

Designing New Programs: Planning Considerations

The following considerations will assist you when planning new programs. Consider these questions and gather evidence to answer them as you design innovative high quality programs. Keep in mind there is no magic recipe for program approvals, but we hope these considerations will enable you to prepare strong academic program proposals.

1 Why should ASU offer the new program?

Consider connecting the rationale for your program with broader themes and principles that advance the mission of your Unit and ASU. Identify gaps in current program offerings filled by this proposal and the contributions your program will make.

2 What's the need for a program in this area?

Cite national, regional or local career/job demand data and/or conduct your own market analysis to show the need for the proposed program. Draw from any other evidence source to demonstrate program need.

3 Are there any peer universities that are offering this or a similar program?

Explain the presence of similar programs at peer institutions, describe the growth of these programs in the region or nation, and comment on enrollment trends.

4 What would make the ASU program unique?

Highlight the unique features of your proposed program and explain briefly how these unique program features position your Unit ahead of your competition.

5 Are there ASU programs with similar names?

Search for degrees and programs on the ASU website using terms/words included in your proposed program/degree name. Acknowledge them in your proposal and identify the status of these programs (e.g., inactive/active). If a similar program exists at ASU, obtain an impact statement.

6 What makes this one different?

Explain how your proposed program differs from current existing programs, including the expected outcomes of your proposed program.

7 What is the proposed delivery model?

Explain if you intend to use campus immersion, hybrid, or digital immersion model(s). Justify your choice of delivery model.

8 Who is the target audience, what type of student would be attracted to this program?

Describe the audience you have in mind in terms of demographics, professional backgrounds and executive level positions, and other relevant aspects. Explain how this population overlaps or differs from the audiences of similar programs.

9 What resources will be needed?

Describe if you have the faculty and other academic resources germane to the proposed program. If not, explain how you will obtain them.

10 What are the target fields and potential career opportunities?

Describe the fields/disciplines/professions in which graduates of this program could be hired. If available, explain career opportunities in terms of potential job titles and salary. Cite data about the employability of these graduates drawing from peer institutions and/or national statistics (e.g., [xx]% of graduates obtain a job within [xx] months upon graduation).

11 What are the program's learning outcomes and assessment strategies?

Specify the learning outcomes of the program and how they will be measured with performance indicators. The University Office of Evaluation and Educational Effectiveness is a great resource to consult for strategies. Examples of learning outcomes can be found at <https://uoeee.asu.edu>.

12 When designing Executive programs:

- What will make the program experiences different for prospective students compared to similar programs that are not executive?
- What will the special fees cover for the elevated experiences?
- Is the delivery model appropriate for working professionals?
- What type of elevated treatment will be provided? (e.g., VIP advisor service, field experience)