Guidelines for New Program Proposals

I. Executive Summary (300 words)

II. Statement of Demand/Need
   A. Summary of Market Research and Supporting Data
   B. Description of the competitive advantages or appropriate benefits of
      the program
   C. List of comparable programs in the tri-state area and the number of
      dedicated full-time faculty and general enrollments in each

III. Ability to Offer a Competitive and Substantive Program
   A. List of the names of the full-time faculty who will be teaching in this
      program and/or mentoring enrolled students
   B. Benchmark comparison with comparable programs in the tri-state area,
      identifying any programs that have an advantage over this proposal,
      and in what ways this program offers advantages over competitors in
      the tri-state area

IV. Statement of Program Goals and Objectives
   A. Statement of the relationship between the program goals and the
      mission characteristics of St. John’s University.
   B. Statement of the relationship between the program and the strategic
      plan of the school or college
   C. List of Program Goals (expressed as competencies to be demonstrated
      and knowledge areas to be mastered)
   D. Description of specific methods and measures which will be used to
      assess program effectiveness
   E. Program Delivery

V. Program Budget
   A. Enrollment Projections
   B. Description of additional resources and rationale required in support of
      this program
   C. Expected incremental revenues for the first five years of program
   D. Expected incremental expenses for the first five years of the program
   E. Budget Narrative

VI. Impact
   A. Description of the likely impact this program will have on other
      academic programs offered by any school or college in the University
   B. Contribution the program will likely make to one or more of the four
      strategic goals of the University

VII. St. John’s University New Program Proposal Collaborators

Please note that after the Board of Trustees approves a new program, you will be required
to complete the New York State Registration Procedures.
Section Content

I. Executive Summary
The Executive Summary should be a tightly written description of the program goals, contribution to the school or college strategic plan, methods and locations of program delivery, anticipated outcomes, net revenue, and if appropriate any start-up costs.

II. Statement of Demand/Need
This section is comprised of three distinct yet related areas.

- **Market Research:**
  Step 1.
  Job Market: This area should address the existing and anticipated job market for graduates of this program. Proposal developers are encouraged to use information from the U.S. Bureau of Labor Statistics or other dependable governmental agencies or professional associations. Initial forecasts should include specific references to published reports, especially those from relevant professional organizations describing the need for the program. Please bear in mind that, while ideally new programs will be substantive sources of new revenue, there are other reasons as well for proposing new programs.

  Step 2.
  Market Demand Study: If the program developer’s research in Step 1 generates sufficient evidence to conclude that there is a job market for graduates of the program now and in the future, he/she should contact the Office of Enrollment Management to request a formal Market Demand Study. This Market Demand Study is a comprehensive report that evaluates degrees conferred, primary and secondary competitors, as well as the potential job market; and, it provides recommendations regarding the programs viability for St. John’s University. If the completed formal Market Demand Study confirms the program developer’s initial research then the development of the new program proposal should continue. The Market Demand Study should be referenced and included as an appendix in the new program proposal.

  For both Job Market and Market Demand, evaluate the tri-state, national, and international markets.

- **Competitive Advantage:** This area should address those program elements (e.g., method of delivery, location, scheduling, and faculty expertise) that suggest a sustainable competitive advantage over other programs in the tri-state area.

- **Comparable Programs:** This area should include descriptive information about each program in the tri-state area that is comparable to the proposed program. Included in this section are the names of the institutions and programs along with the number of full-time faculty and general enrollment in the past three years, if it is available. Much
of the latter will be found in the Market Demand Study prepared by the Office of Enrollment Management. If there are no comparable programs in the tri-state area, proposal writers should address possible explanations for the lack of other programs.

III. **Ability to Offer a Competitive and Substantive Program**
List the names of the existing full-time faculty that will provide necessary instruction *as part of their normal course load*. Indicate how faculty areas of expertise (publishing, presentations, research, teaching experience, or other) are appropriate to the nature of the program.

If this proposal seeks additional overload compensation for faculty, specify how many faculty will need this each semester. State if this overload compensation will be ongoing or only temporary until additional faculty are hired--and if so, when that will be.

If this proposal depends upon committed part-time instruction, indicate how many courses per semester will be taught by part-time faculty.

If the program requires additional faculty hires, indicate if these will be part-time, contract, or full-time tenure-track, and for which years these faculty will be hired. Indicate as well the process by which any full-time faculty will be hired (national searches; interviews to be held at specific conferences; etc.)

IV. **Statement of Program Goals and Objectives**
This section is comprised of five related areas.

- **Relationship to University Mission**: This area addresses the significance of the proposed program in furthering the Catholic, Vincentian, and metropolitan character of the University.

