***“Tips” for Completing a Successful Program Proposal***

***(BLP-740-14)***

These “**Tips”** are designed to assist campuses as they prepare proposals for both internal campus and Chancellor’s Office review and approval. They are meant to clarify areas from the CSU Degree Program Proposal Template that may need additional explanation. They are also meant to provide examples of response formats to guide proposal writers. If the suggestions are followed, the likelihood of receiving a positive outcome is greatly enhanced.

The “**Tips”** below address **items 3 through 9** in the Proposal Template, as these areas generally require more detailed and/or more complex responses. All “**Tips”** are *italicized* and directly relate to the prompt indicated. Please note that some prompts in the template do not have “**Tips**.” This is generally because the prompt itself is self-explanatory. However, if additional clarification is needed to complete any of the sections, please do not hesitate to contact the office of Academic Programs and Faculty Development at the Chancellor’s Office for assistance.

**3. Program Overview and Rationale**

a. Rationale, including a brief description of the program, its purpose and strengths, fit with institutional mission or institutional learning outcomes, and a justification for offering the program at this time. A comprehensive rationale also explains the relationship between the program philosophy, curricular design, target population, and any distinctive pedagogical methods.

*The first sentence should describe the proposed program clearly and succinctly. The description will address the nature of the program itself and include its purpose and strengths. For example, “This program is designed to . . .” or “The purpose of this program is to . . .” Focus on describing content knowledge. While in this program, what program and learning outcomes can a student expect to achieve? What unique features does this program have that will draw candidates to apply and ultimately enroll? Overall, at the end of the program, what knowledge, skills, and dispositions will graduates possess when they graduate from the program?*

*The rationale also requires a statement of how the program fits with the institutional mission or institutional learning outcomes. Simply stating “This programs fits with the institutional mission” is not sufficient. Instead, state the actual mission statement or expected outcomes of the institution and describe in several sentences how the program fits, complements, augments, or extends the mission. Then, provide a justification for offering the program at this time. The justification is critical as it forms the basis of the argument for requesting approval to offer the proposed program.*

b. Proposed catalog description, including program description, degree requirements, and admission requirements. For master’s degrees, please also include catalog copy describing the culminating experience requirement(s).

*In three separate sections 1) provide the proposed catalog description (the copy prospective candidates will view), 2) all degree requirements (including prerequisites), including catalog number, course title, and number of units, and 3) admission requirements/criteria.*

1. **Curriculum**

a. These program proposal elements are required:

* Institutional learning outcomes (ILOs)
* Program learning outcomes (PLOs)
* Student learning outcomes (SLOs)

Describe outcomes (also sometimes known as goals) for the 1) institution, 2) program, and for 3) [student learning](http://www.calstate.edu/acadaff/sloa/index.shtml). Institutional learning outcomes (ILOs) typically highlight the knowledge, skills, and dispositions all students are expected to have upon graduating from an institution of higher learning. Program learning outcomes (PLOs) highlight the knowledge, skills, and dispositions students are expected to know as program graduates. PLOs are more narrowly focused than ILOs. Student learning outcomes (SLOs) clearly convey the specific and measureable knowledge, skills, and/or behaviors expected and guide the type of assessments to be used to determine if the desired the level of learning has been achieved.

(WASC 2013 CFR: 1.1, 1.2, 2.3)

*Institutional Learning Outcomes (ILOs) typically highlight the knowledge, skills, and dispositions all students are expected to have upon graduating from an institution of higher learning. ILOs are stated very broadly and generally reflect the overall philosophy of the institution; they communicate the fundamental values the university intends to transmit.*

*ILOs are usually constructed by university committees or task forces. They are also sometimes called university goals, mission, or values statements. However, for purposes of degree program proposals, the Chancellor’s Office is aligning all language to match WASC assessment language, which uses institutional learning outcomes, ILOs.*

*It is beneficial to examine ILOs at the beginning of the program development process to make sure program and student learning outcomes will be progressively more narrow extensions of the university outcomes.*

*Examples of Institutional Learning Outcomes (ILOs):*

***Graduates of CSUEB will be able to:***

* *think critically and creatively and apply analytical and quantitative reasoning to address complex challenges and everyday problems;*
* *communicate ideas, perspectives, and values clearly and persuasively while listening openly to others;*
* *apply knowledge of diversity and multicultural competencies to promote equity and social justice in our communities;*
* *work collaboratively and respectfully as members and leaders of diverse teams and communities;*
* *act responsibly and sustainably at local, national, and global levels;*
* *demonstrate expertise and integration of ideas, methods, theory and practice in a specialized discipline of study*

*Program Learning Outcomes**(PLOs - sometimes also known as goals or objectives), describe the significant and essential learnings students will master and reliably demonstrate. They explain what program graduates will know upon program completion. Program learning outcomes are broadly stated, but should not be so broad as to be considered grandiose or unreasonable; there may be one overarching outcome or between five and seven for one program. Program learning outcomes are natural and connected outgrowths of the institutional level learning outcomes. More than seven program outcomes tend to be unwieldy and difficult to assess adequately. Program outcomes are best written with a strong focus on describing the characteristics of an ideal program graduate.*

