

PROPOSAL FOR A NEW DEGREE, MAJOR, OR CERTIFICATE PROGRAM

Proposals for new degrees, majors, or certificate programs should follow the procedures outlines below. Email a Word Document version of the proposal to Lindsay Davis (lrDavis@smu.edu) more than one year prior to the expected initiation of the program in order to obtain the approval of the Educational Programs Committee, the Provost, the Board of Trustees, and, if applicable, the [Southern Association of Colleges and Schools Commission on Colleges \(SACSCOC\)](#).

NAME OF PROPOSED PROGRAM: _____

LEVEL OF PROGRAM

CERTIFICATE	ADVANCED MASTER'S/SPECIALIST
BACHELOR'S	PROFESSIONAL
MASTER'S	DOCTORATE

ANTICIPATED BEGINNING DATE FOR THE PROGRAM: _____

I. ABSTRACT

Describe the proposed program; its location if not on main campus; initial date of implementation; projected number of students; description of primary target audience; and instructional delivery methods (e.g., traditional classroom, distance learning, mixed). Provide information on the contact person.

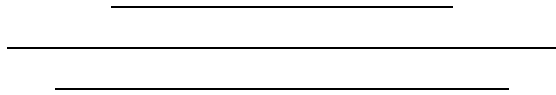
II. BACKGROUND

Provide a clear statement of the nature and purpose of the program in the context of the mission and goals of the Department, School, and University; whether the proposed program or a similar program is offered on the main campus or at other off-campus sites; whether a related program is offered at other levels; whether the proposed program aligns with the strategic plan of the university.

III. ASSESSMENT OF NEED AND PROGRAM PLANNING/APPROVAL

Discuss the rationale for the proposal, including an assessment of need; job market need; evidence of inclusion of the change in the institution's ongoing planning and evaluation processes; state and national demand for program graduates; student demand; and documentation from the review and approval of the program e.g., report(s) of review committee actions within the relevant Department, School, and/or University committees.

Describe any competing programs locally or nationally and compare the proposed program with them. Provide a comparison of resources (library resource, number of books and journals, faculty, courses, focus) available with other comparable programs regionally and nationally. Provide strategic marketing and enrollment / recruitment plan; enrollment projections for three years;



Expanded Statement of Institutional Purpose	Intended Outcomes/ Objectives/Ongoing Initiatives	Assessment Criteria and Procedures	Assessment Results	Use of Results and Action
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