**WILKES UNIVERSITY**

**BUSINESS PLAN DEVELOPMENT**

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| **Program Title** |  | |
| **Program Abstract**  **(*Brief 1 or 2 paragraph description of the program)*** |  | |
| **Submitted By** |  | |
| **Submission Date** |  | |
| **Middle States Commission of Higher Education** | | |
| Will Middle States approval, in the form of substantive change, or otherwise be required for this program? | | **🞏Yes 🞏No** |
| **Consultative Review Signatures (prior to APC review)** | | |
| **(Chair of Affected Programs, as needed)** |  | **Date** |
| **(Chair of Affected Programs, as needed)** |  | **Date** |
| **Dean of the College / School** |  | **Date** |
| **Provost** |  | **Date** |
| **VPFSO** |  | **Date** |
| **Assessment Committee Chair** |  | **Date** |
| **Approval Signatures (following APC approval)** | | |
| **Dean of the College** |  | **Date** |
| **Chair of APC** |  | **Date** |
| **Provost** |  | **Date** |
| **VPFSO** |  | **Date** |
| **Middle States Liaison** |  | **Date** |

Distribution:

Marketing / Communications Admissions / Graduate AdmissionsWilkes University

Program Development Proposal

The development of a business plan for new program proposals at Wilkes University is essential for the efficient and effective introduction of a new program. Although it requires time to develop a business plan, the benefits of the focused new program planning process include: (a) stimulating thinking and making better use of resources, (b) plotting the acquisition of resources for program implementation, (c) predicting problems, opportunities and challenges, and (d) assigning responsibilities, tasks, and timing to new program participants.

Please complete the ten sections of this proposal as they appear below. Typing text following each section’s block header will cause the blocks below it to provide the space necessary to answer each question. Do not write in the blocks.

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| **I. Executive Summary** |
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| In this section, and in summary fashion, please describe the program and its relationship to the University’s Mission, Vision and Values. Also discuss the impact that the proposed program will have on the University as a whole. |

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| **II. Academic Competency** |
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| What areas of expertise exist that support the development and deployment of the proposed program? |

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| **III. Operational Ownership** |
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| What will the administrative structure of this program look like? Who will handle the day-to-day operational needs of the program? Please include a flow chart indicating the operational responsibilities of this program. |

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| **IV. Program Need: Market Research** |
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| How have you determined the need for this program? What evidence is there that there to support your enrollment projections? |

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| **V. Target Audience** |
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| Who is the target audience and what are their traits? |

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| **VI. Competitive Factors** |
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| Who are the major competitors for Wilkes in this market? What are the factors that would make a student choose Wilkes over the identified competitors (if there are any)? |

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| **VII. Program Assessment Plan** |
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| Describe your assessment plan related to all aspects of the program. How will you maintain rigor and quality in course offerings? How will you measure program success? |

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| **VIII. Timing** |
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| When can this program be implemented? Include a timeline of development, deployment, assessment and annual reporting of program performance. |

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| **IX. Curriculum** |
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| Include in this space, a scope and sequence of the program, including course titles and descriptions. |

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| **Resources** |
| **X. Narrative of Budget** |
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| * This section should accurately reflect a description of the budget, developed under Section X. * Describe the human resources necessary to achieve program implementation, including the requirements for program director, faculty, staff and/or graduate assistants. To what extent are the staffing resources currently available and accessible? * Describe the technology, equipment and supplies necessary to achieve program implementation. To what extent are the technical resources currently available and accessible? * Describe the physical facilities necessary to achieve program implementation. To what extent are the facilities resources currently available and accessible? * Describe the other resources, including financial, research and instructional support, library services and support, necessary to achieve program implementation. To what extent are these resources currently available and accessible |

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| **XI. Budget** |
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| Use the separate Excel file Academic Business Plan Model v1 12.04.07 to complete the detailed budget for this program. Follow the directions as indicated in the spreadsheet. |

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| **XII. Middle States (read the statement below and then check the appropriate box on the first page of this proposal – indicating if Middle States approval will be required in the form of a Substantive Change.** |
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| The Middle State Commission on Higher Education requires that a substantive change document be filed and approved for the general categories that appear below. An excerpt of the Substantive Change Policy Statement is also attached to this template, which further explains the categories that appear below. If even greater detail is required, the entire Substantive Change Policy statement is available on the APC Group site under files.  • Distance Learning; New Courses and Programs; Change in Content or Method of Delivery  • Higher Degree or Credential Level  • Contractual Agreements  • Non-credit Offerings that Affect Mission  • New Sites/Locations  • Site Closure  • Clock/Credit Hours |