**New Program CONCEPT Proposal Template**

1. **Purpose**
   1. What is the mission of this program? How does it fit with Messiah College’s mission and current strategic plan?
   2. Why would this be a strategic addition to the College? (This should be linked to enrollment or an explicit and new way of advancing the College).
   3. Market and marketability:
      1. For whom is this program designed?
      2. Why is there reason to believe that this strategic purpose will be successful?
      3. What institutions are the main competitors for students?
2. **Programming** 
   1. The curriculum
      1. What is the basic curriculum design of the program?
      2. How many credit hours (or range of credit hours) are anticipated?
      3. What degree would be offered?
   2. For graduate programs: Program and course delivery
      1. Course delivery (traditional, online, blended)
      2. Program delivery (traditional, online, blended)
      3. Will there be student residency requirements? On-campus intensive courses?
      4. Time of delivery different from existing graduate schedule of 8 and 16-week courses?
      5. Location (on campus vs. off campus vs. blended)
3. **Process**
   1. Organization and governance
      1. What would be the organizational home of this program?
      2. Does this program involve the potential to include more than one academic department and/or school? If so, which ones?
      3. For graduate programs: Is there any reason this program could not be a new unit reporting directly to the Associate Provost for Graduate and Nontraditional Programming?
   2. Library resources
      1. How do Messiah College’s current library resources measure up to professional standards for study in the proposed area of study?
      2. What additions to our resources would be required?
   3. What impact would there be on other academic offices and college service units?
   4. What are the capital needs?
      1. Are there any special ongoing equipment, IT, or other capital needs?
      2. What facilities are required?
   5. Budget model (ballpark estimate of potential revenue and expenses)
      1. Are there any unique operating expenses anticipated to deliver this program?
      2. What are the plans for funding this new initiative? Identify new revenue, e.g., tuition and fees, reallocation of existing funds, restructuring of current programming, the deletion of current programming, grants, etc.
4. Personnel
   1. What fte is required?

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| --- | --- | --- |
| Type of FTE | Existing FTE | New FTE |
| Administrative |  |  |
| Support staff |  |  |
| Faculty |  |  |

**Generative Thinking Decision**: (Completed by Generative Thinking Group)

* 1. More forward immediately with a full proposal. Clear stipulation of the kind and level of feasibility study that is appropriate for this program includes: (add details)
  2. Hold for future consideration
  3. Not to be considered.