

SEMM Conference 2026

# Clearing the **path**



Reducing website barriers to program exploration

**PAPER LEAF**



**UNIVERSITY  
OF ALBERTA**

# PAPER LEAF



UNIVERSITY  
OF ALBERTA



## **Shree Harrington**

Growth Director, Paper Leaf

Leads partnerships and digital strategy engagements that help organizations solve complex problems through UX-driven web solutions



## **Anne Brown**

Design Director, Paper Leaf

Leads UX & design strategy, focusing on intuitive & accessible digital experiences. Former UX instructor at the University of Alberta.

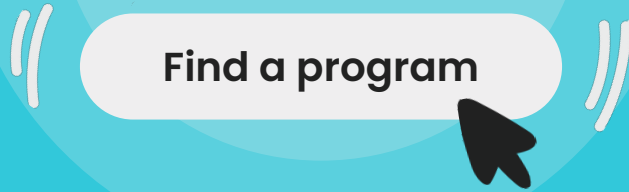


## **Shane Riczu**

Content Manager, UofA

Leads a team focused on improving web content for ualberta.ca, with 14+ years of experience in post-secondary digital communications.

Let's zoom in on one key area:  
**program clarity on your website**



**Program pages are  
not for awareness  
they're for research.**



A specific moment in the journey when students ask:

“ **Is this program right for me?** ”



Discovery

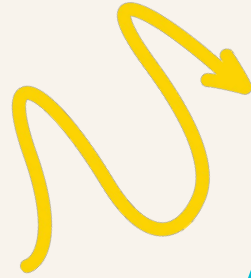
Shortlisting

Deep Evaluation

Application



# Motivated students will endure bad UX



If you're their top choice, they'll  
tolerate more friction than you think.



We can't control every  
touchpoint, but we can  
**control this one.**

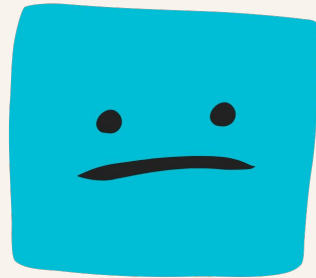


**How much  
will it cost?**

**What will my  
career be?**

**What should I  
study?**

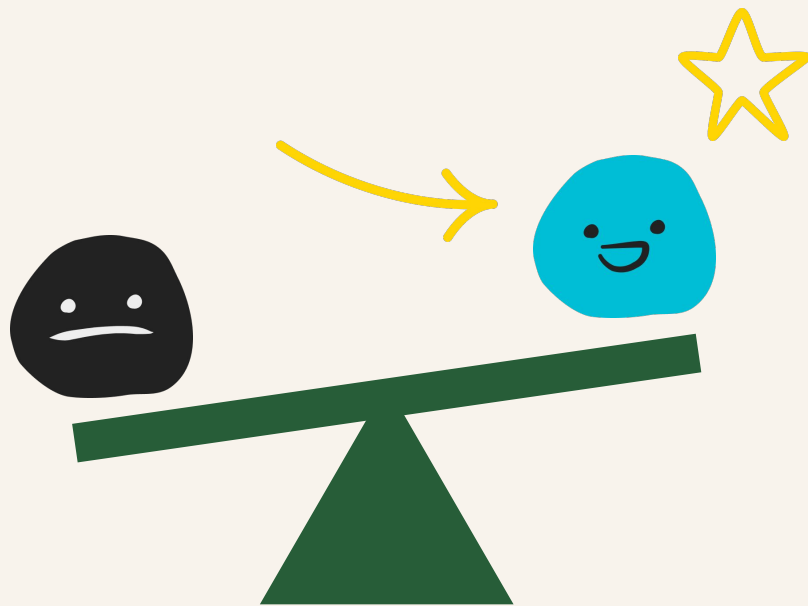
**What courses  
will I take?**



**Will I get in?**

**Tuition?**  
**Ranking?**  
**City?**  
**All similar.**

**Program clarity?**  
**The difference.**



**A great program  
tool makes you the  
top second choice.**



**Local**

**Out of province**

**International**



Discovery

Shortlisting

Deep Evaluation

Application



A 17-year old in your city  
**is not the same as a**  
17-year-old in Mumbai.



**Program  
shopping differs  
for Graduates**



What should I do next?

