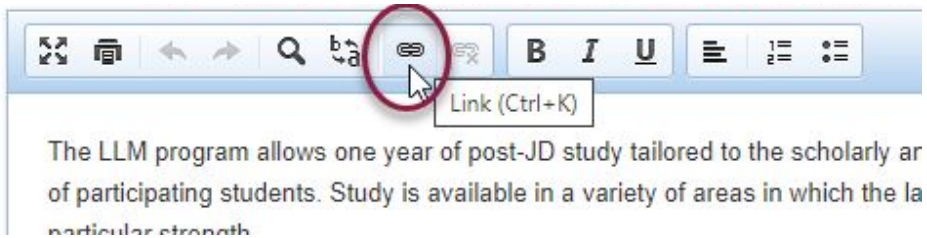
Key

- Required content
- Best practice
- Not allowed

Catalog style update - URLs

Text links from ASU URLs permitted

- follows ASU accessibility standards
- digital literacy improvements



Remember: avoid overuse by providing the right information at the right time

Links to non-ASU sites must still be written out

Old

Program Description

Degree Awarded: LL.M. Laws

The LLM program allows one year of post-JD study tailored to the scholarly and practice interests of participating students. Study is available in a variety of areas in which the law school holds particular strength.

With more than 250 unique courses to choose from each year (https://law.asu.edu/admissions/courses), the 24 credit hour Master of Laws program is customized to meet students' career goals with focus on popular areas of study: https://law.asu.edu/degree-programs. The graduate program is flexible with fall and spring starts as well as full-time and part-time options. In order to be admitted to the Master of Laws program, applicants must have completed a Juris Doctor degree or a law degree at a foreign institution that would qualify an applicant to practice law.

The college also offers a Master of Laws in biotechnology and genomics (https://law.asu.edu/focus-areas/biotech-genomics) and in tribal policy, law and government (https://law.asu.edu/indian-legal-program).

To learn more, students should attend one of many provided information sessions, which may be found at https://law.asu.edu/visit.

New

Program Description

Degree Awarded: LL.M. Laws

The LLM program allows one year of post-JD study tailored to the scholarly and practice interests of participating students. Study is available in a variety of areas in which the law school holds particular strength.

With more than 250 unique courses to choose from each year, the 24 credit hour Master of Laws program is customized to meet students' career goals with focus on popular areas of study. The graduate program is flexible with fall and spring starts as well as full-time and part-time options. In order to be admitted to the Master of Laws program, applicants must have completed a Juris Doctor degree or a law degree at a foreign institution that would qualify an applicant to practice law.

The college also offers a Master of Laws in biotechnology and genomics and in tribal policy, law and government.

To learn more, students should attend one of many provided information sessions.

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Career data on Degree Search

Text reviewed by **you** during the Catalog Review and entered into Plan Extensions in PeopleSoft

ONET data from Bureau of Labor Statistics
(not displayed for minors, graduate programs, or certificates)

PeopleSoft ONET data as entered in the catalog site powers the maroon box and **me3** games

Career Opportunities

Professionals with expertise in content strategy for digital audiences are in high demand across sectors and industries. Among the many career opportunities available are positions such as public relations specialists, news content promoters, political campaign directors, community organizers and corporate branding specialists.

Career examples include but are not limited to those shown in the following list. Advanced degrees or certifications may be required for academic or clinical positions.

Career	*Growth	*Median Salary
Fundraising Consultant	9.3%	$52,430
Market Research Analyst	18.6%	$61,290
Production Assistant	10.3%	$45,860
Public Relations Manager (PR Manager)	7.1%	$101,510
Public Relations Specialist	6.2%	$55,680

* Data obtained from the Occupational Information Network (O*NET) under sponsorship of the U.S. Department of Labor/Employment and Training Administration (USDOL/ETA).