*Example of Program Learning Outcomes (PLOs)*:

(integrating several ILOs from CSUEB sample in “a” above)

*Biological Science* program graduates will:

1. acquire and combine their general education skills with a rich body of relevant biological sciences knowledge and information to solve scientific complex problems and challenges,
2. apply and integrate the scientific method in field, lab, or research settings through critical analysis, problem solving, and collaborative communication techniques,

1. advocate for biological sciences equity and social justice in diverse and multicultural local, national and global contexts

*Student Learning Outcomes (SLOs) have become the standard in program development as a result of research in educational and pedagogical theory. Student learning outcomes clearly state the specific and measureable knowledge, skills, and/or behaviors that display and verify learning has occurred. Key characteristics of student learning outcomes include 1) clarity, 2) specificity, (this means they are worded with active verbs stating observable behaviors) and, 3) measurability. Every student learning outcome should be directly aligned with and related to one or more program learning outcomes. Overall, learning outcomes are clear and assessable statements that define what a student is able to do after completing all program coursework.*

*Program learning outcomes describe the ideal overall graduate. SLOs explicitly state the behaviors a student will observably and measurably exhibit to become the ideal graduate.*

*Constructing Student Learning Outcomes (SLOs): Using Bloom’s Taxonomy of Educational Objectives is an extremely useful tool for creating meaningful student learning outcomes. The chart below indicates the level of performance using the Taxonomy. Effective programs utilize all levels of the taxonomy with the majority of cognitive outcomes focused on levels 4, 5, and 6 for both undergraduate and graduate program. For graduate programs, it is especially important to have a higher concentration of outcomes constructed at the top three levels.*

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| --- |
| *Bloom’s Taxonomy Levels (lowest to highest levels of learning)* |
| *1. Knowledge: To know and remember* |
| *2. Comprehension: To understand, interpret, and compare* |
| *3. Application: To apply knowledge* |
| *4. Analysis: To identify parts and relationships* |
| *5. Synthesis: To create something new from parts* |
| *6. Evaluation: To judge and assess quality* |

*Examples of Student Learning Outcomes:*

*The examples listed below have been developed using various levels of Bloom’s Taxonomy of Educational Objectives and applied to various disciplines (adapted from Stanford University, Assessment website):*

***Physical and Biological Sciences:***

* *Using at least three large sets of scientific data related to specific areas of scientific interest (e.g. cell, behavioral, molecular biology, genetics, etc.), students will analyze and synthesize the data to solve a scientific problem.*
* *Students will design and conduct a scientific experiment using the scientific method and report the findings.*
* *Students will analyze and evaluate multiple perspectives and interpretations associated with various biological science theories and defend or refute their* *merits.*

***Languages and Literature:***

* *Using critical terms and appropriate methodology, students will complete a literary analysis following the conventions of standard written English.*
* *French students will make an oral presentation with suitable accuracy in pronunciation, vocabulary, and language fluency.*
* *French students will accurately read and translate multiple French text passages.*

***Mathematics:***

* *Students will apply algorithmic techniques to solve problems and obtain valid solutions.*
* *Students will evaluate and judge the reasonableness of obtained solutions and defend their position.*

***Humanities and Fine Arts:***

* *Using various industry standard protocols, students will analyze and critique works of art and visual objects and render their conclusions.*
* *Students will identify musical elements, take them down at dictation, and perform them by sight.*
* *Students will communicate both orally and verbally about music of all genres and styles in a clear and articulate manner.*

***Social Sciences:***

* *Students will test hypotheses and draw correct inferences using both quantitative and qualitative analysis.*
* *Students will evaluate theory and critique research within the discipline and defend their positions.*

***Business***

* *Students will work in groups and display professional business standards dispositions as part of an effective team.*
* *Students will recognize and accurately diagnose accounting problems.*

*(Sample student learning outcomes are adapted and augmented from the Stanford University assessment support website and Fresno City College Student Learning Outcome Handbook)*

[*www.stanford.edu/dept/pres-provost/irds/assessment/downloads/CLO.pdf*](http://www.stanford.edu/dept/pres-provost/irds/assessment/downloads/CLO.pdf)

*Each of the above examples use action verbs to indicate what the student must observably exhibit. Each outcome must be measurable.*

*The table below provides some examples of verbs to consider when constructing student learning outcomes at each level of Bloom’s Taxonomy.*

|  |
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| ***Sample action verbs at each level of Bloom’s Taxonomy to assist in creating observable and assessable program Student Learning Outcomes*** |
| *Knowledge* | *define, describe, identify, outline, select* |
| *Comprehension* | *classify, discuss, distinguish, estimate, infer, summarize* |
| *Application* | *apply, compute, illustrate, interpret, prepare, solve, write* |
| *Analysis* | *analyze, compare, contrast, criticize, differentiate, model* |
| *Synthesis* | *categorize, construct, design, generalize, reconstruct, synthesize* |
| *Evaluation* | *appraise, argue, defend, evaluate, judge, justify, interpret, support* |

*The verbs listed above represent just a fraction of those contained at each level. There are many online examples with expanded lists of appropriate verbs. Program Proposal writers are encouraged to seek more examples directly online for more information.*

*Additional Possible resources:*

Anderson, L.W., Krathwohl, D. R., Airasian, P. W., Cruikshank, K. A., Mayer, R. E., Pintrich, P. R., Raths J., & Wittrock, M. C. (2001). *A taxonomy for learning, teaching, and assessing: A revision of bloom’s taxonomy of educational objectives.* New York: Longman.

