**AVERETT UNIVERSITY**

**New Program Feasibility Study**

**(Spurring Pilots, Experimentation and Creativity)**

*\*to be used for academic programs and/or specializations,*

*other curricular, co-curricular, and non-academic programs*

**New Program Proposal**

**New Program proposal process overview**

*\*academic programs and/or specializations, other curricular, co-curricular, and non-academic programs*

In light of the University’s commitment to innovation and experimentation, we are developing a process to solicit proposals, to help faculty and staff develop proposals, to review vetted proposals for possible adoption and resourcing.

To initiate the process, please complete the Phase I Proposal section and submit via email to the Vice President for Academic Affairs (VPAA) and Vice President for Enrollment Management and University Marketing (VPEMM). The review panel (comprised of the VPAA, VPEM, Vice President and Chief Financial Officer and Chief Operations Officer (VP/CFO-COO), Vice President for Philanthropy (VPP) and others as deemed necessary will review the initial proposal and provide a written response either accepting the proposal; requesting additional information and/or revisions; or rejecting the proposal.

If you receive a “request for revisions” or a “request for additional information,” it will outline the areas in need of revision and/or the additional information being requested.

If the Phase I proposal is approved, you will be invited to move to the second phase of the process by completing a more comprehensive proposal. The comprehensive proposal (Phase II Proposal) will be submitted again to the review panel for feedback and fine-tuning before the proposal is forwarded to the President’s Council.

Because a proposal is forwarded to the President’s Council does not ensure that it will be adopted and resourced. The proposal will be evaluated and prioritized along with other proposals. If the proposal is not implemented following its initial entry into the pool of proposals due to budgetary, timing, personnel, or other issues), the proposal will remain in the adoption pool for future review by the review panel. Proposals that remain in the adoption pool for three consecutive academic years will be returned to the Review Committee for review to determine the continued viability of the proposal.

**Purpose**:

The purpose of this PROPOSAL REVIEW process is to outline the questions to be answered as the University determines whether a program change (curricular or otherwise) constitutes a substantive change as described by SACSCOC, and in federal regulations found in 34 CFR 602.22. You may access Averett University’s [Substantive Change Policy](https://www.averett.edu/academics/institutional-research/substantive-change-policy/) on the policy website.

Email a copy of each form submission to the current Vice President of Academic Affairs, Vice President of Enrollment Management, and copy the Institutional SACSCOC Liaison, and the Director of Institutional Research and Effectiveness.

**Phase I Proposal**

1. Please provide a brief description of the proposed program/initiative.
2. Please explain how the proposed program/initiative advances the mission and strategic goals of the program (or office) and University?
3. In what ways is the proposed program/initiative aligned with current distinctions of the university and the Averett experience?

*(e.g. innovative, experiential learning, community engagement, internships, undergraduate research, etc.)*

1. What are the goals or objectives of the proposed program/initiative?

*(e.g. increase enrollment, meet workforce demand, grow competitiveness in securing grants, improve student achievement of learning outcomes, etc.)*

1. What is the intended student market for this program/initiative?

*Please provide potential external student markets and where enrollment might be expected to come from. (i.e. age, qualifications, etc. – adult learner, high school, certificate)*

1. Given the intended student market for the program/initiative, are there any special needs in terms of admissions or financial aid? If so, please list.

*(e.g. scholarships, focused recruiting efforts, articulation agreements, etc.)*

1. Are there any particular constituencies (other than students) that might be served by this program/initiative? (e.g. the region, industry, etc.) If so, please list.
2. What external and/or internal factors suggest adequate demand for the program/initiative?

*(e.g. employment opportunities, competitive factors, etc.)*

1. What is the format of the proposed program/initiative? (check all that apply)

 on-ground  on-line  hybrid  off-site

 undergraduate  graduate  certificate

 clinical  practicum  required internship

Other:

1. What is the proposed implementation timeline for this program/initiative (i.e. when could and would it launch keeping in mind the lead time necessary for marketing and approvals)?
2. What are the estimated personnel, hiring, and start-up needs?