Where is the "best" place to study?

Where can I afford a safe, high-quality education?

	Local	Out of province	International
Knowledge	Low	Medium	High
Motivation	Low	Medium	High
Focus	Affordability vs. adventure	Preferences, quality & requirements	Affordability, access, ranking, requirements
Need	Guidance on program options and outcomes	In-depth info on selected programs	Even deeper info on selected programs

# How do you cater to all audiences?



Give students flexible ways to search and browse programs.



Clearly show requirements, career outcomes, courses, costs, and deadlines.



Focus the page on programs, don't try to market the whole university at once.

When key decision makers ask  
for more from the website

“ **We want  
everyone!!** ”



**Enrolment goals are**  
**strategic decisions,** ←  
**not website features.** ✕

# What does “more” really mean?



**Administrators**



**Deans + Chairs**



**Recruitment Teams**

# Program page can't do it all

## More

### Problem

Increase Volume Overall

### Solution

Drive traffic through adverting, increase volume of page views, reduce friction to applications

### Measurements

Increase views and conversions within web metrics

VS

## Right

### Problem

Reach higher-quality & demographic applicants

### Solution

External campaign efforts with limited program page influence

### Measurements

Increase average GPA or demographic information in CRM

**How to win  
over skeptics?**  
**Buy-in is a  
deliverable.**



# How to reframe objections

## What we hear

*"You always tell us no."*

*"Here's what we'd like you to do for us."*

*"Students expect to find the content on our page."*

**VS**

## Response

*"We all want the same thing."*

*"We can help you find a solution that might be better, cheaper and easier."*

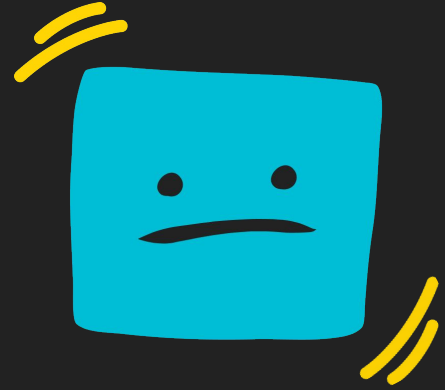
*"Students look for programs, not who delivers it."*

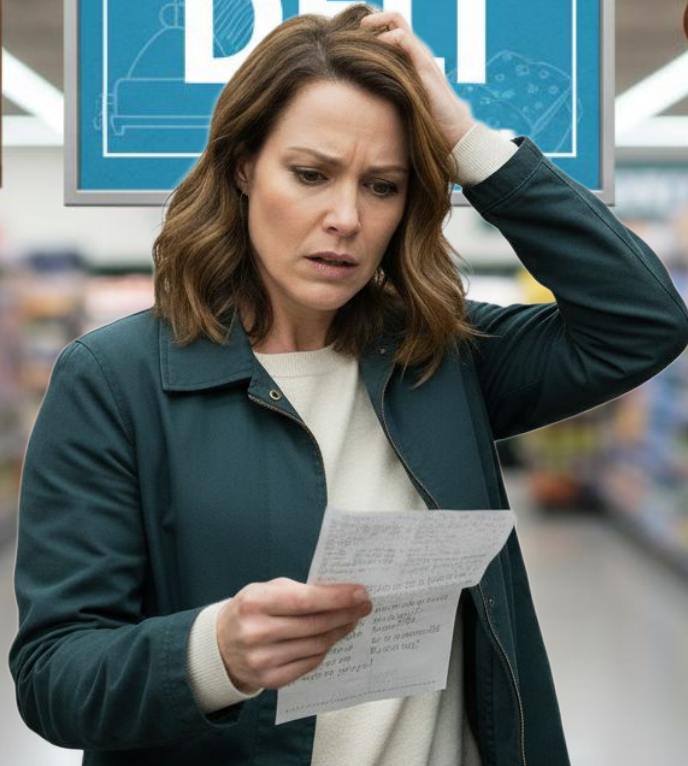
# Designing effective program exploration



