Editing Branding

During prelaunch, grad programs may edit application branding as long as they stay consistent with the Graduate School guidance.

Branding guidance

- Rather than list individual requirements such as TOEFL, use a link to point to the program’s Fact Sheets. Fact sheets can easily be edited by each graduate program. Branding edits are far more difficult. Hyperlinks in CAS open in a separate window by default, so applicants are not moved away from an active process.
- Do not edit the branding header.
- If your graduate program does not already, use Shared Outlook Inboxes rather than individual names and email addresses. Shared Outlook Inboxes are easy to set up, can be assigned to multiple people to monitor, and can be reflective of the program (i.e., chem.grad @at wsu.edu).
- If you have a priority deadline date, use Branding to display it to students. For example, the application Default Deadline determines when the program closes and the application is no longer visible to applicants. The Graduate School recommends a Default Deadline of one week after the start of the term for the application unless your program has a hard deadline. The Display Deadline is visible to students when they are completing their applications. If you want to show a Priority Deadline vs. only a Display Deadline, Branding is your only option at this time.

Editing application branding

1. Login to prelaunch.webadmit.org
2. Select CAS Configuration Portal
3. Navigate to the application you wish to edit using the search feature and the details pencil icon

4. Select the Branding tab from the top horizontal menu.

5. Select Edit Instructions
6. This opens a CAS What You See is What you Get (WYSIWYG) editor that can cause some problems, especially if attempting to paste from Microsoft Word.

   a. We suggest using an online HTML editor to generate the raw HTML that you want to include in your branding. Develop your text in the left hand side of the WYSIWYG editor. When ready

   b. Copy the HTML code from the left hand side

5. When complete, paste the raw HTML back into CAS branding page. The editor will automatically interpret the HTML to give clean results.
Please provide an introduction for your Program homepage. This will be displayed along with your Program details to applicants who have elected to apply to your program.

Suggested topics for the Program homepage include details on how to be a successful applicant, links to other websites they may find helpful to visit, and how to contact your admissions team.

Priority Admission Deadline: January 10. Applicants who submit their complete applications before this deadline will be given priority consideration for scholarships. However, applications will continue to be accepted until April 15.

Before beginning the application process, please ensure that you have reviewed the following:

- Required Application Materials: Carefully go through the list of required materials on the Degree Fact Sheet
- Faculty Members: Research and identify the faculty members whose work aligns with your research interests and with whom you would like to work. This information will be important when completing your application.

By thoroughly reviewing the required materials and identifying potential faculty advisors before starting your application, you can ensure a smoother and more focused application process.

For questions, please contact:
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