Bloom, B. S. (1984). *Taxonomy of educational objectives book 1: Cognitive domain.* Boston, MA: Addison-Wesley*.*

Davis, J. R., & Arend, B. D. (2013). *Seven ways of learning: A resource for more purposeful, effective, and enjoyable college teaching.* Sterling, VA: Stylus Publishing.

Fink, L. D. (2003). *Creating significant learning experiences: An integrated approach to Designing College Courses*. San Francisco: Jossey-Bass.

Marzano, R. J. & Kendall, J. S. (2006). *The new taxonomy of educational objectives.* Thousand Oaks, CA: Corwin Press*.*

***Please note: Some of the information required in “a” above can be answered using the information required in the tables in “b” below****.*

WASC 2013 definition of “outcome”:

A concise statement of what the student should know or be able to do. Well-articulated learning outcomes describe how a student can demonstrate the

desired outcome; verbs such as “understand” or “appreciate” are avoided in favor of observable actions, e.g., “identify,” “analyze.” Learning outcomes can be formulated for different levels of aggregation and analysis. Student learning outcomes are commonly abbreviated as SLOs, course learning outcomes as CLOs, program learning outcomes as PLOs, and institution-level outcomes as ILOs. Other outcomes may address access, retention and graduation, and other indicators aligned with institutional mission and goals (WASC, 2013, Handbook of Accreditation, p. 51).

b. These program proposal elements are required:

* Comprehensive assessment plan addressing all assessment elements;
* Matrix showing where student learning outcomes are introduced (I), developed (D), and mastered (M)

Include plans for assessing institutional, program, and student learning outcomes. Key to program planning is creating a comprehensive assessment plan addressing multiple elements, including strategies and tools to assess student learning outcomes, (directly related to overall institutional and program learning outcomes).

Creating a curriculum map matrix, identifying the student learning outcomes, the courses where they are found, and where content is “Introduced,” “Developed,” and “Mastered” insures that all student learning outcomes are directly related to overall program goals and represented across the curriculum at the appropriate times. Assessment of outcomes is expected to be carried out systematically according to an established schedule.

(WASC 2013 CFR: 2.4, 2.5, 2.6, 2.7)

*1. Comprehensive Assessment Plan*

*The comprehensive assessment plan should identify a) institutional learning outcomes (or goals), b) overarching program learning outcomes, c) corresponding student learning outcomes, d) courses where student learning outcomes are assessed, e) assessment activities, f) suggested assessment tools - what type of tool will be used to score/evaluate the activity, g) assessment schedule - how often the SLOs will be assessed, h) how the assessment data/findings will be reported, i) designated personnel to collect, analyze, and interpret student learning outcome data, j) program data/findings dissemination schedule, k) anticipated strategies on how outcome data will be used to “close the loop.”*

*Charts, tables, and/or diagrams are always helpful. The example below offers a BASIC format only, yet provides a sequential and developmental picture of every component in the assessment plan. Graphically displaying ILOs, PLOs and SLOs on a*

*matrix effectively shows the unifying thread between all outcome levels. Showing a direct line relationship between outcome levels also demonstrates how SLOs are linked to the general overall operation of the campus. Proposal writers are encouraged to experiment in order to display evidence as clearly and creatively as possible.*

*Sample Template: Comprehensive Assessment Plan*

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| *a* | *b* | *c* | *d* | *e* | *f* | *g* | *h* | *i* | *j* | *k* |
| *ILOs* | *PLOs* | *SLOs* | *Courses**(Where SLOs are assessed)* | *Assessment activities (to measure each SLO)* | *Suggested assessment tools* | *Assessment schedule – how often SLOs will be assessed* | *How will data/**findings be reported?* | *Designated personnel to collect, analyze, and interpret student learning outcome data*  | *Program**data/**findings**dissemination schedule* | *Anticipated closing the loop strategies* |
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\*Examples of Assessment Activities: Quiz, final exam, presentation, project, performance, observations, classroom response systems, computer simulated tasks, analytical paper, case study, portfolio, critique, policy paper, qualifying or comprehensive examination, project, thesis, dissertation, and many others.

\*\*Examples of Assessment Tools (an instrument used to score or evaluate an assessment activity): Rubrics (that produce scores based on established criteria – can be used with most activities listed above), checklists, etc.

\*\*\*Examples of ways to report assessment data: As percentages of all who “passed” at the 70% level; number/percentage of those scoring above 4.0/5.0 on an assignment assessment rubric; number/percentage who scored at a designated level according to a standard rubric; instructor observational narrative, analysis, and report. Other examples?

