UCI Graduate Division

120 Aldrich Hall, Irvine, CA 92697-3180
Phone: (949) 824-4611
Fax: (949) 824-9096
www.grad.uci.edu

Process for Developing Self-Supporting Graduate Professional Degree Programs

I. Consult with the Graduate Dean.

In order to streamline the proposal review process, all new graduate degree proposals begin with a preliminary review by the Graduate Division. Please inform the Dean of the Graduate Division, Gillian Hayes, of plans to establish a new graduate program and to schedule a consultation. The Director of Academic Initiatives, Celina Mojica, will then coordinate the degree proposal process. Preliminary market research will need to be conducted before Schools invest resources in the development of a SSGPDP proposal.

II. Prepare the Preliminary Program Concept.

A. The proposer shall complete the "Preliminary Concept Form." The goal of this step is to name and describe the proposed degree and gather information relevant to its potential for success at an early stage in the program proposal process. The form:
   i. Describes the program—its scope and courses, its intended format (online, residential, hybrid), any special features, and any special facilities or equipment needed.
   ii. Provides information currently available about the intended audiences for the program.
   iii. Lists the lead faculty member(s) and those willing to develop the proposal/program.
   iv. Describes how faculty resources would be generated to support the program (i.e. curriculum development, course development, instruction).
   v. Indicates the endorsement from the relevant Dean(s).

B. The completed form will be submitted to the Celina Mojica in the Graduate Division. A meeting will be set up with the Graduate Dean if there are any issues that need to be addressed at this stage before more work is initiated.

Go, no go decision 1. Are there any significant barriers to the program? Determined by: Graduate Dean, in consultation with relevant Dean(s).

III. Obtain Approval for Market Research Funding.

The goal of this step in the process is to determine whether the assumptions related to the financial projections for the program will result in a program that will be financially viable.

A. The proposer shall complete the "DCE Market Research Intake Form" that will serve as a preliminary business plan. The program proposer will provide as much information as practicable on the perceived market demand and audience, competitors, student profiles, desired graduate outcomes, a program launch timeline and details about any specific concerns.
B. The form will be submitted to the Dean of the Graduate Division who will share it with the Division of Continuing Education. Once received, DCE's marketing project lead will source a detailed, project estimate, including research tasks and timeline.
C. The proposer will complete the "Authorization to Initiate Market Research" form and submit the form to the School Dean(s) and Graduate Dean for authorization.

Go, no go decision 2. Does the program meet the preliminary criteria for a viable project and should

funding up to $12,000 for market research be committed? Please note that the $12,000 market research funds are a loan from the campus and must be repaid by the proposing school(s) or program if the decision is made to go forward with the SSGPDP; if the proposal is not successful, the loan will not need to be repaid. Determined by: Dean, Graduate Division.

IV. Conduct and Assess Market Research.

The proposer shall send the Graduate Division the market analysis to review the results and determine if the proposed program fee is appropriate. If the market research report is positive and supports moving forward with the proposed program fee, the proposer may move forward with the academic proposal and business plan. Please note that the proposed program fee may change after going through step V.

Go, no go decision 3. Review and assessment of market research and a decision is made to move forward with the degree proposal/business plan. Please note that if the proposed program is not approved, the campus will cover the cost of the market research. Determined by: Dean of Graduate Division, in consultation with the relevant Dean(s) and the Budget Office.

V. Prepare the SSGPDP Proposal, Cost Analysis, and Budget.

The goal of this step is, based on the preliminary market research and agreed-upon program fee, to produce a full scale budget and business plan which includes a detailed list and totals of startup costs, a definition of roles and responsibilities, full financial projections, timelines and milestones, and all other information necessary for the University to determine the financial viability of the proposed program. If a loan will be required to fund the creation of the program, the loan application process will also commence at this stage. For loan application documents, please contact Katherine Warnke-Carpenter in the Budget Office.

A. Create the SSGPDP Degree Proposal
   i. Please review the Graduate Council's instructions on developing a graduate degree proposal.
   ii. Please review the UC Policy on Self-Supporting Graduate Professional Degree Programs.
   iii. Please consult with Thao Nguyen, the Graduate Council Analyst, on any policy-related questions and Celina Mojica, the Director of Academic Initiatives, on any administrative questions.
   iv. Please reach out to Institutional Planning (instplan@uci.edu) to add the program to the five-year perspective if the proposers haven't already.