Find a program

**Fragmentation**  
**creates frustration**





**Centralized program  
page content **works****



# Benefits of centralized content

## Prospects

**Easier to find in Search and to return to later**

**Less confusion about duplicate or out-of-date content**

**Easier to compare programs**

**VS**

## Marketers

**Increases SEO**

**Fewer pages to maintain and update**

**Consistency design and structure reduces decision-making**

# Centralization requires



**Buy-in**

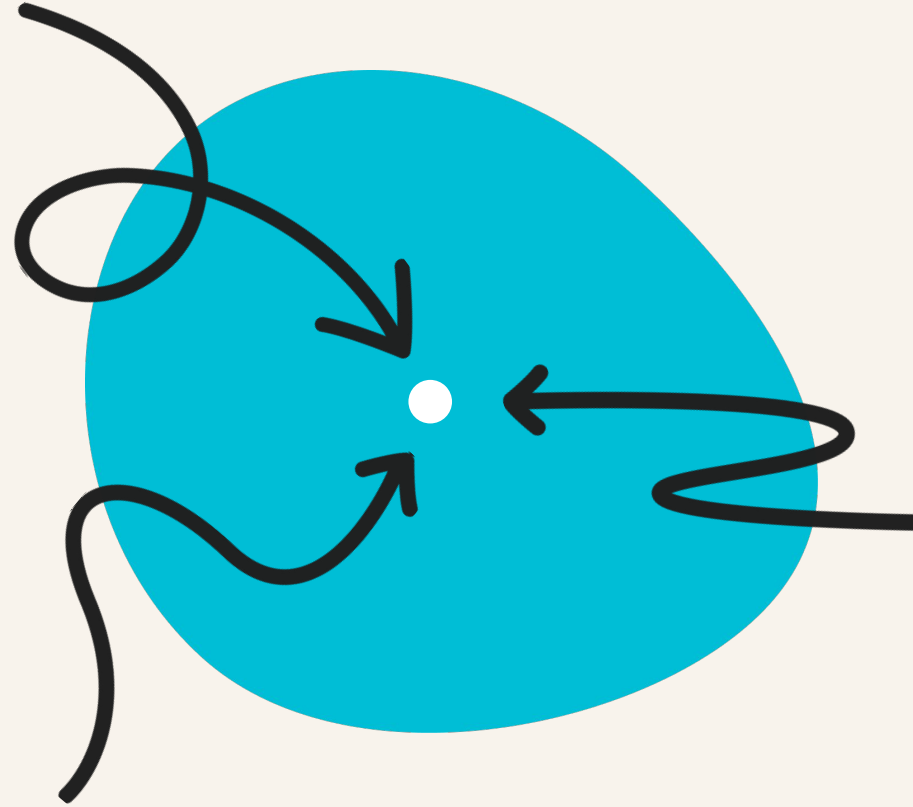


**Consistency**



**Responsibility**

**If you can't  
centralize: focus  
on consistency  
and condensing**



# Overcoming obstacles



**Start simple**



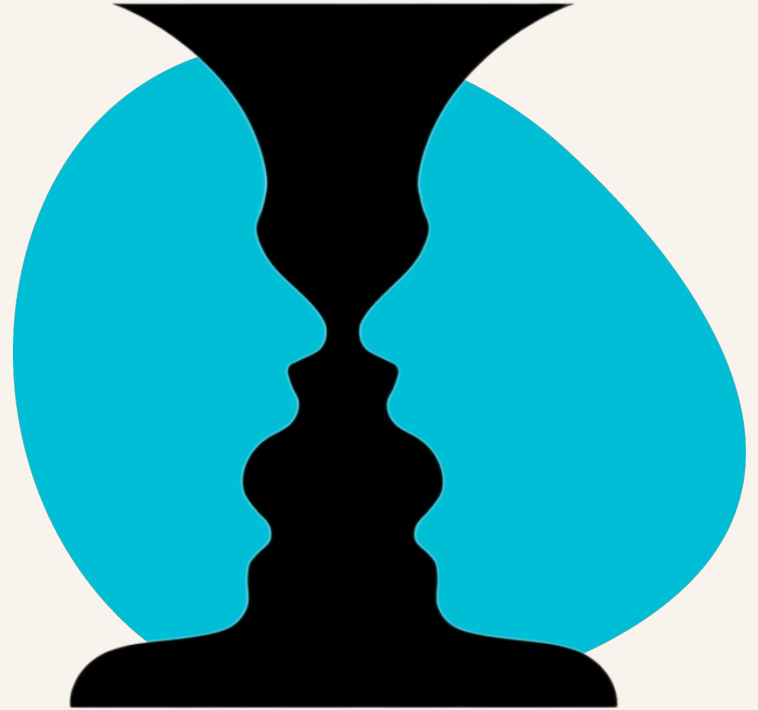
**Identify what you  
can control**



**Work with the  
willing**

**You are winning if you  
can create FOMO** 

**Support  
different ways  
of thinking**



# Mental modes for shopping

## Interest-based

### Behaviour

Discovery and browsing

### Organize by

Topic and theme keywords

### Audience

Local prospects

VS

## Program-based

### Behaviour

Search

### Organize by

Name first, faculty second

### Audience

Out of province and international

## Undergraduate Programs

[Link to page here](#) ^ [Link to page here](#) ^ [Link to page here](#) ^ [Link to page here](#) ^ [Link to page here](#) ^ [Link to page here](#) ^ [Link to page here](#) ^



Finding your purpose starts with finding a program.

OR

TAKE THE QUIZ →

Sort by: [A-Z](#) ^ [Relevance](#)

### Find by:

#### Faculty/Department

- Agricultural, Life and Environmen... 23
- Alberta School of Business 24
- Arts 52
  - Campus Saint-Jean 7
  - Education 18
- Engineering 23
  - Kinesiology Sport and Recreation 9
  - Law 3
- Medicine & Dentistry 60
  - Native Studies 2
  - Nursing 4
  - Pharmacy and Pharmaceutical Sci... 3
  - Public Health 20
  - Rehabilitation Medicine 13

#### Undergraduate Programs

##### Psychology

Bachelor of Arts




■ Faculty of Arts



View full program

Psychology is the study of how people think, feel, and behave. Psychologists seek to understand how we learn and grow, how we develop unique personalities and identities, and how we respond to the world around us. This program covers a broad range of topics, from infant, childhood, and adolescent development, to aging and memory, to language, speech....

