Creighton University: New Academic Program Idea Generation and Approval Process Overview

<table>
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<th>Ideas</th>
<th>Institutional Academic Planning process</th>
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<td>Academic Units or Stakeholders - approval of involved Deans to pursue idea</td>
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| Notify CAI                                                          | Coordinates pre-proposal and proposal development, brings together stakeholders |

| Stakeholder Meeting                                                 | CAI will coordinate; contact involved Dean(s) for stakeholder identification (faculty and other program personnel) |
|                                                                      | Contact: Finance, Market Analyst, MarComm, Mission, Enrollment Management |

| Market Demand                                                       | Market Analyst in collaboration with program personnel |
|                                                                      | Real-time market demand; existing, similar programs |

| Finance                                                             | Pro-forma budget creation, collaboration with program, MarComm and other relevant units |

| Decision: Pre-proposal Approval                                    | Involved Deans and faculty champion(s) bring pre-proposal to Provost/Deans Council |


| Decision: Approvals                                                 | Involved Deans and faculty champion(s) bring to Dean's Council > Academic Planning Committee |

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**Operationalize**

| Implementation Planning                                            | New Programs: CeLAI coordinates kick-off meeting of stakeholders |
|                                                                  | New Program Kick-off checklist |

| Marketing/EM                                                       | Program Director + Involved marketing/enrollment management personnel |
|                                                                  | Develop marketing and recruitment plan |

**New Program Planning Documents**

http://www.creighton.edu/center-for-academic-innovation/new-program-proposals

- Institutional Academic Planning Process (flowchart)
- New Academic Program Idea Generation and Approval Process (flowchart)
- New Program Pre-proposal and Proposal Templates
- Program Proposal Templates: Expedited (transitioning existing program to new delivery platform)
- Pro-forma budget information (appendix to Pre-proposal and Proposal templates)

New program proposal forms are available at: http://www.creighton.edu/center-for-academic-innovation/new-program-proposals

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Idea Generation
- Academic Unit or Stakeholders
  Involved Dean(s) sign off to explore ideas
- Institutional Academic Planning & Ongoing Environmental Scans

Coordinating Unit: CeLAI
- Market Research, Mission Alignment
- Stakeholder Meetings/Discussion
- Faculty Stakeholders & Involved Dean(s) decide:
  Decision: Stop or continue to Pre-proposal development

Pre-Proposal Development
- Faculty and other stakeholders (Finance, Market Analyst, MarComm, other program personnel, mission, Enrollment Management)
  Provost/Dean’s Council
  Yes or No Decision

Develop Full Proposal
- Faculty and other stakeholders (Finance, Market Analyst, MarComm, other program personnel, Enrollment Management)

School or College
- Curriculum
- Rigor
- Assessment
  1 member from Admin. Group

Admin.
- Finance
- Enrollment
- Accreditation
- Marketing Resources
  1 member from Faculty Group

Provost/Dean’s Council

Approve Pending Modifications
- Modifications completed

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