Marketing Research New Program/Certificate Proposal Process

OR How to Get to "GO"



STEP ONE: Preliminary Discussions

Due to the time commitment involved in the development of programs, the new program proposal process begins with preliminary discussions. The preliminary discussions are intended to provide an opportunity to share the faculty's vision for the new program with others who will be part of the decision-making process should a formal proposal be submitted. The discussions should provide opportunities to address questions and concerns that will assist in preventing unforeseen roadblocks in the proposal process. Extensive written documentation is not required at this time.

Initiated by: Unit Faculty

- Include: Unit Faculty, Director/Chair, Dean (A-Dean)
- Dean will consult with

Associate Provost and Dean of the Graduate School and International Admissions (Grad programs) OR Associate Provost for Undergraduate Studies (UG programs)

- Executive Director of Extended Campus (all programs)
- Special Assistant to the Provost (all programs for UNC/Federal/State/HLC compliance)
- *TIMELINE: Within one week of consultations, Dean and Director/Chair discuss feedback;
 Director/Chair generates email to faculty about feedback and next steps, cc Dean

PLT

Response

Unit &

College

- Initiated by: College Dean (PLT agenda item to discuss proposed program)
- Include: Provost's Leadership Team
- TIMELINE: Dean requests agenda item for the most immediate PLT meeting following unit/college level discussions; if a PLT meeting is not scheduled within two weeks, the Dean may write a synopsis of the unit-level discussion and email the PLT for feedback

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- Initiated by: College Dean
- Email will be sent, on behalf of the Provost, to faculty, Director/Chair, & PLT outlining comments, concerns, suggestions, and next steps
- *TIMELINE: Email will be submitted within one week of PLT discussion*

DISCUSSION POINTS

Overview of proposed program

Fit with UNC's role, mission, and core plans

Fit with unit and college-level goals if applicable

Need for program; target audience

Interdisciplinary opportunities within and among colleges

Rationale for offering program at this time

What will this program prepare graduates to do?

Proposed delivery mechanism (on campus, extended campus)
Resources needed to explore this

*NOTE: Due to the rapidly changing academic climate, in order for a program proposal to remain viable, the program will have six months from the date of the Dean's email (following PLT review) to submit the two worksheets associated with Step Two. Timelines may need to be adjusted based on institutional curriculum deadlines.

STEP TWO: Timeline Rationale and Justification Worksheet Curriculum Overview Worksheet

Continue to STEP TWO after notification from the Dean's office.

Unit & College

- Initiated by: Unit Faculty
- Complete "Rationale and Jutification Worksheet" plus "Curriculum Overview Worksheet"
- Submit electronically to: Chair/Director or designated unit leader (review, approve and forward to Dean, or submit comments back to the unit)
- TIMELINE: Must be completed within six months of the Dean's email from STEP ONE

College Dean

- Initiated by: Chair/Director/Unit Leader
- Submit electronically to: College Dean indicating approval of proposal
- TIMELINE: Review must be completed within one week of receipt of worksheets

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- Initiated by: College Dean (PLT agenda item)
- Submit electronically to: Provost's Leadership Team
- *TIMELINE: If a PLT meeting is not scheduled within two weeks, the Dean may forward the
 worksheets to the PLT and request feedback electronically

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Initiated by: College Dean

 Email will be sent, on behalf of the Provost, to faculty contact, Director/Chair, & PLT outlining comments, concerns, suggestions, and next steps

Response

 TIMELINE: Email will be submitted within one week of PLT discussion or receipt of PLT feedback

For programs approved to continue to STEP THREE, the College Dean will notify the College Curriculum Committee that the new program proposal has been reviewed and approved by the Provost's Leadership Team and will provide the College Curriculum Committee with the Step Two worksheets. The College Curriculum Committee should anticipate receiving a curriculum package for the specified program within six months.

Continue to STEP THREE (UNC's Curriculum Process) after receipt of email.

NOTE: Due to the rapidly changing academic climate, in order for a program proposal to remain viable, the program will have six months from the date of the Dean's email to complete the

Step Three: UNC Curriculum Approval Process UNC

UNC Curriculum Approval Process UNC Board Policy Manual 1-1-304:

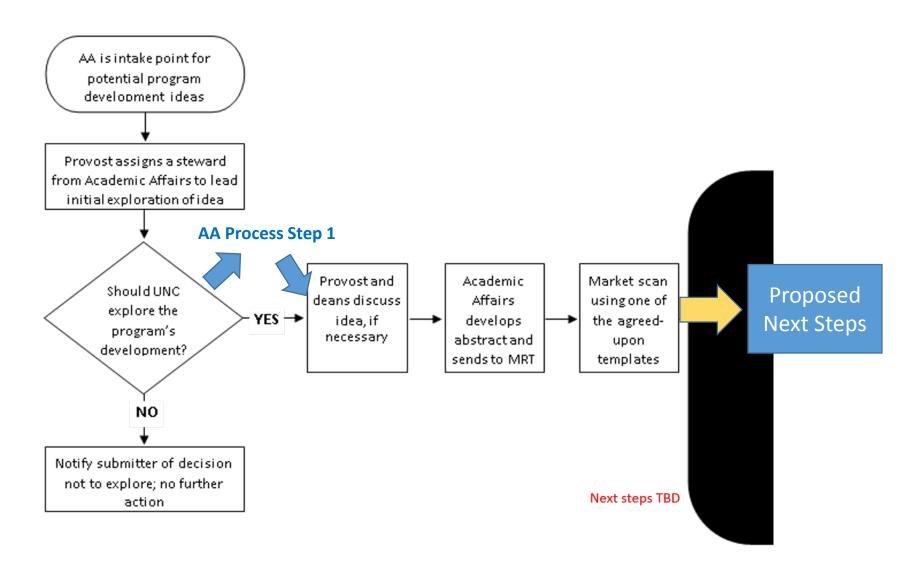
- http://www.unco.edu/trustees/Policy_Manual.pdf UNC University Regulations Part 5:
- http://www.unco.edu/trustees/University_Regulations.pdf UNC Curriculum Webpage:
- http://www.unco.edu/regrec/FacultyStaff/Curriculum.html
- EXPEDITED REVIEW An expedited review process has been developed for new programs such as minors or certificates under

MRT Process

Assumptions

- Good ideas originate from multiple sources (faculty, deans, admissions professionals, marketing research, etc.,)
- Ideas are sent to the Provost's office
- AA leads the process
- Market research provides data-based decision making
- Most ideas, if approved by PLT, will receive a market scan

MRT Process



Proposed Next Steps

- Market scans provide the data for Step 1.
- After decision on Step 1 PLT can request a feasibility study-from IRMT.
- IRMT assigns feasibility study to a member of MRT.
- Feasibility study is returned to the academic dean of the college where the program originates.