Program Development

The College encourages program development as well as program re-design and renewal that is mission-consistent, market-responsive, and financially-viable. A necessary feature of institutional vitality is to remain current with curricular and disciplinary and interdisciplinary innovations that enrich the educational opportunities of our students. The following are intended to provide recommended guidelines to introduce, examine, and test potential additions to our academic offerings in a way that is inclusive and facilitates good communication. The goal is to create an ongoing cycle of idea generation, curriculum design, market testing and program development, creating an 11 month cycle (excluding the winter holiday season/break).

Ideas for new programs can/should come from two main sources:
- Faculty/chairs/deans
- Opportunity analysis done by VPs of Enrollment Management and Academic Affairs
- Suggestions should also tentatively address possible personnel and other costs required to launch the program. For example, if we do not have the expertise on campus to teach all of the courses.

Step One: Ideas get forwarded to the provost who works with EM and IR on preliminary scan of:
- CIP code descriptions
- Institutions offering the program
- Degree conferral rates
- Examples of program descriptions

Step Two: If signs are positive, curriculum review and generation gets done by faculty and/or consultants. Deans take leadership to resource faculty and/or identify consultants. During the curriculum generation process, questions should be identified that can be addressed in a potential market study and that will help make final decisions about program development. If additional preliminary work needs to get done, the provost’s office will support. (Examples would be researching accreditation requirements to start a program, faculty qualifications to staff a program, etc.)

Step Three: Once initial curriculum is generated a decision is made to proceed with program (usually done only if no additional costs would be needed to develop and implement program and with high internal confidence about the viability of the program) or to proceed to market study.

Step Four: Market study process: parameters of market study are established in planning conversation with consultant and representatives from academic areas and enrollment management. During this stage a budget and resource analysis is done as well to determine full cost of the possible program and what enrollments would be needed to make the program viable.

Step Five: If market study results are positive, then final program is developed in keeping with the results of the market study. Deans should oversee the development of the program to assure its adherence to study recommendations.

Step Six: Submission to C&I or GPC. NYSED proposal should be used for this review (or some sub-set of the form).