Guidelines for New Graduate Program Initiatives
DRAFT

Suggested information in the proposal is as follows:

**Purposes**
How does the new program (off campus or on campus):

- Enhance Pacific’s reputation and visibility by serving the university’s mission in the region
- Generate significant new revenues for the university by increasing graduate enrollments to help achieve the goal of a 50% increase in graduate enrollment by 2015
- Encompass *Pacific Rising* commitment to entrepreneurial, innovative academics in the region
- Support strategic goals such as utilizing three-campus locations, distinctive citizen leadership, partnership with the community
- Perform against existing competition (please provide a competitive analysis)
- Provide incentive for the delivering units
- What is the feasibility strategy to offer this program (where is the initial set up costs come from, when does it become self funded, what is the minimal enrolment needs for feasibility of the program)
- What criteria triggers the exit strategy (please provide an exit strategy, if the program is not successful with a timeline)
- Management provided – specify the role of offering unit/ school and graduate studies.

**Program Development**

Flow chart for the development and approval
- A letter of intent must be approved by the school/college Dean, the Graduate Dean, and Provost
- A proposal that describes the program and its delivery plan must be submitted and approved by the Committee on Graduate Studies, Graduate Dean, Provost, Vice President for Business and Finance and President. The proposal must contain:
  1. Evidence of needs and purpose
  2. Characteristics of the proposed program, including curriculum, and how the program incorporates best-practices for working adult graduate education
  3. Admissions and program administration
  4. Detailed budget and justifications
  5. Assessment/evaluation and
  6. Implementation and timelines.
Administration and Operations

Please outline the responsible party for the following tasks

- Develop a marketing and recruiting plan
- Negotiate and develop the contract
- Coordinate program development
- Administrate the application and admission process
- Develop the course term file
- Develop the course code and payment process
- Monitor the budget details
- Ensure compliance with University policies
- Develop policies to better serve the university
- Assist in developing assessment plans for the programs with the sponsoring unit
- Serve students needs, including financial aid
- Provide staff support
- Create new programs.

Financial Model

What are the critical units that are responsible for the program?
How do you staff the program and how are the faculty compensated (include any new faculty lines that are requested and budgeted)?
How does the program distribute the revenue?

Example of the Model

- Provide a brief example of the budget