NEW PROGRAM DEVELOPMENT, APPROVAL, AND IMPLEMENTATION

Purdue Global's new program development process promotes shared standards of planning and evaluation to ensure new academic initiatives are of excellent quality, in high demand, and provide professional currency and financial sustainability. The process begins with a planning and development phase, which includes the establishment of a project team of academic faculty and administrators and completion of a multifaceted project plan. Various governance committees and departments must then review and approve the proposed program for it to proceed to implementation.

Individual steps of the process are outlined below.

Program Shape

Project Team: The team includes the school's designated project leader, marketing and finance managers, the school's assistant dean of curriculum, an internal accreditation representative, two external subject-matter experts, three faculty members, and administrators from a campus or learning center (if applicable), education advising, the registrar's office, student operations, Purdue Global's internal state regulatory affairs team, financial aid, and admissions. Members are invited to team meetings and/or included on relevant correspondence, and their résumés or curricula vitae are collected. Throughout the planning and development process, meeting minutes are recorded.

Feasibility Study and Timeline: In collaboration with marketing and finance, the feasibility study is completed. The study includes the following: program overview, degree plan, financial analysis, product value scale, market research, competitor analysis, integration, SWOT analysis, and relevant documentation. Faculty from the academic department proposing the new program must gather Bureau of Labor Statistics data, CIP/SOC information, planned credential name, length, award type and credits, and a detailed rollout plan. The phase one submission is reviewed by the state regulatory, career services, registrar, financial aid, accreditation, and veterans affairs teams, which each submit an assessment of the proposal and any questions or proposed modifications.

The assessments are returned to the faculty sponsor for incorporation into the proposal. Assuming the proposal is still viable, it progresses to phase 2. A timeline—including team meetings, program development deadlines, training schedules, accreditation and state regulatory affairs requests, and implementation schedule—is developed.

Program Texture

Phase two requires the faculty sponsor to develop a range of detailed program information materials, including: a proposed faculty/support staff roster, list of necessary library resources, financial plan, competition data, complete program description, degree plan, course sequencing, and program outcomes with course-level assessment mappings.

Learning Outcomes: The team leader, assistant dean of curriculum, and designees create the program- and course-level learning outcomes, and they identify appropriate CIP/SOC codes with assistance from the employer and career services team. Then, mindful of any prerequisite requirements, they work with the registrar's office to assemble the degree plan.

Program Support: Operational and budgetary support needs—including curriculum and innovation, library requirements, and any other needs, such as marketing—are identified. Further, financial aid is notified to initiate a request for Title IV funding eligibility, if Title IV funding eligibility is desired for the program.

All items are submitted for review by the library staff, Dean of General Education, Registrar, Chief Academic Officer, and Assessment Committee for feedback and review. These specialists review the in-depth proposal and either approve it or suggest modifications necessary for approval. If the proposal is approved by all of these teams, then it progresses to phase 3.

Program Details

The final program development phase involves creating any specific policies necessary for the program, confirmation of any state or programmatic accreditor approvals necessary, and separate detailed applications for the Faculty Curriculum Committee and the Program Steering Committee. Once these materials are complete, they are submitted to the Policy Program Review Committee, the State Regulatory team, the Faculty Curriculum Committee, and the Program Steering Committee. Each of those committees reviews the proposal information and either requests changes to the proposal or approves it in the committee minutes. Once the proposal has been approved by all of these committees, it is submitted to the Board of Trustees for review. Once the Board of Trustees reviews and approves the new program, an implementation timeline is developed to ensure that all curriculum and course materials are developed, resources are acquired, and faculty are prepared to teach the courses.

Review and Approvals

Academic Review: Once the financial aid step is complete, preliminary governance review and approvals are obtained. New and revised course proposals are presented for approval to the Faculty Curriculum Committee (FCC). Associate's and bachelor's programs must be approved by the dean of the School of General Education, who will review the degree plan and general education literacy distribution as it was submitted to FCC. Program-specific catalog language and policy are reviewed by the Policy Program Review Committee to identify operational impacts and concerns, and then are reviewed by the Academic Administrative Council, the highest administrative authority for academics at Purdue Global.

Accreditation and Regulatory Requirements: Documentation and applications for regional and specialized accreditation and any applicable professional boards are assembled as required. Relevant applications and requests for institutional change must then be drafted and submitted. Next, the necessary information and documents are compiled and submitted to Purdue Global's internal state regulatory affairs team for review and approval. This includes state applications, Catalog verbiage, the faculty spreadsheet, and syllabi.

Final Program Approvals: The chief academic officer must review and approve the program for it to proceed. The program materials—with requested revisions, if necessary—are then considered by the Program Steering Committee. If Program Steering Committee approval is obtained, the program is presented to the Board of Trustees (BOT) for formal and final approval. The BOT's decision is communicated to financial aid, as this final approval is needed to request the addition of the new program to the U.S. Department of Education's Eligibility and Certification Approval Report, and for a Title IV eligibility request, if applicable, to proceed.

Implementation

The implementation steps below are prepared during the planning and development process but are executed only when all required approvals have been obtained.

Internal Training and Communications: Internal training materials on the new program are developed and reference materials are updated. Appropriate staff and faculty training is then completed and internal communications are distributed. Internal training and communication distribution may take place prior to program launch.

Curriculum: Curricular resources are adjusted, when needed, such as the launch of any new courses and the increase in the number of sections of existing courses used in the new program. The school's advisory board is updated as needed.

Catalog and Marketing: The new program is published in the Purdue Global Catalog. Marketing efforts for the new program are launched simultaneously with Catalog publication or after publication, and external materials, including the PurdueGlobal.edu website, are updated to reflect the new program.

The new program is officially launched when all implementation steps have been completed.