

University of Detroit Mercy

PROPOSAL FOR A NEW PROGRAM

Approved April 3, 2006

The following list is a set of guidelines for submitting a proposal for a new program to the Program Review Committee. Please address the following items. The proposal should be well organized, clear, cogent, and honest and anticipate questions.

A. Summary

Give a short (one page) summary of the important aspects of the proposed program that are detailed below. This summary will be used at various agendas including the Board of Trustees meeting.

B. Description of the Program

1. Provide a narrative description of the program as it would appear in the catalog.
2. Provide a matrix that shows each course in sequence, by term, taken by a full time and/or part time student.
3. List all courses in the curriculum: catalog number, title, description and units of credit, as they would appear in the catalog. Indicate which courses are new (+) and which are already being offered and in which program (*). Fully developed syllabi should be included in an appendix.
4. Indicate delivery format of new courses e.g. traditional day time classes, night classes, intensive weekends, etc. Indicate whether on-line course delivery is intended and if so, whether it will occur immediately or in the future.
5. Describe how the proposed program respects academic integrity and intellectual merit.
6. Indicate unusual or unique characteristics of the proposed program.
7. Describe how the proposed program affects related departments or fields of concentration.

C. Mission

1. Describe how the proposed program fulfills the mission of the University.
2. Describe how the proposed program fulfills the mission of the College or School.

D. Market and Need

1. Provide the results of a market study for the program and the methodology of the study i.e. survey, focus groups, etc. Indicate a conservative estimate of new student enrollment for a five year period and the estimated number of credit hours per year the student is likely to take.
2. Describe the competition for the program. Are there similar programs at other institutions in Michigan? If yes, list the institutions, briefly describe

the similarities and differences to the proposed program and indicate the enrollment in the competing program.

3. For professional programs indicate the job market for graduates including national or regional data on jobs available and job growth trends. For non-professional programs, indicate career or graduate study trajectories.
 4. Describe the market area of the program i.e. is it local, regional or national.
 5. Identify interest and potential partners in the program who can help make it successful e.g. students, alumni, local groups, industry leaders, etc.
 6. Describe how the program will be unique and attract market share.
- E. Objectives, Learning Outcomes and Assessment
1. Indicate the program objectives.
 2. Indicate the learning outcomes and which courses satisfy those outcomes.
 3. Indicate how the learning outcomes and the objectives of the program will be assessed.
- F. Students
1. Based upon the market study above, describe the typical student of the program including whether the student will be full time or part time.
 2. If the program is intended to provide an option for existing students in the University describe the enrollment impact on other programs.
 3. If the program will attract new students to the University describe who these students are and whether they have special needs or requirements not currently provided by the University.
 4. Describe how the program will attract a diverse student body.
 5. If the proposed program is an expansion of existing program, or is a new degree level, list the number of majors and degrees in the present program for the past five years.
- G. Faculty
1. Provide a list of faculty who will be involved in the new program.
 2. Indicate whether new full time or part time faculty are required to operate the program at its optimum through the first graduating class.
 3. Describe how the program will attract a diverse faculty.
 4. Indicate what fields of specialization require new full time or part time faculty.
- H. Administration and Support
1. Indicate how the program will be administered.
 2. Indicate whether support personnel are required for the program including secretarial, information technology and lab support.
 3. Indicate whether academic support will be required from existing programs on campus such as UAS, Co-op, Writing Lab, etc.
- I. Library Resources

1. Indicate the University's library resources available in direct support of the proposed program: reference and periodical holdings, software, audiovisuals and other instructional materials.
 2. List the library resources and funding needed to support the degree program through the first five years. Indicate the ability of the library to purchase recommended resources. The Dean of the Library shall prepare this report and sign it.
- J. Facilities
1. List the facilities which are currently available at the University for the program including administrative office space, class room space, and the like.
 2. Indicate whether the Registrar has any concerns over provision of class room space for the program.
 3. Indicate whether any facilities such as laboratories, classroom and office space have to be built, renovated or added to deliver the program and what the cost of same would be based upon a review and cost study by the University Facilities Management Department.
- K. External Support
1. Describe any accreditation available in the field and recommend whether such accreditation should be sought.
 2. If the program has been reviewed by an external consultant, professional organization, employers, etc. include a copy of their report in the appendix.
 3. Describe any external funding that has been received or can be expected to be received to support the program. Include the duration of any grants or any continuing commitments that have future budget implications.
 4. Describe whether any resources are to be reallocated from existing programs to support this new program.
- L. Operating Revenue and Costs
1. Provide a five year projection of revenue and expenses for the program utilizing the projected number of students from the market study and the projected credit hours taken per year.
 2. Revenue should include tuition and external support.
 3. Expenses should include scholarships, graduate assistantships or other tuition reduction costs.
 4. The spread sheet of revenue and expenses should follow the format and categories for program budgets used throughout the University (see attached spreadsheet format). A narrative of assumptions should define the parameters of the projection.
 5. The difference between revenue and expense should be totaled at the bottom as the Net Margin for the indirect expenses of the University.
 6. The year one projection should include all start up costs and capital expenditures necessary to begin the program.

M. Approval Process

1. List University committees or bodies required to approve the program. If approval has been previously obtained from a committee, so indicate and include in the Appendix the written approval.
2. Indicate any other University support that has been obtained. Include support letters from internal or external sources.
3. You are invited to submit anything additional which will help any committee in its decision.

N. Appendices

1. Include in an appendix any material which would help support the program including the market study, course syllabi, cost studies, grants, etc. used to draw conclusions described above.
2. Please submit any suggestions for improvement in this proposal document or process (optional).