



COLLEGE OF MOUNT SAINT VINCENT

New Program Approval Initial Proposal Guide

The College of Mount Saint Vincent (CMSV) solicits proposals from across the community in the innovation of new academic initiatives. The Initial Proposal allows the Academic Innovation Team (AIT) to review initial concepts, perform market analysis, develop budget projections, and prioritize alongside other proposals, before determining whether a proposal moves on to the next step of full development and review. Persons leading development of a new initiative should submit this initial proposal to Jim Burkee, Vice President and Chair of the AIT. The initial proposal should not exceed five pages. In addition, persons submitting an initial proposal should complete, to the extent possible, an initial proposal financial proforma.

Please include in the Initial Proposal the following information:

Person Submitting Proposal:

Date of Submission:

Name of Proposed Program:

Department(s):

Additional Key Contact(s):

Program Type (select one)

Delivery Mode (select all that apply)

- | | |
|--|--|
| <input type="checkbox"/> Bachelor's Degree (<input type="checkbox"/> BS <input type="checkbox"/> BA <input type="checkbox"/> Other) | <input type="checkbox"/> Online (50% or more of the required courses delivered online) |
| <input type="checkbox"/> Traditional | <input type="checkbox"/> On-ground/campus (100% of courses are delivered face-to-face) |
| <input type="checkbox"/> TimeSaver | <input type="checkbox"/> On-ground/off-campus (100% of courses are delivered face-to-face) |
| <input type="checkbox"/> Undergraduate Certificate | <input type="checkbox"/> Evening/Weekend |
| <input type="checkbox"/> Graduate Certificate | |
| <input type="checkbox"/> Graduate Degree (<input type="checkbox"/> Masters <input type="checkbox"/> Doctorate <input type="checkbox"/> Other _____) | |

Key elements to address in the Initial Proposal:

1. Brief description of the proposed program and explanation of why CMSV needs or should offer this program.
2. Explanation of how the new program aligns with the mission and scope and strategic plan of CMSV.
3. Brief description of *why* students would enroll in this program. In other words, what would be the key messages/selling points to a prospective student?
4. Indication of the market for the program (e.g., student interest, possible market segments, employer demand, societal needs, potential for generating new revenue).
5. Clarification of how the program does not duplicate programs existing within CMSV, community, or region. If this, or similar, program exists at CMSV or elsewhere in the region, describe unique features of this program and/or additional need for this program.

6. Overview of resources required to offer this program: personnel, physical facilities, technology, library, support services, etc. For this portion of the Initial Proposal, AIT does not expect a fully articulated budget, but estimation of needs associated with the program (utilize initial proposal financial proforma).
7. Explanation of program structure (format, location, and/or schedule) that does not follow a model currently offered at CMSV, or if it would require affiliation or articulation with another entity (Middle States accreditation implications).
8. Indication of whether separate professional accreditation would be necessary for the new program.
9. In the case of interdisciplinary/joint programs, or when faculty are committed to teach in multiple undergraduate or graduate programs, please explain faculty load capacity associated with the new program.

*AIT asks that the writer of the pre-proposal does some initial brief investigation of market; however, AIT will conduct further market analysis upon receiving the proposal.