

ACADEMIC PROGRAM PLANNING

Considerations When Proposing a New Degree Program

A Strong Proposal:

Persuasive

- Provides evidence of why it is unique and/or necessary.
- Provides evidence for faculty experience teaching online courses where necessary.
- Demonstrates that the program will use the latest and best research practices and current methodologies.
- Provides a compelling argument for mission appropriateness.

Data-Driven

- Shows demand and need in the region using triangulation.
- Provides local evidence whenever possible to back up national data trends.
- Backs up anecdotal claims with data and letters of support.
- Provides cohesive enrollment projections, curriculum and budgetary needs.
- Provides data on the availability of a competitive applicant pool.

Clear

- Presents the argument with all relevant audiences in mind.
- Considers that each audience has a varying level of subject knowledge.
- Provides a strong justification that there are no other viable alternatives to offering the new degree.
- Indicates a clear rationale for new faculty hires or a reasonable current workload for existing faculty.
- Details a comprehensive, achievable plan for assessment and evaluation of the program.