Bright Outlook Green Occupation

	*ONET Code	Title	Alternate Career Title		
1	11-2031.00	Public Relations and Fundraising Managers	Public Relations Manager (PR Manager)	+	−
2	13-1131.00	Fundraisers	Fundraising Consultant	+	−

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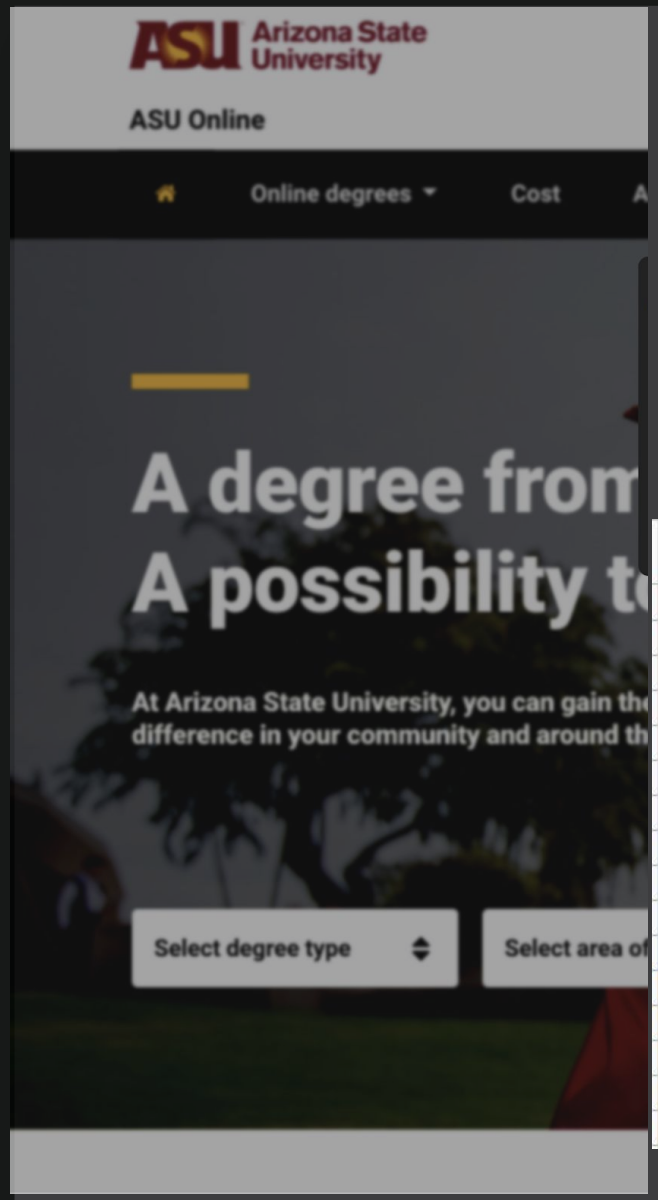

Catalog changes for ASU Online programs?

Remember to contact your Program Manager.

Updates may need to be made on your ASUO landing page and/or the program Fact Sheet in Guru.

Academic Unit	EdPlus Program & Portfolio Manager	EdPlus Growth Marketing Manager
Sandra Day O'Connor College of Law	Emily Callahan	AJ Montes
Mary Lou Fulton Teachers College	Emily Callahan	AJ Montes
Watts College of Public Service & Community Solutions	Emily Callahan	AJ Montes
New College of Interdisciplinary Arts and Sciences	Emily Callahan	AJ Montes
University College	Emily Callahan	(Maria Balderas)
The College / CLAS	Aimee Crosby	Carrie Holstein
College of Global Futures	Aimee Crosby	AJ Montes
Herberger Institute of Design and the Arts	Chris Smudde	Carrie Holstein
Ira A. Fulton Schools of Engineering	Chris Smudde	Carrie Holstein
Thunderbird School of Global Management	Chris Smudde	Carrie Holstein
NEW: Barrett Honors College	Chris Smudde	Carrie Holstein
College of Health Solutions	Sarah Shipp	AJ Montes
Walter Cronkite School of Journalism and Mass Communication	Sarah Shipp	Carrie Holstein
Edson College of Nursing and Health Innovation	Sarah Shipp	AJ Montes
College of Integrative Sciences and Arts	Sarah Shipp	Carrie Holstein
W. P. Carey School of Business	Sarah Shipp	Carrie Holstein

A few more reminders

Program website URLs: intention is to go to the college site

Disestablished programs: for accreditation reasons, these stay in Degree Search until all students are out of the program

Earlier is better: Submit your forms in advance of the deadline – we will love you for it

Contact Info

Unit E-mail:	englishadvising@asu.edu
ASU Office Location:	RBHL 170
Unit Phone Number:	480/965-3168
ASU Mail Code:	1401
Program Website Address:	https://english.asu.edu/
Video URL:	https://player.vimeo.com/video/35777964

