***To Be Completed in Consultation with the Office of Institutional Research***

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

***The Rationale***

1. ***How do we know there is a need for this program?***

***The Student Base Further Defined***

1. ***Describe the likely students in the program and where they are located (local, state, regional, national, and international)? Who is your target market?***
2. ***Would the program have particular appeal to traditional or nontraditional students? Why?***
3. ***Would the program have particular appeal to international students? Why?***
4. ***Will the program draw in new students or existing students?***
5. ***Who are our competitors?***
6. ***Why will students choose to attend Wittenberg’s program as opposed to the other available options?*** *(price, value, reputation, etc.)*

***Feasibility Quantified***

1. ***How large is the potential student base? Is it growing or declining? What is driving the size?*** *(i.e., job placement projections, etc.)*
2. ***What is the expected scale of a successful program in terms of student enrollment or cohort size? What scale is needed for financial viability and sustainability?***
3. ***Do you anticipate the demand for the program as short or long term?***

***Models for Delivery***

1. ***What approach might you take to delivering the program? Possibilities could include:***
	1. Developing and delivering curriculum via Wittenberg faculty and staff
	2. Purchasing curriculum/program from a third party but delivering it via Wittenberg faculty and staff
	3. Contract with a third party to offer the curriculum to Wittenberg students
2. ***Which model is recommended? What is the return on investment to implementing this model? Why?***
3. ***Are there unique challenges to offering the program?*** *(for example, licensing, regulation, lack of awareness of industry/opportunities, large geography to market to, difficulty finding qualified faculty and/or staff, etc.)*
4. ***Identify any implications for faculty such as significant professional development needs, required certifications, etc.***

***Program Pricing (if applicable)***

1. ***If different from standard undergraduate tuition, what is the pricing strategy? What factors guided the pricing strategy?***
2. ***Will the program utilize regular tuition or differential tuition? What is the rationale?***
3. ***Are there specific fees associated with the program? How will they be collected?***

***Financials***

1. ***Please append an anticipated budget over three years that includes an explanation of assumptions about all revenues and expenses, including anticipated changes in staffing.***

***Additional Necessary Resources***

***1. What do we not know that could significantly impact this idea?***

***Standard Feasibility Study Sources:***

<http://www.economicmodeling.com/>

<http://www.edeps.org/>

<http://www.bls.gov/emp/>

<https://www.census.gov/topics/employment.html>

***Review Section***

***Educational Policy Committee Review Date:***

* ***Revise Feasibility Study and resubmit?***
* ***Move to Implementation Phase?***
* ***Do not proceed: Close Project?***