From AP 4021, pps. 3-4

Program proposal and concept development is the initial stage of development intended to help the program initiator to develop a clear and comprehensive Program Proposal Request and Narrative. The program initiator works in collaboration with faculty, the area dean, community experts and potential employers. The curriculum committee chair, articulation officer, dean of Institutional Planning and Effectiveness and other college resources may contribute to this primary planning process. The resultant Program Proposal Request and Narrative should contain a clear description of the proposed new academic program and include the following elements:

_____ Description of program, background and rationale, community need

_____ Appropriateness to College Mission, Vision and strategic planning goals

_____The program's position within the College

_____ A comprehensive cost-benefit analysis that includes impact to existing faculty and programs, need for resource allocations, capital outlay, space, and facilities including library and learning resources

_____ Staffing issues (projected faculty needs, classified support, designation of program director, availability of qualified individuals)

_____ Identification of minimum qualifications and faculty service area(s) for faculty teaching in proposed program

_____ Local market data and/or industry and community needs

_____ Industry and advisory committee recommendations and support (CTE programs)

_____ creation of an advisory committee (CTE programs)

_____ Program support issues (articulation, availability of transfer programs, student support services)

_____ Need for regional or state accreditation or approval and laws/regulations that pertain to the program

_____ Similar programs within the state and near to college service area

_____ Anticipated enrollments and completion rates; student selection criteria and fees

_____ External funding sources, principal investigator or project director, duration of funding (if grant-funded)

_____ Program goals and student learning outcomes

_____ Proposed catalog description, program requirements and proposed list of courses (create a catalog page and proposed sequence of courses)

_____ Research describing the structure and content of similar programs at other college institutions and their enrollment trends

_____ Any challenges that must be addressed for the program to be successfully launched