Profit Sharing Model for New Program Development
Process and Expectations

Proposal Stage
Preliminary Program Proposal
  Brief Description of Program (1-2 pages)
  Anticipated General Design
  Anticipated Student Market
  Anticipated Delivery Method
  Tentative Plan for Use of Three-Credits Reassigned Time (i.e. one faculty
member, three credits; two faculty members, 1.5 credits; three faculty members, 1
credit; other)
Preliminary Program Proposal Submitted to Provost

*Reassigned Time for Development Stage Awarded on the Basis of Preliminary Program Proposal.*

Development Stage
Market Research (in collaboration with Academic Affairs)
  Primary Student Market and any Secondary Student Markets
  Delivery Method Best Suited to Student Markets (e.g. International Students generally
need face-to-face instruction, students already in careers often need distance-based
instruction)
  Delivery Method to be Marketed (e.g. face-to-face, distance-based, hybrid, blended, or
other), and explanation of how this delivery approach will meet the needs of
prospective students)
Number of Credits in Major, Prerequisites, Frequency of “On-ramps” into Program (note:
cohort-based programs are usually ill-advised; if a cohort-based model is proposed,
likely attrition must be accounted for, and cohort must be based on desired size at
completion)
Expected Enrollment: First year, Second Year, Third Year
Number of Credit Hours Needed to Deliver Program: First Year, Second Year, Third
Year (note: an entire program need not be delivered in the first year)
Length of time to completion for a full-time student who earns an acceptable grade on all
courses
Tentative Plan for Collaborative Work with Marketing and Communication

*Reassigned time for Implementation, Stage 1, may be adjusted on the basis of
Development-Stage performance (i.e. Provost reserves right to reduce or increase
proposed award to specific individuals based on the extent and quality of their
contributions to the work).*
May decide to devote an additional year for marketing, with three credits of reassigned time; may decide to cancel implementation if second year of Development Stage does not yield expected level of interest in program.

**Implementation, Stage 1**

Tentative Plan for Use of Six Credits Reassigned Time

- Regularly Assisting Admissions with Advising Potential Students and Students Enrolled in the Program
- Teaching in Program
- Assessing Student Learning in Program
- Adjusting Program in Response to Unanticipated Realities and Initial Assessment Results
- Continuing Collaborations with Marketing and Communication
- Regularly Accompanying Admissions Staff on Recruiting Trips for Program

*Reassigned time for Implementation, Stage 2, may be adjusted on the basis of Stage 1 performance (i.e. Provost reserves right to reduce or increase proposed award to specific individuals based on the extent and quality of their contributions to the work).*

**Implementation, Stage 2**

Tentative Plan for Use of Three Credits Reassigned Time

- Regularly Assisting Admissions with Advising Potential Students and Students Enrolled in the Program
- Teaching in Program
- Assessing Student Learning in Program
- Adjusting Program in Response to Unanticipated Realities and Initial Assessment Results
- Continuing Collaborations with Marketing and Communication
- Accompanying Admissions Staff on Recruiting Trips for Program to Places with Particular Potential for Interest
- Collaborating with Academic Affairs to Determine Whether Program should be Advanced to “Mature” Status, Given One More Year of Implementation (with Three Credits of Additional Release Time), or Discontinued

*Profit Sharing programs will be either advanced to “Mature” status or discontinued after a third year of Implementation.*

10-7-18