Contact Information

Department of English | RBHL 170
englishadvising@asu.edu | 480-965-3168

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College policies

- We didn’t forget; here’s where they are
  catalog.asu.edu/status

- Review deadline is **November 14**

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Graduate program catalog review

Erin Froncek
Graduate College

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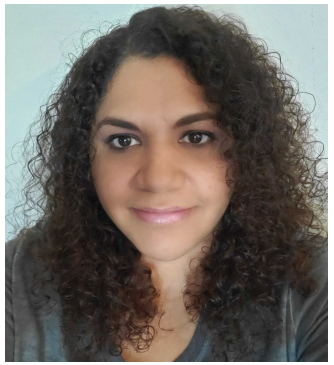
Graduate College contacts

Arizona State University



Amanda Morales-Calderon
Associate Director,
Curriculum and Format
Graduate Catalog Coordinator

Erin Froncek
Coordinator Sr.,
Curriculum Development

Brian Bottini
Coordinator,
Curriculum and Format

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What to expect for graduate catalog review

Curriculum and admissions sections of the catalog review form are locked to editing.

Errors or missing information?

Note it in the **workflow comments** section of the catalog review page.

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Approval for changes

Pre-approved changes for the 2023-2024 academic year have been updated in the review site by the Graduate College catalog team.

Deadline to submit proposals to the Graduate College is November 1st

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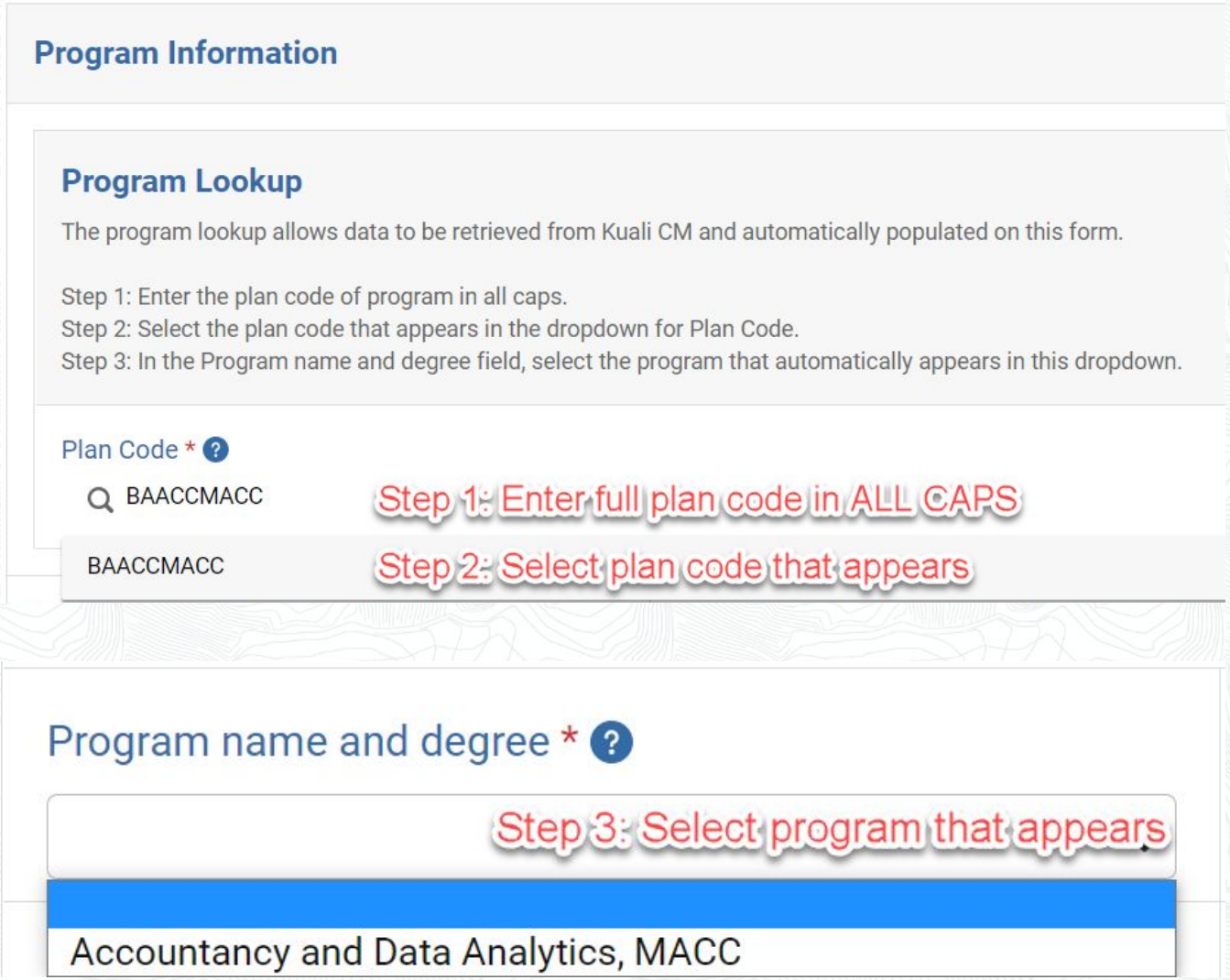
Graduate change forms - program selection change