**Program Type:** General / Major  
**Themes:** Media and fine arts  
**Interests:** Art . Composition Music Performing  
**Program ID:** AR560

 ON CAMPUS

 ONLINE

#### Graduate Programs



**UNIVERSITY  
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## **Find Your Purpose Quick Quiz**

*Ready to discover the right undergraduate programs for you?*

**Let's Do This!**

1

### What makes you happiest?

Being creative – think media, drama, music or art	Building or fixing things
Being outdoors and enjoying nature	Getting involved with your community
Performing lab tests or experiments	Learning about world events and politics
Solving a puzzle or problem	Leading or working with others

2

### Would you rather:

Solve economic problems

Solve societal/political problems

3



UNIVERSITY OF ALBERTA

You may thrive in the program area of  
**History, Law, and Politics!**

We've curated a list of programs and possible careers that match your interests.

[Explore My List](#)

[Take the quiz again](#)



Check out U of A's



Search for your program here...

THEMES



A-Z



- History, law, and politics 36
- People, culture, and society +111
- Math, chemistry, and physics +87
- Health and life sciences +83
- Education +78
- Engineering and Technology +54
- Business and economics +53
- Earth, environment, and sustainability +42
- Media and fine arts +41
- Languages and linguistics +28

Themes: History, law, and politics X

Clear All Filters

Results 1-24 of 36 in 0.34 seconds

**Ancient and Medieval Studies** North Campus (Edmonton)

**Bachelor of Arts**  
Arts

A degree in Ancient and Medieval Studies is an interdisciplinary program administered by the Department of History, Classics, and Religion. ... This program allows students to explore past societie...

Program Type: General / Major

Themes: History, law, and politics People, culture, and society

Interests: Culture History Human behaviour Languages World events

Plan ID: ANCM12 | Program ID: AR510

**Business Economics and Law** North Campus (Edmonton)

**Bachelor of Commerce**  
Business

Why study this program? ... This major – unique to the Alberta School of Business – incorporates courses on both Economics and Law, examining the economic and legal aspects of business and how ...

