Wittenberg University
Decision-Making Process for New Academic Programs

**Phase 1: Introduce Idea**
1. Initiated by Witt faculty/staff: Complete Idea Summary with rationale, mission and strategic plan fit, preliminary market questions.
2. Initiated by community member: WittU point of contact completes Idea Summary

**Phase 2: Market Research**
- Proposer works with Academic Affairs and Institutional Research to complete a market summary.
- Third-party may also complete market research depending on the extent of the opportunity.

**Phase 3: Business Modeling**
Develop business model scenarios that addressing:
- Witt’s competitive advantage
- Contributions to Witt’s portfolio
- Collaboration/partnerships needed or desired.

**Phase 4: Implementation Plan**
- Inform/Gather Feedback from FEB, Chairs, BCAC
- Gather feedback from Board of Directors
- All Faculty
- President
- Board of Directors

**Phase 5: External Approvals**
- Ohio Board of Regents Approval Process
- Higher Learning Commission Substantive Change Request

**Shape Legend**
- Process
- Decision
- Start/End
- Sub-process
- Document
- Data

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