Follow the steps noted on the form to select program.

The form will load program data like usual, helping to show current requirements.

Application deadlines

We encourage units to set application deadline dates during catalog review as Admissions is no longer publishing any deadlines for graduate programs.

When unit **sets application deadlines**, review the **application terms** open for that program. **They should match**!

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Accelerated Master’s rebranding

Accelerated Master’s program

- Ensures inclusivity of all types of students
- More accurate
- Self-explanatory

It allows Master’s students to complete their degree at an **accelerated** rate.

Degree search header will automatically have new name, but check for other catalog text that needs to be updated.

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Program maps

Beth A. Landish
Curricular Activities and Actions

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BAMM interface

Build A Major Map

Create Proposed | Notes | Catalog Year: 2021 - 2022

All | Majors | Minors/Certs | Proposed

College	Department (11)	College (69)	Provost (72)	DARS (54)	Completed (789)
Business, W. P. Carey School of	0	4	0	0	78
Design and the Arts, Herberger Institute for	3	3	3	0	82
Engineering, Ira A. Fulton Schools of	0	6	2	0	73
Global Futures, College of	0	0	0	16	0
Global Management, Thunderbird School of	0	0	0	0	7
Health Solutions, College of	0	1	0	0	43
Honors - Barrett, The Honors College	0	1	0	0	0
Integrative Sciences and Arts, College of	0	8	3	2	63
Interdisciplinary Arts and Sciences, New College of	0	15	2	2	100
Journalism and Mass Communication, Walter Cronkite School of	0	2	0	8	5
Liberal Arts and Sciences, The College of	5	12	5	1	243
Nursing and Health Innovation, Edson College of	0	1	0	0	22
Public Service and Community Solutions, Watts College of	3	5	6	1	64
Teachers College, Mary Lou Fulton	0	11	1	16	9
University College	0	0	0	8	0
Other	0	0	50	0	0

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Curriculum reminders and updates

- Use the Undergraduate Curriculum Review Guide found at catalog.asu.edu/bamm prior to submitting your maps.
- “BAMM Quick Tips” document is helpful to get you through the most common updates needed on maps.
- Ensure all updates are made on **both** the major map and the DARS verification/graduation audit. Keep BAMM checksheets organized.
- Online and immersion programs use one graduation audit. Required courses must match. Immersion maps must include all options. Online maps may display a subset of courses, but may not include different requirements

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More curriculum reminders and updates

- Check for catalog and prerequisite changes & preview in Degree Search. Please edit any requirements that have had catalog changes before submitting.
- Check all requisites. The Prerequisite icon has a click feature.
- Please check any web links in term and track/group level notes to be sure they are still valid.
- When submitting and resubmitting maps, please use communication notes.
- Minors and undergraduate certificates.

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Build a Major Map (BAMM)

How do I get there?

asu.edu/bamm

Please **only use Firefox**

What should I do if I have a question or a problem?

majormaps@asu.edu – April and Beth

Are there training materials?

catalog.asu.edu/bamm

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Transfer pathways- MyPath2ASU™