Program Type: General / Major

Themes: Business and economics History, law, and politics

Interests: Analysis Business Economy Finances Globalization Government

Plan ID: BUEL1 | Program ID: BC010

INTERESTS

- History 19
- Human behaviour 19
- Analysis 16
- Government 14
- Social Justice 14
- Politics 13
- Economy 11
- Equality 11
- Globalization 10
- Culture 9
- Search

FACULTY

- Arts 20
- Faculté Saint-Jean 8
- Augustana 3
- Business 2
- Native Studies 2
- Law 1

**Business Studies** North Campus (Edmonton)

**Bachelor of Commerce**  
Business

Why study this program? ... Keep your options open and explore the many facets of business with a major in Business Studies. ... You'll take courses from all areas within the Bachelor of Commerce...

Program Type: General / Major

Themes: Business and economics History, law, and politics

Interests: Analysis Business Economy Entrepreneurship Good with numbers Human behaviour

Plan ID: BUST1 | Program ID: BC010



Bachelor of Arts with Honors

# History

🏠 > History

## Why study this program?

History is the study of written records and relics, which informs us about the people, relationships, and cultures of the past. Historians are interested in how people and groups engage with each other, with power structures, with their natural environments, and the creation and transformation of culture and cultural ideas. Our History program offers a courses covering many different periods and topics. As a History student, you'll develop research, writing, and critical thinking skills.

This major can also be taken as part of a [Bachelor of Arts degree](#).

## Why study a Bachelor of Arts with Honors?

[Arts honors](#) is designed to foster a tight-knit community of academic-minded undergraduate students who can come together to share ideas, work collaboratively, get mentorship from their upper-year peers, and access more specialized supports from their department and faculty teams at every stage of their studies.

APPLY NOW →

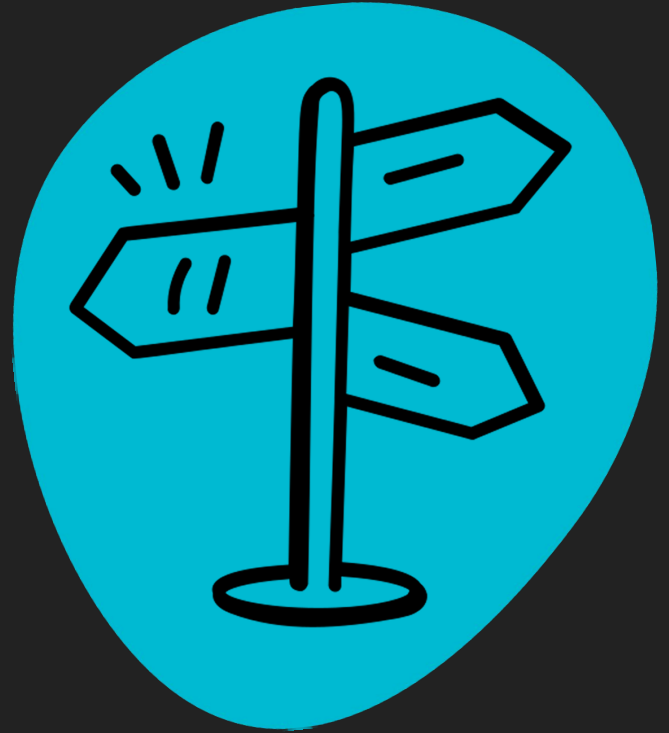


## POSSIBLE CAREERS

- Archivist
- Communications
- Curator
- Education Researcher
- Heritage Interpreter
- Historian
- Journalist
- Librarian
- Non-governmental Organization (NGO) Worker
- Politician

**Make the  
program page  
the decision hub**

---



# Top **7** things that students look for

1. **Career opportunities**
2. **What you'll learn**
3. **Courses**
4. **Requirements**
5. **Deadlines**
6. **Costs**
7. **How to apply**

**Does this give  
me a future?**



**Do I qualify?**



**Can I plan for this?**



1. **Career opportunities**
2. **What you'll learn**
3. **Courses**
4. **Requirements**
5. **Deadlines**
6. **Costs**
7. **How to apply**

# Centralized content isn't enough



Create a clear hierarchy so key information is easy to find.



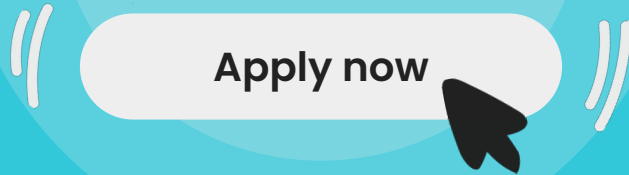
Break up text into scannable sections with headings, bullets, and spacing.