*These examples provide only a sampling of the many ways student learning outcomes can be assessed. Assessments should be directly related to the outcome desired, easily scored, and clearly and succinctly articulated so that students know exactly what is expected of them.*

*There are no hard and fast rules regarding the number of Program Learning Outcomes. However too many become difficult to manage and track. The best assessment plans and the data produced should be meaningful, manageable, and measurable.*

*It is expected that assessments will be refined or changed as a program develops and matures. It is also understood that SLOs can be assessed in several courses. In graduate degree programs, if an assessment to measure a program SLO occurs outside of a course setting, (ie. Comprehensive exam or exam through an outside accrediting agency), please indicate. This matrix is designed to provide a starting point in the program/student outcome assessment process.*

*2. Curriculum Mapping Matrix - Evidence of where the content related to the learning outcomes is Introduced, Developed, and Mastered in required courses.*

*Below are two sample matrices/templates showing the relationship between required program courses, student learning outcomes, and where program content related to each outcome is Introduced, Developed, and Mastered.*

***Curriculum Mapping Matrix (Sample #1)***

*(Where are SLOs Introduced, Developed, and Mastered)?*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | *COURSE # XXX* | *COURSE # XXX* | *COURSE # XXX* | *COURSE # XXX* | *COURSE #**XXX* |
| *SLO 1* |  |  |  |  |  |
| *SLO 2* |  |  |  |  |  |
| *SLO 3* |  |  |  |  |  |
| *SLO 4* |  |  |  |  |  |
| *SLO 5* |  |  |  |  |  |
| *SLO 6* |  |  |  |  |  |
| *SLO 7* |  |  |  |  |  |

*Place an I, D, or M in each cell above to indicate where the program content is Introduced, Developed, and/or Mastered. It is understood that there will be many more courses than indicated here in the sample table. Please make sure to include all program required courses (including actual course numbers/designations) on the matrix and indicate I, D, or M for each Student Learning Outcome.*

***Curriculum Mapping Matrix (Sample #2)***

*(Where are SLOs Introduced, Developed, and Mastered)?*

Program: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Campus: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |
| --- | --- |
|  | *Student Learning Outcomes* |
| *UNITS* | *Course Number and Title* | *a* | *b* | *c* | *d* | *e* | *f* | *g* |
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|  | *ETC.* |  |  |  |  |  |  |  |
|  | *I = Introduced**M = Mastered**D = Developed* |

Student learning outcomes state the specific and measureable knowledge, skills, and/or behaviors that display and verify learning has occurred:

Student learning outcomes:

a.

b.

c.

d.

e.

f.

g.

Curriculum Mapping Matrix (sample #3)

XXXX Program

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Required****Courses** | **SLO #1:****Aligns with and measures:****PLO #:****ILO #:** | **SLO #2:****Aligns with and measures:****PLO #:****ILO #:** | **SLO #3:****Aligns with and measures:****PLO #:****ILO #:** | **SLO #4:****Aligns with and measures:****PLO #:****ILO #:** | **SLO #5:****Aligns with and measures:****PLO #:****ILO #:** | **SLO #6:****Aligns with and measures:****PLO #:****ILO #:** | **SLO #7:****Aligns with and measures:****PLO #:****ILO #:** |
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Place the appropriate symbols (found below) on the matrix to indicate where program content related to the outcome is introduced, developed, or mastered. Use a ^ to indicate the course where the SLO is assessed.

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| --- | --- |
| I | = Introduced |
| D | = Developed & Practiced with Feedback |
| M | = Demonstrated at the Mastery Level Appropriate for Graduation |
| ^ | = Denotes where the signature assignment is given |
| \* | = Outcome is introduced in a prerequisite course |

List the student learning outcomes (SLOs):

1.

2.

3.

etc.

List the program learning outcomes (PLOs):

1.

2.

3.

etc.

List the institutional learning outcomes (ILOs):

1.

2.

3., etc.

1. Indicate total number of units required for graduation

*Please indicate the total number of units proposed for the program and indicate whether they are semester or quarter units.*

1. Include a justification for any baccalaureate program that requires more than 120-semester units or 180-quarter units. Programs proposed at more than 120 semester units will have to provide either a Title 5 justification for the higher units or a campus-approved request for an exception to the Title 5 unit limit for this kind of baccalaureate program.

*Every attempt should be made to design the curriculum efficiently to meet the Title 5 requirement limiting program units to 120/180. This could involve program learning outcome revisions, extensive curriculum content analysis, or a re-examination and realignment with accreditation agency required outcomes, for example.*

1. If any formal options, concentrations, or special emphases are planned under the proposed major, identify and list the required courses. Optional: You may propose a CSU degree program code and CIP code for each concentration that you would like to report separately from the major program.
2. List all requirements for graduation, including electives, for the proposed degree program, specifying course catalog numbers, course titles, total units required for completion of the degree, major requirements, electives, and prerequisites or co-requisites (ensuring there are no “hidden prerequisites that would drive the total units required to graduate beyond the total reported in 4c above). Include proposed catalog descriptions of all new courses.