Tanaya Dempsey
Academic Transfer Credit Solutions

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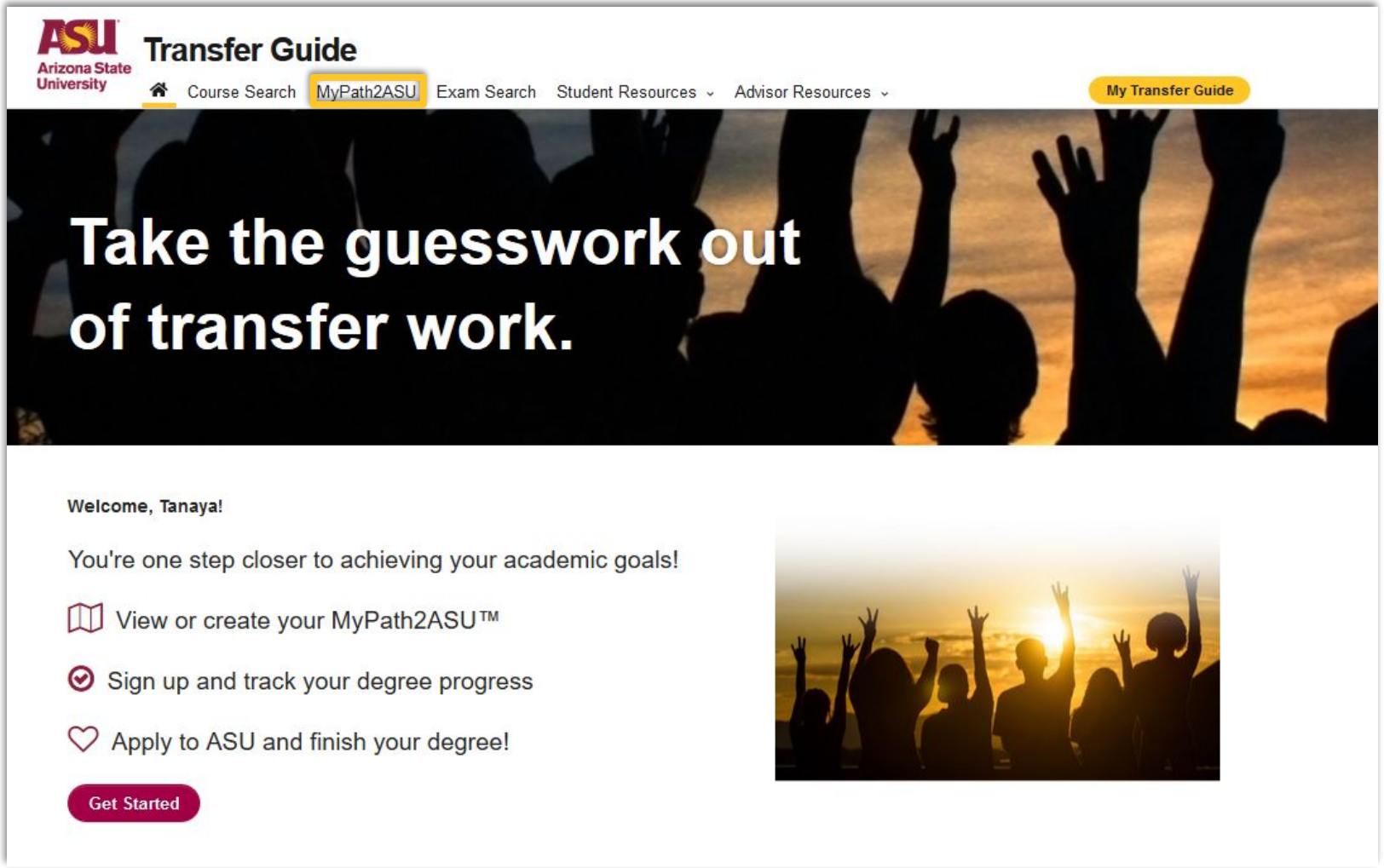
MyPath2ASU™

tcg.asu.edu



NEW - Now available for **all transfer institutions**; this includes Maricopa Community Colleges

Available for **ANY major** – MyPath2ASU™ will allow students to self help by outlining transfer coursework needed per major

Admission guarantee is at a university level, students must meet requirements of ASU and the specified program

Electronic agreement sign up is available through MyPath2ASU™ or admission.asu.edu

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Universal Articulation and Partnership Engagement

Partnership is outlined by three distinct tiers of engagement and integration. Partners start at the Universal Level which recognizes the importance of pathways for students and cements our mutual agreement to sustain engagement towards increased success outcomes for transfer students. Upon continued engagement with our articulation team on curriculum and our operations team on integration of tools and resources, partners will matriculate to and through the Maroon and Gold Level tiers of partnership to unlock additional benefits (for students and staff) and deeper collaboration.