*(Would current faculty and staff be responsible for staffing the program? Would additional hires be required? Are there any additional start up needs? The review panel will work to connect financial costs to these needs.)*

1. What are the requirements regarding accreditation and compliance (SCHEV, specialized accreditation, regional accreditation, USDOE, etc.)?
2. Do we have internal subject matter expertise? Please identify any current faculty and/or staff who might contribute to, or teach in, this new program/initiative.
3. In what way(s) might other programs and/or offices potentially be impacted by the proposed program/initiative? Please list any possibilities for internal collaboration.
4. Please list, and provide a brief description of, competitive programs that seek to serve the same target market/population of students (if applicable).

*Please include where this program is currently offered and distinctions between the proposed program and the program offered at other regional and/or CIC universities.*

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| --- | --- | --- | --- |
| University | Program/initiative | Description | Distinctions |
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*Please submit the completed Phase I proposal by Email to the current Vice President of Academic Affairs, Vice President of Enrollment Management, and copy the Institutional SACSCOC Liaison, and the Director of Institutional Research and Effectiveness.*

**Phase II Proposal**

1. If the proposal involves a new academic program or initiative, please list curricular and other requirements students must meet (will not apply to all proposals).
2. Will the proposed program/initiative require additional fulltime positions (faculty, staff support, leadership, etc.)? What impact does this have on related offices (admissions, registrar’s office, student financial services, student life, student success, etc.)?

Yes No

If yes, what positions?

1. Will the proposed program/initiative require resources in the form of additional budget/expenses?

Yes No

If yes, please provide a listing of those requirements. *Numbers are not required in this section as they will be entered in to the expenses tab of the worksheet.*

1. Will the proposed program/initiative require facility and space commitments?

Yes No

If yes, please provide the proposed requirements.

1. Will the proposed program/initiative require any major equipment purchases (anything over $500)?

Yes No

If yes, please provide the proposed requirements.

1. For proposals within the academic area, please work with your Department Chair, Division Chair and/or VPAA (and others as necessary and appropriate) to propose how resource needs (including space needs) can be met, and to what degree, by reallocating existing resources that are unused or underutilized.
2. What is needed in regards to IT and Library resources (consult with respective areas) to estimate additional resources that the proposed program might require.
3. Describe any travel costs associated with the proposed program (particularly with respect to new athletics or fine arts programs, etc.)
4. Consult with Enrollment to prepare for marketing timeline and costs and list proposed needs for advertising/promotional materials (incorporating timeline and cost).

25) Please provide relevant marketing data or demand for proposed program/initiative.

Based on Averett University’s [Substantive Change Policy](https://www.averett.edu/academics/institutional-research/substantive-change-policy/) and the information above, please list any substantive change types that may be applicable to the program proposal. If there is additional context that may inform how the policy applies to your proposal, please provide a concise summary below. Please include necessary steps to comply with notification or approval requirements. If none apply or no action is necessary, a statement to that effect is required. If there are any questions, please contact the Office of Institutional Research and Effectiveness or the Institutional SACSCOC Liaison.

If the program will fall under programmatic accreditation, please list the accreditor and any substantive changes that may be applicable to the accreditation standards of the accreditor. Please include information on timeline and agency requirements.

**Substantive Change Determination and Accreditation Implications**

**(SACSCOC Liaison and/or Office of Institutional Research and Effectiveness Use ONLY)**

Determination and Additional Comments:

**SACSCOC Liaison, OIRE Reviewer(s):**

**Date:**

**COMPETITIVE ANALYSIS**

Please provide information regarding regional enrollment trends as they pertain to this program/initiative if available.

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| --- | --- | --- | --- | --- |
|  | **Proposed program** | **Program/ Institution 1** | **Program/ Institution 2** | **Program/ Institution 3** |
| **Tuition & Fees** |  |  |  |  |
| **# of faculty supporting program** |  |  |  |  |
| **# of staff supporting the program** |  |  |  |  |
| **Format (online, onground, etc)** |  |  |  |  |
| **Enrollment** |  |  |  |  |
| **Success rates/job placement rates** |  |  |  |  |
| **Other relevant traits** |  |  |  |  |

**FINANCIAL ANALYSIS**

Please see AU New Program Proposal Proforma/Worksheet

Proposed time line and scheduling for the new program/initiative

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| Action Item | Description | Owner | Due Date |
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*Please submit the completed Phase II proposal by Email to the current Vice President of Academic Affairs, Vice President of Enrollment Management, and copy the Institutional SACSCOC Liaison, and the Director of Institutional Research and Effectiveness.*