(WASC 2013 CFR: 2.1, 2.2)

*This information is best presented in a table format with multiple columns so that the exact courses required to complete this degree are clearly presented and easy to read. Be sure to include the complete title of the course along with the other required information.*

\*For graduate program proposals, identify whether each course is a graduate or undergraduate offering.

|  |
| --- |
| ***Required Courses for Graduation*** |
| *Catalog #* | *Title* | *Units* | *Major Reqmt.?**(Y/N)* | *Pre Req. or Co Req.?**(Y/N)* | *Elective**(Y/N)**(For grad programs only, G or UG)* | *New Course**(Y/N)* |
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| *Total Units Required for Degree Completion* |  |  |
| *Catalog Description of All New Courses:* |  |

g. List any new courses that are: (1) needed to initiate the program and (2) needed during the first two years after implementation. Include proposed catalog descriptions for new courses. For graduate program proposals, identify whether each new course would be at the graduate-level or undergraduate-level.

 *New course information should match the information presented in “f” above. Only a list of the new courses and the proposed catalog descriptions are required for this section.*

* + 1. Attach a proposed course-offering plan for the first three years of program implementation, indicating likely faculty teaching assignments.

(WASC 2013 CFR: 2.2b)

 *In table format, list the courses to be offered each year of the program. Indicate in which semester or quarter the courses will be offered and who might teach the course.*

i. For master’s degree proposals, include evidence that program requirements conform to the minimum requirements for the culminating experience, as specified in Section 40510 of Title 5 of the California Code of Regulations.

 *Title 5 states that all master’s degree programs must have a culminating experience. Programs can include any one of the following three options: 1) a thesis, 2) a project, or 3) comprehensive examination. Be sure to indicate which type of culminating experience will be required. If a thesis or project, sufficient narrative should address the research skills required to meet the culminating experience requirements.*

j. For master’s degree proposals, cite the corresponding bachelor’s program and specify whether it is (a) subject to accreditation and (b) currently accredited.

 (WASC 2013 CFR: 2.2b)

k. For graduate degree programs, specify admission criteria, including any prerequisite coursework.

*List all admission criteria to the program as well as any prerequisites that must be completed before formal acceptance into the program. The criteria should match the catalog description in 3b above.*

l. For graduate degree programs, specify criteria for student continuation in the program.

*Describe the academic criteria that must be met in order for a student to remain in the program.*

1. For undergraduate programs, specify planned provisions for articulation of the proposed major with community college programs.

n. Describe advising “roadmaps” that have been developed for the major.

*For this section, a table or chart providing several options for students to follow that include which classes to take and when to take them for all years while enrolled in the program is helpful. This will assist students to stay on track to graduate in a timely manner.*

*Example:*

|  |
| --- |
| ***Program Name - Advising Roadmap - Recommended Course Sequence*** |
| ***Freshman Year*** *(xx units)* |
| *Fall* | *Units* | *Summer* | *Units* | *Spring* | *Units* |
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|  |  |  |  |  |  |
|  | *Total:* |  | *Total:* |  | *Total:* |
| ***Sophomore Year*** *(xx units)* |
| *Fall* | *Units* | *Summer* | *Units* | *Spring* | *Units* |
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|  | *Total:* |  | *Total:*  |  | *Total:* |
| ***Junior Year*** *(xx units)* |
| *Fall* | *Units* | *Summer* | *Units* | *Spring* | *Units* |
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|  | *Total:* |  | *Total:* |  | *Total:* |
| ***Senior Year*** *(xx units)* |
| *Fall* | *Units* | *Summer* | *Units* | *Spring* | *Units* |
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|  | *Total:* |  | *Total:* |  | *Total:* |
|  |  |  |  |  |  |
|  | *Total Units:* |  |

* + 1. Describe how accreditation requirements will be met, if applicable, and anticipated date of accreditation request (including the WASC Substantive Change process).

(WASC 2013 CFR: 1.8)

***Accreditation Note:***

*Master’s degree program proposals*

If subject to accreditation, establishment of a master’s degree program should be preceded by national professional accreditation of the corresponding bachelor’s degree major program.

*Fast-track proposals*

Fast-track proposals cannot be subject to specialized accreditation by an agency that is a member of the Association of Specialized and Professional Accreditors unless the proposed program is already offered as an authorized option or concentration that is accredited by an appropriate specialized accrediting agency.

**5. Need for the Proposed Degree Major Program**

* 1. List other California State University campuses currently offering or projecting the proposed degree major program; list neighboring institutions, public and private, currently offering the proposed degree major program.

*Please provide a list of at least three other CSU campuses currently offering or planning to offer the same degree major program. Provide a list of at least three other pubic (outside the CSU system) or private institutions in the immediate vicinity also offering the program. If there are no programs offering the same program or if less than three, please indicate.*

* 1. Describe differences between the proposed program and programs listed in Section 5a above.

*The most efficient way to respond to this prompt is to make a side-by-side comparison of courses offered in the proposed program against those offered in the other programs listed in 5a above. Highlight those courses in the proposed program that are different from the others. Add a brief narrative, if needed, to further explain how the proposed program differs.*

* 1. List other curricula currently offered by the campus that are closely related to the proposed program.