Use simple, web-friendly language that's easy to read and understand.

**Humans don't  
read websites like  
academic journals. ✖**  
**They scan. ←**

# Designing an effective program page



# Program page structure

Give each program a clear, distinct name so it's easy to spot and compare.

At-a-glance info right at the top to make comparison quick and easy.

[Home](#) > [Programs](#) > History

# History

Explore how the past shapes today's world. Study historical change, cultures, and ideas while building research, writing, and critical thinking skills for a wide range of careers.

**Faculty** Faculty of Arts

**Credential** Bachelor of Arts ⓘ

**Honors** Yes ⓘ

**Length** 4 years

**Location** North Campus, Edmonton

**Delivery** In person

**International Applicants** Accepted | PGWP Eligible ⓘ



## Overview

History uncovers how people, cultures, and ideas have evolved, using records and artifacts to reveal connections between power, society, and the environment.

In this program, you'll explore diverse periods and topics, analyze evidence, and craft well-supported arguments. You'll gain a deeper understanding of global cultures, systems, and perspectives, while developing skills to make informed decisions in any field.

**Why study this program?**

### On this page

[Overview](#)

[Careers and opportunities](#)

**[What you'll learn](#)**

[Admission requirements](#)

Location North Campus, Edmonton

Delivery In person

International Applicants Accepted | PGWP Eligible ⓘ

Highlight a clear differentiator—something unique to this program.

## Overview

History uncovers how people, cultures, and ideas have evolved, using records and artifacts to reveal connections between power, society, and the environment.

In this program, you'll explore diverse periods and topics, analyze evidence, and craft well-supported arguments. You'll gain a deeper understanding of global cultures, systems, and perspectives, while developing skills to make informed decisions in any field.

### Why study this program?

- Build skills for careers in **government, law, education, business, and media**
- Apply learning through hands-on experiences like **fieldwork, museum work, and internships**
- Earn a degree recognized and respected worldwide

Bachelor of Arts, Major in History ▾

Bachelor of Arts, Minor in History ▾

Bachelor of Arts with Honors, History ▾

Use accordions to organize extra details without overwhelming the page.

## Careers and opportunities

This program prepares you for a wide range of careers and advanced studies. Graduates develop versatile skills—research, analysis, and communication—that are valued in government, law, education, business, media, and more. Our alumni survey tracks employment, salary, and satisfaction

### On this page

Overview

Careers and opportunities

**What you'll learn**

Admission requirements

Key dates

Tuition costs

Steps to apply

Information sessions

Support options

Apply now

# Careers and opportunities

This program prepares you for diverse careers and further study, building skills in research, analysis, and communication. Our alumni survey shows how graduates are doing in jobs and salaries.

 82% graduate employment rate

 \$50,000 average starting salary

## Possible careers

Program graduates have the skills to pursue careers in many fields, though some listed may require additional experience or education.



### Journalist

Top skills include writing, research, interviewing, critical thinking and communication skills.

### Lawyer

Legal research, argumentation, advocacy skills.

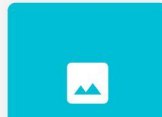
Place careers info near the top! Students rate this as the most important decision-making information.

Add social proof to show real-world impact and build confidence.

## Graduate studies

A focus in History also provides a strong foundation for advanced programs such as:

- [History \(MA, PhD\)](#)
- [Law \(JD/LLB\)](#)
- [Education \(MEd, Teacher Certification\)](#)
- [Library and Information Science \(MLIS\)](#)
- [Political Science \(MA, PhD\)](#)
- [Business \(MBA\)](#)



“

*Majoring in History gave me the skills and confidence to pursue law. I'm now doing an internship in Washington, DC.*

Alex Morgan, Class of 2023

Pull courses onto the page so that students can see what they'll study without hunting elsewhere.

Even a small sample helps students imagine themselves in the program.

# What you'll learn

## Real-world experience

We encourage undergraduates to engage in research and provides students a wide range of opportunities to gain valuable hands-on experience.

### Research projects

Assist with research on topics like **labor migration, the history of science, or global social movements**. In your fourth year, directed studies let you complete a supervised research project culminating in a major paper.

