New Academic Program: Idea Summary

New Academic Program Name:
Author and Department:
Date Submitted:

The Opportunity
- What is the nature of the opportunity being considered? Describe the intent and nature of the program.
- What does the advisory group think of the idea?
- What decision(s) is pending?

Institutional Fit
- How does the proposed idea fit with Wittenberg’s mission, values, and strategic goals? (Please be specific)

Capacity Considerations
- What University resources would be needed to support this program?
- At a high level, how does the idea impact: Other discipline areas? Student Services? Information Technology Services?
- What courses exist or would need to be created as part of this proposal?
- What external resources will be needed such as partnerships, regulatory oversight?
- Describe at a high level, the timing of these resource needs?

The Market Defined
- At a high level describe the market for this program. Who are the students that the program will serve? Is the market existing or new? Short or long term? Growing or declining?
- Where is the market (local, state, regional, national, international)?
- Who are our competitors in this market?
- How will we compete? (price, value, reputation, etc.)

Summary Information Sources
- What sources were consulted for the information provided?

Review Section
- Educational Policy Committee Review Date (if appropriate):
- Senior Staff Review Date (if appropriate):

Provost Decision following Review and Rationale:
- Move to market research? Complete Project Closure Summary?

Provost Signature: ___________________________ Date: _______________________