Online program proposal checklist

Please complete the following proposal items for creating a revenue sharing online degree program and/or certificate offering with Professional Education. Please keep the proposal within 10 pages.

\_\_\_\_\_ 1. An **Executive Summary** that provides highlights of the proposal. The executive summary should include a description of the market for the program, placement opportunities, and an explanation of how the proposed degree advances Baylor’s goals under Illuminate. (2 pages max) An executive summary template is available here for new graduate degree proposals.

\_\_\_\_\_ 2. A **statement of intent** for adding the modality change to include the following dimensions:

* Does this program meet the mission of Illuminate or Pro Futuris?
* Is there a related program already in existence or has one previously been offered?
* What is the rationale for adding an online modality and/or certificate offering?
* What is the expect launch term and why was that term selected?

\_\_\_\_\_ 3. An **environmental assessment** (e.g., a SWOT analysis that identifies typically internal strengths and weaknesses and external opportunities and threats). Include a list of 5 to 10 examples of potential competitors, peers and aspirants in the state, region and nation. Please include the number of hours and tuition costs for those programs.

\_\_\_\_\_ 4. What are the **advantages to the student** for completing the degree or certificates? What career opportunities are available for students graduating from this program? Program certificates or licenses?

\_\_\_\_\_ 5. Include a **degree plan** including total number of hours, required courses, required oral or comprehensive exams, foreign language requirement, placement/field/internship requirements, immersion activities etc. Provide a list of courses already available to students who would enroll in this program as well as a list of new courses to be developed.

\_\_\_\_\_ 6. Describe any **special requirements** such as facilities, equipment, labs, library or other learning resources.

\_\_\_\_\_ 7. Provide **projected student enrollments** for this degree program and/or certificate offering. The projections should be from launch out to 10 years.

\_\_\_\_\_ 8. Describe **faculty load** for the program. Include if new faculty need to be added and at what levels. Provide statement regarding faculty qualifications.

\_\_\_\_\_ 9. What will be the **admission requirements** for certificate and full degree program? Admission requirements should meet the University and Graduate School minimums.

\_\_\_\_\_ 10. What will be the **measurable goals** to determine success of the program?

\_\_\_\_\_ 11. Are there any **accreditation or professional licensure requirements** related to offering this program?

\_\_\_\_\_ 12. Provide a **10-year budget** that shows both the costs of the program, tuition, anticipated revenue generated based on tuition rates, include existing and new faculty and staff lines. Template file will be provided.

**Executive Summary**

**Name of Proposed New Degree or Certificate Offering:**

**Department: School:**

**Overview of Proposed New Degree or Certificate offering: Brief Summary**

**Target Market or Niche**

**Average Annual Cost or Revenue (from Pro Forma)**

**Placement Opportunities for Graduates**

**How does the proposed degree/certificate advance Baylor’s goals under *Illuminate?***

**Conclusion**