**Guidelines for a Feasibility Study**

Executive Summary

A short summation of the content of the feasibility report.

Compatibility with the College’s Mission and the Strategic Plan 2020

* The program’s compatibility with the College’s Mission and Strategic Plan. Will the program create a point of distinction?

Structure and Curriculum

* A list of program-level learning objectives
* A curriculum outline – i.e. list of proposed courses with their titles and one sentence description of each.
* A curriculum map showing where each program level learning goal is met by the content of a course. Sample curriculum maps and instructions for completing them can be found on the assessment resources web page.
* Number of credit hours and how long it will take to complete the program
* How long will the program take to complete?
* How many points of entry each academic year?

Faculty

* How many FTE positions will be needed to staff the program?
* Who on the current faculty will teach in the program?
* Will additional adjuncts or faculty be needed?
* If no additional faculty or adjuncts are necessary, how will existing faculty workloads be adjusted to service the new program?

Competitive Analysis and Admissions

* What other schools offer these programs?
* How do we know there is a demand for these programs?
* What are the admissions criteria for students coming in to the program?

Marketing

Marketing analysis for online programs is developed by online partners.

Marketing plan for on-ground programs is developed in collaboration with admissions.

Enrollment Projections

* How many students are expected to enter each year in the first years of the program?
* What are the target enrollments over time?
* Will this program divert some students from other College programs?
* How will this program affect the overall student quality and retention at the College?

Career Placement

* Possible careers and salaries for graduates of the program.

Supporting Systems and Resources

* Will these programs need any special equipment or resources?
* Will there be available classroom space at the hours desired?
* Are library and IITS resources going to be taxed or will they need new resources for this program?
* Will the new program require additional resources devoted to any of the following campus offices:
* Academic Support Services
* Residence halls and food services
* Admissions Office and processes
* Registrar’s Office and student data systems
* Business Office and Billing/Accounting Procedures
* Graduate Studies and Continuing Education Offices and services

Finances

Proforma for the program. The list of questions for the Proforma is included below. (Not all of these questions apply for every program)

Is it a cohort model?

How many starts per year?

How many students per start?

How many credit hours for program completion?

How many credit hours are required to enter the program?

How many credit hours will students take per term?

What is the expected retention rate from term to term? (There are College averages

that can be used.)

How many students in each course?

How many full-time faculty v. adjunct faculty?

Are there any instructional/advisory costs:

* Textbook fee?
* Course development stipends?
* Outside consultants needed? If so, costs?
* Any other associated costs?

Will the program use any special evaluation measures other than the usual assessment required by the College? Will there be costs associated with this.