

New Program Pre-Proposal Form

Name of Proposed Program: _____

College/School: _____ Department: _____

Submitted by: _____ Ext: _____ Email: _____

Program Type (Check one):

Bachelor's Degree: ☐ B.A. ☐ B.S. ☐ Minor ☐ Certificate

Graduate Degree: ☐ M.A. ☐ M.S. ☐ Ph.D. ☐ Certificate

Other: _____

Modality (Check one):

☐ In-Person

☐ Online

☐ Hybrid

Program Characteristics:

Target Audience (e.g. full-time, part-time, traditional, working adults, etc.): _____

Total Number of Required Credit Hours: _____ Expected Time-To-Completion: _____

Proposed Start Date: _____

As an attachment, please address the following categories (in short narrative form):

- I. Market Demand Analysis** (e.g. What types of students will the program enroll? How many students would be interested?)
- II. Program Value Proposition** (e.g. Where else is the program offered and how has it fared? What is the unique value proposition of the program?)
- III. Required Investments** (e.g. How much will it cost to get the program off the ground? What existing resources can be leveraged?)
- IV. Mission-Alignment** (e.g. How does the program advance the institution's strategic plan?)

For a detailed description of these categories, please see the attached guidelines on the next page.

Pre-Approval Signatures

College Dean (preapproval)

Date

Vice Provost for Undergraduate Education or
equivalent (preapproval)

Date

New Program Pre-Proposal Form (cont.)

Attachment Guidelines

I. Analysis of Market Demand

In this section, include a market assessment, surveying the competitive landscape and market demand for the proposed program. Address the following:

- What types of students will the program enroll?
- How many students would be interested?
- How long will it take the program to reach capacity?
- Once reached, will this capacity allow the program to maintain a sufficient number of tuition paying students to remain financially viable?
- What types of jobs require this credential and how will the number of these jobs change over the coming years?
- Identify competing programs.

II. Articulation of Program Value Proposition

In this section, describe how the program would be distinguished from competing programs. Address the following:

- Where else is the program offered and how has it fared?
- What is the unique value proposition of the program?
- Provide information for how the program will draw students from other university programs or locations.

III. Itemization of Required Investments

In this section, describe the resources that needed to initiate and support the proposed program, distinguishing between existing resources and those that must be acquired; include strategies that may be employed to acquire these external resources. Address the following:

- How much will it cost to get the program off the ground? Provide a detailed account of the financial resources available and budgeted to cover all start-up costs as well as anticipated costs to maintain the necessary administrative, instructional, and support personnel for the proposed new program.
- What existing resources can be leveraged? Include any human, financial, physical (classroom, lab, etc.) and instructional resources that can be leveraged to support the proposed program.

IV. Description of Mission-Alignment

In this section, provide a description of how the proposed program aligns with the institution's mission and values. Address the following:

- What is the "history" of the idea? Describe the key dynamics – institutional mission and internal or external forces – that motivated this proposal.
- How does the program advance the institution's strategic plan?
- How would the proposed program help realize the institution's mission and values?