*Investigate if there are other programs on the campus offered via any format (self support, online, program in other departments, etc.) that are similar in content and/or purpose to the proposed program. Make a side-by-side comparison chart of the courses in each.*

* 1. Describe community participation, if any, in the planning process. This may include prospective employers of graduates.

*List all who participated in the planning/development of the program and their professional credentials.*

e. Provide applicable workforce demand projections and other relevant data.

*In order to respond to this prompt, use government statistics or other credible evidence to show the demand for graduates trained in the curricula offered in this program. The key to completing this section successfully is the strength and the type of evidence provided.*

\*\*\*\*\*

**Note: Data Sources for Demonstrating Evidence of Need**

APP Resources Web <http://www.calstate.edu/app/resources.shtml>

[US Department of Labor, Bureau of Labor Statistics](http://www.bls.gov/)

[California Labor Market Information](http://www.labormarketinfo.edd.ca.gov/)

[Labor Forecast](http://www.ca.gov/state/portal/myca_leftnav_categories.jsp?BV_SessionID=@@@@0692728387.1161822165@@@@&BV_EngineID=cccdaddjdifgmmlcfngcfkmdffidfng.0&sNavTitle=Labor+and+Employment&sLeftNavCategoryPath=%2fNavigation%2fLabor+and+Employment)

**6. Student Demand**

1. Compelling evidence of student interest in enrolling in the proposed program. Types of evidence vary and may include national, statewide, and professional employment forecasts and surveys; petitions; lists of related associate degree programs at feeder community colleges; reports from community college transfer centers; and enrollments from feeder baccalaureate programs, for example.

*The evidence of student interest must be specific and compelling. Please include as many pieces of solid evidence as possible that students will indeed enroll in the program. Student petitions gathered over several semesters, prospective candidate surveys, employment forecasts from reputable agencies, enrollment trends over time in the related field at feeder colleges, and student interest at high schools in the service area, are just a few examples of strong and compelling evidence. In its evaluation BLP will value evidence (for example surveys at feeder colleges, or feasibility studies) of external demand higher as this will increase the overall enrollment of the university.*

1. Identify how issues of diversity and access to the university were considered when planning this program. Describe what steps the program will take to insure ALL prospective candidates have equitable access to the program. This description may include recruitment strategies and any other techniques to insure a diverse and qualified candidate pool.

*When responding to this prompt, the proposers are encouraged to include possible diversity categories such as race, ethnicity, social class, gender, sexual orientation, disability/exceptionality, second language/linguistics, culture, economics, philosophy, religion, and politics.*

1. For master’s degree proposals, cite the number of declared undergraduate majors and the degree production over the preceding three years for the corresponding baccalaureate program, if there is one.
2. Professional uses of the proposed degree program.

*Include a description of how a graduate of the program will be able to use the degree in the professional world. What specific jobs or employment opportunities will be available for possible employment?*

1. Specify the expected number of majors in the year of initiation and three years and five years thereafter. The expected number of graduates in the year of initiation, and three years and five years thereafter.

*The proposers should provide evidence for the enrollment projections. Evidence might include comparisons to similar sized California State Universities[[1]](#footnote-1) or other Universities with similar student profile and size. Furthermore, student surveys at feeder colleges and high schools in the service area might be helpful for the enrollment predictions. Question 6e is related to question 6a and might be answered based on the same data. For master’s degree proposals the number of graduating seniors and declared interest in graduate studies provide further evidence for future enrollment. The enrollment projections will be entered on lines 14 and 15 for undergraduate programs and line 12 for graduate programs on the revenue page of the ‘Anticipated Revenue and Cost’ worksheet, posted on the Academic Programs’ curriculum web site.*

 **7. Existing Support Resources for the Proposed Degree Major Program**

**Note:** Sections 7 and 8 should be prepared in consultation with the campus administrators responsible for faculty staffing and instructional facilities allocation and planning. A report/memo signed by the college Dean should be attached to the proposal assuring that such consultation has taken place and should state the following:

* Faculty resources, including support for any new hires (full-time faculty and adjunct) noted in 7a and 8a.
* Facility resources, including any new or renovated facility needs noted in 7b and 8b.
* For stateside funded programs, attach Anticipated Revenue and Cost spreadsheets and explain how start-up funds for the program and any deficits will be handled.

If the proposed program includes existing courses with the same prefix (for example PHIL), the proposer may choose to include both the total cost and revenue associated with the existing courses, as opposed to the cost and revenue associated strictly with the new program.

