

New Program Launch and Implementation Template

Proposal templates standardize and speed up the new program development process by requiring all new programs provide plans for design and implementation. However, programs rarely require program directors to demonstrate the workforce need and employment outcomes associated with a program, resulting in proposed programs that are misaligned with local and regional training needs. Customize the template below to align with existing program approval processes.

Name of Program: _____

Department/Division (if shared services): _____

Program Director(s): _____

Proposed Start Date: _____

Credential Level:

- Undergraduate Graduate

Credential Type:

- Degree Certificate Course Full-Time Part-Time

Modality:

- Face-to-face Online Hybrid
- Online courses: _____
Face-to-face courses: _____

Market Demand Validation

What workforce skills will the program convey? What are the program objectives?

What jobs will students be qualified for after completing this program?

How many available jobs exist that require skills conveyed by this program?

What credential level do employers require for these positions?

What are the projections for these occupations for the next 5-10 years?

Who are the competitors for this program in the market? How will the proposed program serve a unique role in the local markets?

Through what outlets should the institution market this program? What is the marketing pitch?

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Program Design

What is the time to completion for the program? What is the fastest and slowest time to completion possible?

What is the program format (evenings, full days x days a month, bootcamp, synchronous/asynchronous)? Why?

Is the program cohort-based? Why?

What are course pre-requisites or admissions requirements? Why are these necessary?

Will this program stack into existing programs or create pathways for re-enrollment? If yes, describe pathways.

Resources and Implementation

How many courses will this program require? What are the courses and included topics?

How many courses be repurposed from existing course material? Which course material (existing program and included topics) can be repurposed? Who will redesign those courses and how much will it cost?

Who will create the new course material? How much time and money will that require?

Who is teaching the program? Will it be as part of a normal workload or course overload? If taught by instructors or as an overload, how much will instruction cost?

Will the program require hiring new faculty or staff? If yes, what is the cost of those new hires?

Where will classes be held? For online programs, what costs are associated with hosting online sessions and assignments?

What additional costs are associated with this program (materials, meals, transportation, guest lecturer, etc.)?

What is the timeline for content development, marketing, and launch?

Who is responsible for ensuring the timeline remains on track?

Who is responsible for program marketing? How much will marketing costs to launch then sustain the program?

What is the expected ROI for this program? How many students are required in each cohort/class/semester to break even?