New Degree Program

**PRELIMINARY PROPOSAL**

# Basic Program Information

Sponsoring University: Enter text

College or School: Enter text

Department: Enter text

Proposed Program Title: Enter text

Degree Level/Type: Enter text

Program Modality: Fully in-person, fully online, and/or hybrid

Proposal Author(s): Enter text

Name, phone, and email of person primarily responsible for the proposal:

Enter text

Individual(s) Responsible for Success of the Program < e.g., chair, dean, director >:

Enter text

# Purpose

*Briefly describe the goals and objectives of the program.*

Enter text here.

# Curriculum

*Insert curriculum information, including any new courses. If additional faculty will be needed to deliver the program, describe the number of new faculty positions being considered and the expertise needed.*

Enter text here.

# Demand Analysis

*Provide a brief summary of the market and student demand for the program*

Enter text here.

# Impact

*Describe the broad impact of this degree program on the region and state.*

Enter text here.

# Alignment with Goals

*How does this program support and align with campus, college, and/or departmental goals?*

Enter text here.

# Potential Duplication

*If this program or a similar one exists at your university or across the UM System, describe the potential duplication and the rationale for proposing a similar program.*

Enter text here.

# Costs & Revenue

*Summarize expenses associated with the program and sources of revenue.*

Enter text here.

# Marketing Strategy

*Provide a brief summary of how the program will be marketed to attract new students. Highlight the target population for this program, if applicable.*

Enter text here.

# Support of Academic Unit(s) and Dean(s)

*Provide evidence indicating the level of support of the academic unit and/or dean for the program. This could include a letter of support as well as a commitment of time, money, and energy to support the program. Letters indicating connection to specific priorities, directions of the academic unit, etc., are beneficial.*

Enter text here.

# Plans for Accreditation

*If applicable, provide information regarding accreditation for the program, including the accrediting agency and the timeline for accreditation.*

Enter text here.

# Attachments

*Insert attachments as needed.*