Partnership Engagement

Benefits become stackable as a partner engages with us across levels

Universal Level

Modifiable marketing communications created and provided as a resources for direct-to-student communication and awareness.

Incorporation of transfer tools directly on partner institution web assets for student and staff convenience.

Data sharing on MyPath2ASU™ student agreements is available to Universal Articulation partner institutions.

Maroon Level

Continued engagement and focus with Arizona State on curriculum and pathway development so that MyPath2ASU™ recommendations display courses based on partner institution Associates degrees that also meet ASU major requirements. Increasing the robustness of established pathways.

Gold Level

Inclusion and partnership with the **Trusted Learner Network***, ASU's scaled solution to data sharing and reverse transfer. ASU records will be added to the Trusted Learner Network for purposes of associate degree conferral at determined level of community college course completion.

**This is still in development at ASU and does depend on ability of partner institution to retrieve data from a specified cloud based system.*

If your college would like to set up a **Universal Articulation Agreement (Partnership)** – please contact **Academic Alliances** at **ASUAcademicAlliances@asu.edu**

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Building MyPath2ASU™ pathways

tcg.asu.edu

Film (Filmmaking Practices), BA

2021 - 2022 MyPath™

Last Updated: Thu, 8 Apr 2021

Program Information

Program Description

View or Update My Agreement

Favorite

Recommended Associate Degree

Associate of Arts in Film, Media Production or similar associate level

Additional MyPath2ASU™ Information

This is an exciting and unique learning opportunity for students. The ASU@Los Angeles location has multiple scholarship opportunities with limited seating in the program. Apply early and contact Fidel Mahangel, California Transfer Services Program Manager, at asufidelmahangel@asu.edu for additional information.

A fully certified IGETC or CSUGE for California public community colleges, or the completion of an associate of arts degree at any regionally accredited community college will fulfill ASU's lower-division General Studies and composition.

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Building MyPath2ASU™ pathways

tcg.asu.edu

Community College Requirements

ASU Course Equivalency	Community College Course Requirement
Ideally students have experience in Avid Media Composer and completed FMP 220.	

ASU Degree Requirements

	ASU Course	Course to Transfer	Min. Grade	ASU Required Credit Hours
Term 1	ENG 101 or ENG 107	(ENGL 1 OR ENGL 1D)	C	3
	FMP Elective	(ANIM 21) OR (ET 31A) OR (ET 31B) OR (ET 75) OR (FILM 20) OR ...Show More	C	3
	OR THF 160	(ET 2)		
	Complete 2 courses: FMP 250 OR FMS 100 OR FMS 200	 No transfer course (FILM 1) (FILM 2 OR FLM 2)	C	6
	Mathematics (MA)	Complete CSUGE/IGETC or search for course	C	3
Term 2	ENG 102 or ENG 108	(ENGL 2 OR ENG 2 will fulfill) OR (ENGL 31)	C	3
	FMP Elective	(ANIM 21) OR (ET 31A) OR (ET 31B) OR (ET 75) OR (FILM 20) OR ...Show More	C	3
	OR THF 160	(ET 2)		
	THF 126	FILM 32 + FILM 32L, FILM 33 + FILM 33L, OR FILM 34 + FILM 34L will fulfill	C	2

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MyPath2ASU™

Best practices with BAMM review

Admission requirements

Admission requirements are displayed on MyPath2ASU™ and match what is noted on ASU Major Maps

Any additional requirements need to be shared with Academic Transfer credit Solutions so it can be added as a note* - see info below

*Transfer map notes

When a transfer note is included, it shows up on every transfer map regardless of the transfer institution. **Make sure notes are applicable to all transfer institutions**

Notes should be clear and concise to all audiences

Special cases: unique degree + specific community college

Example: in-state community colleges that are eligible for up to 75 credit hours; these notes will be added for you

MyPath2ASU™

Best practices with BAMM review

Courses to take at ASU

Indicate what courses must be taken at ASU in BAMM – these will fall to the bottom of the transfer map with a note that says the course should be taken at ASU.