- **Relationship to College/School Strategic Plan**: This area addresses the significance of the proposed program in achieving the college or school strategic plan. Writers are expected to make specific references to the college/school plan. If the proposed program is not identified in the current plan of the college or school, writers should provide a rationale for its exclusion.

- **Program Goals**: The preferred way to express program goals is articulation of the specific competencies and knowledge bases of the successful graduate. These competencies and knowledge bases should be listed in bullet form. If the program design includes a major and minor, how do the competencies and knowledge bases differ?

- **Program Effectiveness**: This section is related directly to the program goals expressed as competencies and knowledge areas. This section should focus on anticipated methods of assessing competencies and knowledge acquisition of students as well as post-program outcomes, e.g., graduation rates, alumni success. Writers are encouraged to describe any innovative assessment strategies that are anticipated for use.
• **Program Delivery**: This section addresses space and location considerations in support of the program. Where will the program be housed? If the program will be taught on more than one campus, what arrangements will be needed to meet the needs of students and faculty?

### V. Program Budget

This section requires proposal developers to complete an enrollment projection template, a five-year financial model, and provide a narrative in support of the following key areas. Before beginning the five-year financial model, be sure to contact the Office of the Provost to obtain the most up-to-date financial assumptions. Financial assumptions can change annually.

- **Enrollment Projections**: Five-year projection of enrollment and credit hours produced. Enrollment projections must include the change each year due to attrition. Retention rates for your School/College can be obtained by contacting the Office of Institutional Research. Further, your enrollment projections must be validated by the Office of Enrollment Management prior to submission for Provost’s approval.

- **Additional Resources**: This section should include a detailed description of specific additional resources needed, rationale, and timing to support the program. If additional resources are needed, proposal developers should address potential sources of funds, e.g., foundation support, reallocation of existing University funds. To what extent is the proposed program dependent upon formal partnerships, collaborations, or joint ventures internal and/or external to the University?

- **Incremental Revenues**: This section should include a rationale for anticipated incremental revenue to be generated by the program during its first five years of implementation. Incremental revenue is tuition revenue produced by new student registrations, i.e., students who would not have otherwise enrolled in the University. Appropriate references should be made to the Program Budget Worksheets.

- **Incremental Expenses**: This section should include a rationale for anticipated incremental expenses required to support the program during its initial five-year implementation schedule. Appropriate references should be made to the Program Budget Worksheets.

- The source of all data and cost estimates must be included in the new program proposal. As you develop the budget narrative, there are several University offices that you must contact to ensure that you have accurate data and/or cost estimates. You must include the name of the individual(s) from each office that provides you with data and cost estimates. A list of these offices can be found in section VII of these guidelines.

- **The Budget Narrative**: Proposal developers should address the following elements in addition to the incremental revenues discussion:
i. Retention rates applied to the enrollment projections.
ii. Full-time vs. part-time faculty needs
iii. Administrative and/or clerical staffing needs
iv. Library resources required beyond existing holdings
v. Advertising/Promotion
vi. Other non-salary expenses
vii. Capital Items if required
viii. Space requirements (faculty, staff, programmatic)
ix. Graduate Assistantships
x. Impact on the Core Curriculum (if applicable)
xii. If applicable, a summary of additional resources available due to program elimination or restructuring (recovered direct costs from another program).

**VI. Impact**

This section is focused on two areas: (1) the extent to which the proposed program may have positive or negative effects on existing programs in the University, and (2) the effect of this program on the realization of the University’s core strategic goals.

- **Existing Programs**: Writers should address the specific programs that may be affected by the introduction of this program and the nature of the effect. For example, to what extent might the introduction of this program siphon-off students majoring in a related area within the same or another college or school of the University? To what extent might the introduction of this program increase enrollment in complementary programs elsewhere in the University?

- **University Goals**: Writers should address how this program contributes to one or more of the University’s core strategic goals.

**VII. St. John’s University New Program Proposal Collaborators**

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The completed new program proposal is to be submitted to the Office of the Provost with an Academic Program Proposal Cover Sheet. It will be reviewed and, if approved, submitted to the Office of Business Affairs for review and approval of the five-year financial model. If approved by the Office of Business Affairs the proposal will be presented to the President and the Board of Trustees for final approval before submission to New York State.

VIII. New York State Registration Procedures
This proposal component is reported separately using the New York Registration Procedures Guidelines and should be submitted to the Vice President/Secretary of the University (after approval of the Office of the Provost). These guidelines are available at the State of New York website:
http://www.highered.nysed.gov/ocue/aipr/guidelines.html#newlevel