Feasibility Study Proposal Requirements

New Degree Program Development
Executive Summary

➢ Type of Program (Degree, Certificate, and Substantive Changes as defined in the HU Process for Approval document)
➢ Level and Degree Title (if applicable)
➢ Total Required Credits
➢ Time to Degree
➢ Recommended Cost of Degree
➢ Projected Launch Date
➢ Description – Summary of information about the degree program including student learning outcomes, required resources, and required resources

Proposed New Program
Academic Feasibility Study

Overview
➢ Description of the new program
➢ How many credits
➢ Program objectives
➢ Delivery model of the program
➢ Calendar of course sequence for the program

Mission
➢ How does this program meet and serve the mission of the university?
➢ What is the traditional history of these types of programs?
➢ How does this type of program fit with the culture of the university?

Strategic Goals
➢ How does the program connect with/respond to the priorities of the current strategic plan?
➢ Describe the operational goals of the program and demonstrate their alignment with HU strategic goals.

Program Description and Structure
➢ Include student learning outcomes
➢ Course sequence
➢ Course descriptions
➢ Include curriculum map

Student Admissions
➢ What are the admissions requirements?
Student Financial Aid
➢ Will target students be eligible for all forms of financial aid?

Methods of Instruction
➢ What methods of instruction will be used?
➢ Does the university have experience in delivery of degree programs in this way so that students are set up for success?

Interdisciplinary Coursework
➢ Will the program utilize 50% or more of courses currently offered from no more than three other programs at the university? If yes, which ones? Why were they selected?
➢ What courses are included? Include name, proposed number, and course description. Is this a new or existing course?

Student Advising
➢ How will students in the program be advised?

Student Evaluation and Assessment
➢ How will student work be evaluated? Discuss the assessment plan and use of direct assessment methods as the primary tool.

Program Evaluation
➢ What are the key program success metrics? Include benchmarks and targets.
➢ How will the program be evaluated? Discuss student course evaluations and faculty course evaluations. Also consider: Exit Surveys, Employer Surveys, Mid/End Program Satisfaction Surveys, and Graduation Survey

Program Reviews
➢ In the absence of specialized accreditation, what will the approach be to include external viewpoints in a program review process?

Specialized Accreditation
➢ Is there specialized accreditation with this program? If so, explain the process in detail, including timeline and fees.
➢ Is there an impact of the newly proposed program on the program’s current specialized accreditation?

Timeline for Implementation
➢ In narrative form, describe the steps required for the implementation of the proposed program.
Proposed New Program
Financial Feasibility Study

Program Rationale and Market Niche
➢ Provide evidence of a need and gap in the market for this program.
➢ What is the occupational outlook for graduates in this field of study? (analytic data provided by university or consulting agency)
➢ What types of jobs will graduates be qualified for upon graduation?
➢ What is the demand for graduates / employer demands in this field within the region? (analytic data provided by university or consulting agency)
➢ Who are key potential employers?
➢ What other colleges or universities offer a program like the one proposed?
  o What is the size of their program (students)?
  o What are their required credit hours?
  o What is the length of their program (time to degree)?
  o What tuition do they charge?
➢ Which programs will we likely compete against?
  o How will the university be distinguished in the marketplace by the new program offering? Why will students choose the program over others?
  o How does the proposed tuition compare to that of other institutions offering similar programs?

Student Demand/Target Market
➢ Describe the typical student who will be served by this program.
➢ Why are they looking for this type of program?
➢ How will it assist students in reaching their goals?
➢ Where are the potential target markets for recruitment?
➢ For graduate programs, are there existing feeder programs at the university? How might a 3 +2 or 4+1 model be applied?

Program Resources
➢ Include a table that lists the required resources for this program. Please identify what resources are existing (no cost) and what additional resources will be required, including their projected costs. For example:
➢ Faculty needs and expertise requirements (full-time and adjunct)
➢ Program Administration (Support staff needed)
➢ Web development
➢ Library and Digital Resources
➢ Marketing Plan and Marketing Costs for 3-5 years
➢ Technology (Hardware and Software)
➢ Office, Classroom, and/or Lab space/renovation
➢ Financial Aid

Program Budget
➢ Using the information above, complete the Program Budget template.
➢ Include a 3-5 year projected budget
➢ Include a 3-5 year Income Statement

Program Exit Strategy
➢ Teach-out strategy
➢ Impact on program faculty and staff