### Industry networking

Engage with experts and professionals through speaker series, workshops, and events that connect students with the wider community.

## Courses you'll love

Explore courses across places, periods, and perspectives, letting you focus on your interests while building a broad historical foundation. Sample courses include:

Year 1



Year 2



### **HIST 210 – Europe in the 19th and 20th Centuries**

Examine Europe's political, social, and cultural transformations, from industrialization and nationalism to wars and social change.

### **HIST 242 – Modern Latin America**

Explore the region's political, social, and economic developments from independence to the present, including revolutions and cultural change.

### **HIST 252 – Slavery in the Americas**

Investigate the transatlantic slave trade, the daily lives of enslaved people, and the enduring social, political, and cultural impacts of slavery across the Americas.

### **HIST 272 – Religion in History**

Analyze how religion has influenced societies, politics, and cultures over time, including its role in shaping

## Academic calendar

View the full list of courses for this program and detailed program requirements.

[View Academic Calendar](#)

# Admission requirements

For students applying directly from high school, we review your **Grade 11 and 12 courses**, with a focus on subjects related to your chosen degree. We take a flexible approach and consider any disruptions beyond your control.

Highlight key info in bold so nothing important is missed.

Make eligibility clear—help students quickly see if they qualify.

## Choose application type:

Canadian high schools

International high schools

### Select a location

Alberta

## General admission requirements

- Graduation from high school
- **Minimum 70%** in Grade 11 or 12 English (or equivalent)
- At least **six Grade 12 courses** (recommended, not required)

### Program requirements

- English Language Arts 30-1
- One course from: Fine Arts, Humanities, Languages other than English, or Math/Sciences
- Three additional courses from: Humanities, Languages other than English, or Math/Sciences

### English language requirements

All students must have strong English skills to succeed, as most courses are taught in English.

[Learn more about English language proficiency requirements](#) →

International applicants

Indigenous applicants

## Key dates

**Start dates may vary.** If a date isn't listed, the program is either not offered or not yet open for applications. Application status can change daily based on seat availability.

Fall 2026	Starts Sep 8, 2026	Winter 2027	Starts Jan 4, 2027
<b>Domestic Students</b>	<b>Waitlisted</b>	<b>Domestic Students</b>	<b>Open</b>
Application deadline	June 1, 2026	Application deadline	Oct 1, 2023
<b>International Students</b>	<b>Closed</b>	<b>International Students:</b>	<b>Open</b>
Application Deadline:	April 1, 2026	Application Deadline	Sept 1, 2023

Show deadlines and key dates clearly to help students prioritize tasks and reduce stress.

## Tuition costs

The following estimated costs are effective as of **July 1, 2025**.

Choose application type:

Domestic students | International students

### Tuition and fees

The estimated total cost of tuition and fees is **based on completing 30 credits** over two semesters each academic year.

Year	Semesters	Tuition fees ⓘ	Additional fees ⓘ	Yearly total ⓘ
1	2	\$5,490	\$1,668.60	\$7,158.60
2	2	\$5,490	\$1,668.60	\$7,158.60
3	2	\$5,490	\$1,668.60	\$7,158.60
4	2	\$5,490	\$1,668.60	\$7,158.60
<b>Total Cost:</b>				<b>\$28,634.40</b>

Be transparent about costs—hiding them can create doubt or mistrust.

### Cost calculator

Estimate your costs based on your program, living arrangements, and residency status.

Calculate your costs

Clear,  
step-by-step  
application  
instructions help  
reduce overwhelm  
and boost student  
confidence.

## Steps to apply

Follow these simple steps to apply and get ready to register for your classes.

### 1. Prepare to apply

Choose the program(s) you want to apply to and review all admission requirements and deadlines. Make sure you understand what documents you'll need before starting your application.

### 3. Track your application

You'll receive a confirmation email within a week with access to your application portal. Upload all required documents by the deadline, as applications are only reviewed once everything is submitted.

### 5. Apply for a study permit (if applicable)

International students need a study permit for programs longer than six months. After paying your deposit, you'll receive the documents needed to apply, including your letter of acceptance.

### 2. Apply and submit documents

Submit your application online, following the process for domestic or international applicants. You'll need to provide transcripts and other documents to show you meet admission requirements.