Internships and Pro-seminar courses will direct students to “Requires advisor approval upon admission” as equivalencies are never given to these types of transfer courses. If these must be taken at ASU, mark as such

Guidelines:

- Courses indicated should clearly be experiences which cannot be gained at a transfer institution.
- Students need to complete **minimum residency requirements** for graduate from ASU.
- Marking **take at ASU** should be based on specific curriculum that would make the course experience unique for the student taking the ASU course

Examples:

- JMC 325 - Breaking News Multimedia Reporting: Students cover breaking news for azcentral.com, gaining practical experience in an online, multimedia environment. Students are selected by The Arizona Republic and work with professional editors in the Republic Media newsroom. Their work appears on azcentral.com and may appear in the print edition of the newspaper. Students must commit to two full days a week, and they earn pay in addition to class credit
- JMC 485 - Television Magazine: Produce a 13-week television magazine program for Arizona PBS focusing on science research at Arizona State University, using long form DSLR video storytelling skills. Opportunity to field produce, research, report, use videography, writing and graphic skills under the direction of instructors

MyPath2ASU™ review timeline

2022-23 pathways are updated automatically based on existing major map course equivalencies.

In most cases, no special catalog coordinator action is needed.

Feb 14-18

Provost MyPath2ASU™ review
(week after major map publication)

Spring (TBD)

Publish MyPath2ASU™ and MAPP MyPath2ASU™
MyPath2ASU™ is typically published a few weeks after the Academic Catalog

MyPath2ASU™ curriculum questions - transferpathways@asu.edu (Academic Transfer Credit Solutions)

Universal articulation agreements (partnership) - ASUAcademicAlliances@asu.edu (Academic Alliances)

DARS

Beth A. Landish
Curricular Activities and Actions

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DARS verification process

DARS encoders provide verification audits for undergraduate majors, minors and certificates, as well as Interdisciplinary Studies concentration areas.

Review verification audits concurrently with respective program maps. **They must match**.

Internal college deadlines may differ, but verification audits and program maps have the same deadline of **November 14, 2022** for submission to Provost-level review.

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Final items and reminders

Alicia Alfonso
Curricular Activities and Actions

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Arizona State University

Academic Catalog

Academic Calendar | Academic Programs | Courses | Policies | Archives | Academic Catalog Review

- Catalog Review Resources
- Catalog Coordinators

Catalog review resources

catalog.asu.edu/catalog_review_resources

The purpose of the annual review cycle is to update existing college degree programs and policies. Faculty and staff should contact their Catalog Coordinators to submit edits to degree programs.

Resources for new users

Here are some resources to help you get started with your catalog review.

- Build a Major Map training and education resources
- Catalog Review 101
- Catalog training options
- FAQs
- Site sign-ins

General resources

- Catalog Review Kick-off meeting slides (PDF)
- Catalog Review Kick-off meeting recording (mp4)
- Catalog Style Guide (PDF)
- College policy review
- Curricular Deadlines Calendar for curricular timelines
- PeopleSoft review step-by-step instructions
- Review timeline
- University policy review

Refresher resources

These resources will help you get the most out of your content.

- Alternate career titles
- Math intensity guide
- Writing for the catalog

Catalog review and BAMM trainings

Available over the phone and over Zoom, can do either subject or both

No centralized training due to few system changes

Catalog training: email academic.catalog@asu.edu

BAMM training: email majormaps@asu.edu

We look forward to working with you

to create a dynamic, informative, fantastic 2023-2024 Academic Catalog!

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Arizona State University
Nov 14, 2022
Data due date
Feb 9, 2023
Publication date

Career and Academic Integration

Arizona State University

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Did you know?

Get a good job*

85% of students said getting a job was a key factor in their decision to attend a university

Earning potential*

HS - $30,000/yr
Bachelor's - $50,000/yr
Master's/PhD - $70,000/yr

Alumni support

Top service/topic requested by alumni is career

Highly requested

The most highly requested topic by students meeting with a career advisor – What job options are there for people in my major?

*Studies completed by Inside Higher Ed

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ASU's commitment to career

- Career is not a place you go on campus – it must be a part of the **ecosystem**.
- Exposure to experiences and education that makes a student **career ready**.
- A degree must be coupled with **career competencies** most sought after by employers.
- Ensure a student be aware of their skills and can **articulate** those beyond the university.
- **Major does not equal a specific career** – how does the student want to leverage their education and experiences?

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ONET Codes

universal in me3

now in catalog review for **all** programs

UG only for Degree Search

a matter of not able to show added value beyond undergrad

me3 specification

codes with “all other” don’t work in me3

https://me3.careers/asu/landing?reg_source=EOSS_HS

database change

all should have been changed for you where possible