

# New Program Pre-Proposal Form

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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.)

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## 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?

# Self-Developed Major Form

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Students who design their own majors can be a valuable source of intelligence about what new interdisciplinary programs it may make sense for your university to launch. To gather that data systematically, student proposals should be systematized. To that end, the form below details the key components of student self-developed major proposal forms.

Students proposing their own self-developed majors should submit this cover sheet to the appropriate office, attaching the required supplemental documents outlined below in the application checklist.

Student Name: \_\_\_\_\_ Student Identification Number: \_\_\_\_\_

University Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Title of Proposed Major: \_\_\_\_\_

Faculty Sponsor's Name: \_\_\_\_\_

University Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Application Checklist

Included with this application, attach the following supplemental documents, the core purpose of which are outlined below:

\_\_\_\_\_ *Statement of Purpose*

The statement should address the purpose of the proposed major. Specifically, it should address how it fits with career or academic goals and explain why no existing major can accommodate these goals.

\_\_\_\_\_ *Course Curriculum*

List the course curriculum for the proposed program, including the following information for each course: department, course number, course title, units, and semester/academic year. Provide total counts for general education, upper-division, and major credit hours (as opposed to electives) and verify that university requirements for each are met.

\_\_\_\_\_ *4-Year Program Plan*

Outline how the proposed program can be completed within a total of 4 years, including existing progress, taking into account the semesters and years in which courses are offered, as well as course prerequisites.

\_\_\_\_\_ *Faculty Sponsor Letter*

Faculty sponsor needs to write a letter verifying that the course of study is coherent and preserves the academic rigor of the academic fields it incorporates.

\_\_\_\_\_ *Departmental Chairs' Approval*

Approval required from the chair(s) of all department(s) suggested in the wording of the title and/or from chair(s) of all department(s) offering primary and secondary coursework that the proposed major incorporates.