### 4. Accept your offer and pay deposit

If accepted, follow the instructions in your offer email to confirm your spot. Paying your tuition deposit secures your seat in the program.

### 6. Pay your tuition and register for classes

You'll register for classes about six weeks before your program starts. Pay your tuition by the deadline to confirm your enrollment.

## Start your application

Apply online through our application portal. You'll need a valid Visa or Mastercard to pay the non-refundable application fee (\$150 domestic, \$200 international).

Apply now

List all avenues for help so students know where to go for guidance.



That's it!

## Information sessions

Attend an information session to get the details you need to plan your future and start strong in your chosen program.

In person

### Bachelor of Arts Program Overview

Learn about the BA program structure, courses, and career opportunities.

**Location:** Faculty of Arts Building

Register to attend →

Online

### Careers and Graduate Paths in Arts

Explore potential careers and graduate study options with faculty and alumni.

Register to attend →

## Support options

Our faculty and staff are ready to answer your questions and provide details on what makes our programs unique, an overview of the program, admission requirements, career paths, and potential earnings for graduates.

### Faculty of Arts Advising

📞 780.505.3472

✉️ [arts.advising@univeristy.ca](mailto:arts.advising@univeristy.ca)

### International Student Advising

📞 780.505.3472

✉️ [arts.advising@univeristy.ca](mailto:arts.advising@univeristy.ca)

## Book an Appointment

Book a session with an advisor—in person or online—or explore our [Frequently Asked Questions](#) for quick answers.

Book an Appointment

# Consistency across every program



Makes comparing programs easy



Reduces cognitive load



Helps AI extract information

**Comprehensive,**  
**not cluttered**



**There is  
no 100%**



**You don't need  
a huge team to  
make improvements**



# Assess and improve your program pages

Start now



1

# Benchmark your program pages

Use the ideal program page wireframe as a reference for what “good” looks like.

Ask yourself:

- Are all 7 key pieces of content present?
- What is extra that can be removed?



# 2

## Use our checklists

Check layout, clarity, and accessibility to ensure pages are readable, navigable, and inclusive.

Look for:

- Scannable hierarchy and layout
- Concise, web-friendly content
- Accessibility compliance



### Design, content and accessibility checklists

Are your program pages supporting confident decision-making?

#### Content

- Clear and unique program name
- At-a-glance facts at the top of the page
- Concise program differentiator (value proposition)
- Visible career outcomes (clear, concise)
- Courses easily accessible (clear, concise)
- Requirements, deadlines, etc.
- Content written for the web
- Short, digestible paragraphs
- Descriptive button labels
- Bulleted lists don't go beyond 5-7 items
- Clear, actionable next steps (clear, concise)
- No circular pathways (avoid linking to previous page)

#### Design

- Strong, scannable hierarchy (H1, H2, H3, bullets, spacing)
- Related items grouped together visually
- Line lengths don't go beyond 50-75 characters
- Visual cues present to highlight key information (icons or callouts)

#### Accessibility

- All colour passes minimum WCAG contrast requirement for accessibility
- Able to tab through content on the page using a keyboard
- Quick scanning aids present (headings, bulleted lists, bolding for key points)

# 3

## Do a quick user needs check

Step into a student's shoes: can they find what they need fast?

### Quick checks:

- Tuition, deadlines, and career outcomes in under 10 seconds?
- Easy program comparison?
- Scannable without reading everything?

### User needs check

How easily can a student get what they need? Emphasize with the user and ask yourself:

- Can I filter by interest and get relevant, **meaningful results**?
- Can I search by keyword and find what I expect?
- Can I compare programs easily—without clicking?
- Can I find requirements, costs, and key details?
- Can I understand career outcomes?
- Can I view courses I will take with this program?
- Can I scan and understand the information?
- After taking an action (form, application, etc.), do I get what I need?
- Do links ever send me in circles?

If you find that any of these questions are answered "no," you've found a friction point.



**Fresh eyes.**

**Faster progress.**

**Real impact.**





**Clarity is the  
competitive  
advantage**



# Any questions for us?



**Shree Harrington**

Growth Director, Paper Leaf



**Anne Brown**

Design Director, Paper Leaf



**Shane Riczu**

Content Manager, UofA

