# New Certificate Announcement Template

Please use this template to create a new certificate announcement for your department or center website. Each paragraph should be brief, with 2-3 sentences. The final draft should be reviewed by the certificate program lead or curriculum lead, as well as the department chair or center director. MarComm’s [editorial team](https://ascintranet.osu.edu/marcomm/project-inquiry-form) can review the final document for adherence to university brand style and general editorial notes (select Content Review in the linked form).

**Important note: This announcement should only be released when the new certificate is available to students. Announcing early can mean missing out on students who are excited about the certificate, but don’t return to it when it’s time to register.**

## Headline

What is the new certificate? Is there something unique about it that should be called out in the headline?

Ohio State introduces new publishing certificate in collaboration with HarperCollins

## Lede

This should cover the most important aspects of the new certificate: what is it? Which department houses it? When are students able to declare the minor? This is also a good opportunity to link to the minor’s page on the department website.

The Ohio State University Department of English will begin offering a certificate in publishing [link to program] starting in fall 2025. The certificate, which was developed in collaboration with publishing house HarperCollins, will prepare students for successful careers in the industry.

## Supporting paragraph

This is an opportunity to introduce the certificate in more detail: what are some specific program details, and how will students benefit from these program aspects? What’s the larger impact of having this certificate, or what gap is it filling in the department, college or university?

The publishing certificate focuses on all aspects of the publication process, from submitting manuscripts and working with authors on edits to contract negotiations and book marketing. The 15 required credit hours come from classes in the Department of English and the School of Communication that offer hands-on editing experience, practice working with other student authors to develop pitch letters, and allow students to develop a marketing plan for their assigned book. A required summer internship with HarperCollins can be completed virtually or on-site at one of the publisher’s offices.

## Quote

This should come from someone directly involved with the creation of the certificate: a professor, a department chair or center director. Are they excited about the new program? What do they look forward to next? This is also an opportunity to call out hands-on learning opportunities that are part of the certificate, or specific industry/workforce connections that will be part of the student experience, if not included in the previous paragraph.

“The publishing industry can be a difficult career path to break into, and students need all the preparation we can offer them,” said Susan Williams, English department chair and one of the instructors for the certificate program. “Our partnership with HarperCollins not only allowed us to create a certificate program that directly addresses industry needs, but also offers students in the program the chance to network within the publishing industry before they graduate.”

## Background information (1-2 paragraphs)

This is an opportunity to talk about additional aspects of the new certificate, or about the majors this certificate would complement well. If the certificate isn’t the right choice for someone, is there a minor or specialization within a major they can join instead?

The publishing certificate is a great complement to an undergraduate English major or the MFA in Writing program in the Department of English, but is open to students from any major with an interest in working in the publishing industry. The program is also open to non-traditional students who already work at a publishing house, are considering a career change or want to know more about the other side of the writer-publisher relationship.

## Second quote (optional)

This is a chance for other department leaders or students to add their thoughts, or to add a second quote from your primary representative. Is there a student who is excited about adding this certificate to their education? Another professor or staff member who can add a new point of view? Someone from Career Success or the community who can talk about a built-in work experience opportunity that’s part of the certificate?

“This program is a great example of Ohio State’s commitment to providing our students with experiences that will make them that much more successful in their future careers,” said Aaron Klein, assistant director of industry connections in the College of Arts and Sciences’ Center for Career and Professional Success. “Working with HarperCollins on developing this program, and including a paid summer internship to benefit our students even more, has been nothing but exciting this year.”

## Footer (optional)

Much of this information should already be linked above, but if there is a specific certificate page or contact person you want to call out, this is a good place for a summary sentence.

For more information about the publishing certificate or other programs in the Department of English, visit english.osu.edu/certificates or contact the department at english@osu.edu.