

**New Program Approval Pre-Proposal Guide**

Clarke University depends upon the involvement of its community members’ participation in the innovation of new academic programs. The purpose of the Pre-Proposal is to allow the Academic Innovation Team (AIT) to review submissions and conduct further market analysis and preliminary budget projections to determine whether the Pre-Proposal moves to the next step of full proposal development and review (see Academic Innovation Process flowchart). The following questions should be the basis for submission of the brief Pre-Proposal (maximum five pages). This Pre-Proposal is submitted to Susan Burns, VPAA and Chair of the AIT. If the Pre-Proposal is incomplete or if further information is necessary, AIT will contact the submitter.   
 *Please include the following information:*

**Person Submitting Proposal:**

**Date of Submission:**

**Name of Proposed Program:**

**Department(s): ­­­**

**Additional Key Contact(s):**

**Program Type (select one) Delivery Mode (select one)**

* Bachelor’s Degree (€ BS € BA € Other) € Online (50% or more of the required courses delivered online)
  + - Traditional € On-ground (100% of courses are delivered face-to-face)
    - TimeSaver
* Undergraduate Certificate
* Graduate Certificate
* Graduate Degree (€ Masters € Doctorate € Other \_\_\_\_\_)

***Key elements to address in the pre-proposal:***

1. Brief description of the proposed program and explanation of why Clarke needs or should offer this program.
2. Explanation of how the new program aligns with the mission and scope and strategic plan of Clarke University.
3. Brief description of *why* students would enroll in this program. In other words, what would be the key messages/selling points to a prospective student?
4. Indication of the market for the program (e.g., student interest, possible market segments, employer demand, societal needs, potential for generating new revenue).\*
5. Clarification of how the program does not duplicate programs existing within Clarke University, community, or region. If this, or similar, program exists at Clarke or elsewhere in the region, describe unique features of this program and/or additional need for this program.
6. Overview of resources required to offer this program: personnel, physical facilities, technology, library, support services, etc. For this portion of the pre-proposal, AIT does not expect a fully articulated budget, but estimation of needs associated with the program.
7. Explanation of format, location, and/or schedule for the new program that does not follow a model currently offered at Clarke, or if it would require affiliation or articulation with another entity (HLC accreditation implications).
8. Indication of whether separate professional accreditation would be necessary for the new program.
9. In the case of interdisciplinary/joint (e.g., MBA/MOL) programs, or when faculty are committed to teach in multiple undergraduate or graduate programs, please explain faculty load capacity associated with the new program.

**\***AIT asks that the writer of the pre-proposal does some initial brief investigation of market; however, AIT will conduct further market analysis upon receiving the proposal.