Academic Program Planning
Considerations When Proposing a New Degree Program

A Strong Proposal:

1. Presents the argument with all relevant audiences in mind
2. Considers that each audience has a varying level of subject knowledge
3. Provides a strong justification that there are no other viable alternatives to offering the new degree
4. Provides data on the availability of a competitive applicant pool
5. Provides evidence of why it is unique and/or necessary
6. Indicates a clear rationale for new faculty hires or a reasonable current workload for existing faculty
7. Details a comprehensive, achievable plan for assessment and evaluation of the program
8. Provides evidence for faculty experience teaching online courses where necessary
9. Demonstrates that the program will use the latest and best research practices and current methodologies
10. Provides a compelling argument for mission appropriateness
11. Shows demand and need in the region using triangulation
12. Provides local evidence whenever possible to back up national data trends
13. Backs up anecdotal claims with data and letters of support
14. Provides cohesive enrollment projections, curriculum and budgetary needs