1. Faculty who would teach in the program, indicating rank, appointment status, highest degree earned, date and field of highest degree, professional experience, and affiliations with other campus programs. For master’s degrees, include faculty publications or curriculum vitae. Note: For all proposed graduate degree programs, there must be a minimum of five full-time faculty members with the appropriate terminal degree. (Coded Memo EP&R 85-20)

*Please provide a complete listing of all proposed faculty who would teach in the program. This is not supposed to be a copy of the faculty list in the university catalog, for example faculty from several departments who will be teaching courses for the proposed program should be listed. The purpose of item 7a is to show that CSUSM has enough expertise to propose and start a sound program. Be sure to provide information addressing all areas requested.*

1. Describe facilities that would be used in support of the proposed program.

*If existing space and facilities will be used to support the program, include a brief description of the type of space and facilities that will be utilized. This might include a listing of the number and types of classrooms, labs, or off campus facilities. If the proposed program has special schedule needs for dedicated facilities these should be documented. Proposers should also provide information about the current degree of utilization of space and facilities and relate this information to the expected enrollment numbers of the proposed program. To obtain information about the utilization of facilities please contact the Associate Dean(s). If the existing rooms have to be renovated or will require higher maintenance cost because of the increased use then the proposers should add the projected costs to the appropriate lines (17 or 18) of the cost page of the ‘Anticipated Revenue and Cost’ worksheet.*

1. Provide evidence that the institution provides adequate access to both electronic and physical library and learning resources.

*The library should provide a report/memo on the resources currently available to support the program. This might include counts and holdings of hard copies of books and periodicals and also a listing of the appropriate data bases and online resources that are held by the library to support the program.*

1. Describe academic technology, equipment, and other specialized materials.

*Provide a listing of the applicable technology, equipment and any other materials utilized to support the program. Depending on the discipline, examples might include computer labs (including iPads, other tablets, Smartphones, software simulations, etc.), distance learning technology, digital production equipment, etc. The proposers should also address if or how the use of existing equipment or space (for example computer labs) will change the expected future costs of these facilities (for example if computer labs need additional software or shorter refresh cycles).Please contact the office of the Dean of Informational Technology Services to obtain estimates for these costs before the budget worksheet is submitted. If there are any additional costs these should be added to the appropriate lines (26, 27, 30, or 31) of the cost page of the ‘Anticipated Revenue and Cost’ worksheet.*

1. **Additional Support Resources Required**

Note: If additional support resources will be needed to implement and maintain the program, a statement by the responsible administrator(s) should be attached to the proposal assuring that such resources will be provided.

1. Describe additional faculty or staff support positions needed to implement the proposed program.

*If new positions will be needed to offer this program, provide a cogent argument why the position is needed. Justify the reasons, which might include accreditation requirements, retirements, specialized skills, etc. The support from the responsible administrator will be a key factor in determining the strength of the argument. The requested positions together with an estimated faculty salary should be entered in line 6 and lines 10-12 of the cost page of the ‘Anticipated Revenue and Cost’ worksheet.*

1. Describe the amount of additional lecture and/or laboratory space required to initiate and to sustain the program over the next five years. Indicate any additional special facilities that will be required. If the space is under construction, what is the projected occupancy date? If the space is planned, indicate campus-wide priority of the facility, capital outlay program priority, and projected date of occupancy. Major capital outlay construction projects are those projects whose total cost is $610,000 or more (as adjusted pursuant to Cal. Pub. Cont. Code §§ 10705(a); 10105 and 10108).

*As in 8a above, a cogent argument will be needed to justify a request for additional space requiring additional financial resources. Written support from the responsible administrator will strengthen this request. The cost for the renovation of space, the construction of new space, or the acquisition of new space should be entered on lines 17, 18, or 19 of the ‘Anticipated Revenue and Cost’ worksheet.*

1. Include a report written in consultation with the campus librarian, which indicates any necessary library resources not available through the CSU library system. Indicate the commitment of the campus to purchase these additional resources.

*The cost estimates for the requested library resources should be entered in line 22 and 23 of the ‘Anticipated Revenue and Cost’ worksheet.*

1. Indicate additional academic technology, equipment, or specialized materials that will be (1) needed to implement the program and (2) needed during the first two years after initiation. Indicate the source of funds and priority to secure these resource needs.
* *The cost estimates for the requested technology and equipment should be added to line 26 and 27 for IITS related cost.*
* *Cost for durables and expendables should be added to line 30 and 31.*
* *Cost for any additional requests that do not fall into the categories of IITS or equipment/material should be entered under miscellanea in line 33 of the ‘Anticipated Revenue and Cost’ worksheet.*
1. **Self-Support Programs**
2. Confirm that the proposed program will not be offered at places or times likely to supplant or limit existing state-support programs.

*In order to meet this requirement, self-support programs are generally offered in the evenings or on weekends. They can also be offered at off-site facilities with approvals from the appropriate off-site administrator.*

1. Explain how state-support funding is either unavailable or inappropriate.

*Simply stating state-support funds are not available is not sufficient. Compelling evidence, such as a statement from the responsible administrator or other forms of documentation), is needed. An example of inappropriate use of state general fund appropriations would include courses or programs delivered primarily out of state.*

1. Explain how the program is different, in one or more of the following ways, from state-supported campus offerings operating on campus:
	* 1. Primarily designed for career enrichment or retraining
		2. Program location is significantly removed from state-supported campus facilities
		3. The program client group receives educational or other services at a cost beyond what could be reasonably provided under state support.
2. For self-support programs, please provide information on the per-unit cost to students and the total cost to complete the program (in addition to the required cost recovery budget elements listed in the checklist found earlier in this document).

 *Successful proposals include a detailed budget addressing each element in the self-support program proposal budget checklist. It is important to clearly identify all sources of revenue and all anticipated expenditures. The budget must provide documentation the program will be sustainable over several years and that expected revenue will not exceed programs costs. An Excel budget spreadsheet is an excellent tool to present budget data.*

1. **CSUSM specific information**

**Note: The following items are CSUSM specific.**

The following five items are part of the holistic review of BLP. The items are meant to give proposers the option to document how certain costs of the proposed program are absorbed. So, if the resource needs of a program are small there will be no need to supplement the proposal with external funding. In this case the corresponding items in the revenue worksheet can be left blank. Item 10c is especially useful for the initial phase of a program where enrollment might be low and FTES generated by GE courses can compensate for low enrollment courses. In case that a proposed program needs extensive initial investments the proposal will be strengthened by providing additional income resources in 10a-10c.

1. Specify any philanthropic gifts or donations and list existing outside funding sources, such as external grants, endowments, named chairs, etc., with amount and duration.

*For gifts and donations include the appropriate amount to offset costs in the external funding line 17 for undergraduate programs and line 14 for graduate programs, of the revenue page of the ‘Anticipated Revenue and Cost’ worksheet. Grants and endowments should be added to the same line. Because the funds listed in item 7e are usually only guaranteed for a limited amount of time these funds are especially useful to offset initial costs such as construction (for example the construction or renovation of lab spaces) or the initial purchase of equipment (for example a piano or a mass spectrometer) that is necessary for the start of the program. For a program that does not require any larger initial startup funds line 17 or line 14 can be left blank and BLP will not hold this against the proposed program.*

1. Specify any additional university internal income sources, such as special session fees, professional fees, etc.

*Some programs charge students additional fees for certain courses, in this case these fees can be counted as an additional funding source and should be added to line 18 for undergraduate programs and line 15 for graduate programs, of the revenue page of the ‘Anticipated Revenue and Cost’ worksheet. One particular use of the additional income sources is the funding of faculty salaries that are above the university average (see item E6 of the cost page of the worksheet). Typically these higher costs occur in more vocational or applied programs. Another income source might be lab fees that are used to improve the teaching of lab courses. In case that none of these additional fees apply to the courses in the proposed program leave the corresponding line 18 or 15 blank.*

1. For undergraduate programs only: In case that the proposers plan to designate certain program courses as GE courses or as service courses to other programs, then estimate the number of students from outside the major who would take these GE or service courses. Calculate the FTES generated by the GE or service courses for the first five years, based on these enrollment estimates.

*Please work together with Associate Dean of the College to estimate the number of Service and GE courses offered and the anticipated enrollment of students from* ***outside*** *the proposed major in these courses. Based on these estimates project the number of outside FTES generated by the proposed program for the first five years and enter these FTES numbers in line 19 of the revenue page of the ‘Anticipated Revenue and Cost’ worksheet. The additional revenue of GE or service courses can be used to balance low enrollment in the proposed program at the start or even on a permanent base, if the expected long term enrollment is low. As mentioned above the decision to offer certain courses as GE courses or to offer service courses on a regular base can only be made in coordination with the Associate Dean or Dean of the College. BLP does not expect that the prospective GE courses have been already approved by UCC and certified by GEC at the time of BLP’s review. BLP will only evaluate if the courses are reasonable for the proposed GE area and if the Dean/Associate Dean supports the proposed GE offerings.*

1. For undergraduate programs only: Complete the anticipated Revenue and Costs Worksheet (Undergraduate programs) at the Academic programs website[[2]](#footnote-2).
2. For graduate programs only: Complete the anticipated Revenue and Costs Worksheet (Graduate programs) at the Academic programs website[[3]](#footnote-3).

***Additional information about the BLP review****: Once the revenue and cost parts of the ‘Anticipated Revenue and Cost’ worksheet have been completed, the worksheet will automatically display the estimated ‘net return’ of the proposed program in line 43 for undergraduate program and in line 42 for graduate programs. In case of a deficit, the proposers should explain how the shortfall will be covered or why a shortfall is justified. For example, proposers can use grants or other outside funding to cover a deficit, these outside funding sources should be listed in 7e of the P-Form template.*

*A second possibility is that the College Dean expresses her/his willingness to cover the anticipated budget shortfall with college funds. This support should be stated in the report/memo of the college Dean, see the note to Section 7.*

*A third possibility is that the program is of importance to the university, so an argument can be made that the university as a whole should cover the expected deficit. Please add supporting arguments in Section 3a of the P-Form template.*

*BLP expects that these topics will be addressed by the proposers. The narrative of the P-Form and the provided numbers in worksheet should be consistent and BLP should be able to comprehend the need of the requested resources and their use within the proposed program.*

1. See <http://www.calstate.edu/as/stats.shtml>. [↑](#footnote-ref-1)
2. See <http://www.csusm.edu/academic_programs/catalogcurricula/curriculum_forms.html>. [↑](#footnote-ref-2)
3. See <http://www.csusm.edu/academic_programs/catalogcurricula/curriculum_forms.html>. [↑](#footnote-ref-3)