B. Proposers, in collaboration with their School Dean's Office, must develop a program budget and program fee cost analysis in the formats approved by the Council on Planning and Budget. Please contact Katherine Warnke-Carpenter in the Budget Office for current templates and further information.
   - The call for SSGPDP Program Fee Proposals for the following academic year usually goes out in December. Proposals are typically due to UCOP in March.
   - SSGPDP fee proposals may be developed concurrently with the development and approval of SSGPDP academic proposals; however, SSGPDP fee proposals will not be formally approved until the corresponding academic program has received both CCGA and Presidential approval.

C. Please email the SSGPDP proposal and appendices to the Director of Academic Initiatives, Celina Mojica, for initial review. Please email the program operating budget plan, program fee cost analysis, and loan application (if applicable) to the Budget Office's Student Fee Program Coordinator, Katherine

Warnke-Carpenter, for review. Please note that SSGPDP proposal will not be reviewed by the Graduate Council until the School Dean's Office signs off on the proposal.

VI. Obtain Approval for the SSGPDP Proposal.

Once the School Dean's Office has signed off on the materials as directed above and the proposal has been pre-reviewed in the Graduate Division, the full proposal may be submitted to Thao Nguyen, the Graduate Council Analyst, for Academic Senate review. The Graduate Council and the Council on Planning and Budget (CPB) will be asked to provide an analysis of the proposals. Proposers must address any issues raised by the reviews and make appropriate adjustments to the final proposal before final approval is considered by the Graduate Council. The Graduate Council, Senate, CCGA, and UC Office of the President must approve the proposal.

Go, no go decision 4. Approval of degree proposal/business plan. Determined by: Graduate Council in consultation with CPB. Approval of degree proposal by Senate, CCGA, and UCOP.

CHECKLIST

☐ Schedule a meeting with the Celina Mojica, the Director of Academic Initiatives, to discuss your vision for the program.

☐ Complete the Preliminary Concept Form, DCE Market Research Intake Form, and Authorization to Initiate Market Research Form and obtain the School Dean's signature.

☐ Send the Preliminary Concept Form, DCE Market Research Intake Form, and Authorization to Initiate Market Research Form to Celina Mojica, the Director of Academic Initiatives, for Graduate Dean's review and signature.

☐ Meet with DCE market research lead to establish a scope of work (Celina will facilitate this).

☐ Review the Graduate Council's instructions on developing a graduate degree proposal.

☐ Please review the UC Policy on Self-Supporting Graduate Professional Degree Programs.

☐ Prepare the SSGPDP Proposal in consultation with Celina Mojica, the Director of Academic Initiatives, and Thao Nguyen, the Graduate Council Analyst.

☐ Prepare the program budget, cost analysis, and loan application (if applicable) in consultation with Katherine Warnke-Carpenter, the Student Fee Program Coordinator.

UCI Graduate Division

Preliminary Concept Form

Name of Project (Working Title):
Primary Lead(s):
School(s):
Department(s):

1. Briefly describe the project (subject, number of courses, hours of instruction, type of credit):

2. What are the unique and compelling features of the project?

3. Briefly describe the audience (size, student status, profession, geographical dispersion, what will graduates be qualified to do after completing this program, etc.).

4. Are there currently existing (competitive) programs? Please list:

5. What is a logical time of year to begin this program?

6. List UCI administrators, faculty who would support this program:

7. Describe any possible commitments to support this project from UCI and/or outside sources.

Reviewed and Approved by:

Dean, Graduate Division Date

Dean, Division of Continuing Education Date

Division of Continuing Education
Market Research Intake Form

Before a market research initiative can be undertaken, please complete as many of the sections below as possible. Responses to each question may be brief (several sentences to one paragraph), or longer as needed. If desirable, please provide attachments. All responses will be used to help scope the extent and type of research conducted.

1. Opportunity Definition
Provide a brief summary of the proposed program.

2. Delivery Modality
Is the program envisioned as an on-campus, online, or a hybrid program?

3. Target Audience
Describe the typical student this program is expected to serve. Please include as much information as possible on student age, prior education, professional experience, geography, etc.

4. Why would a prospective student wish to enroll in the proposed program?

5. Business Objectives
Describe the metrics you will use to measure the success of your program, both at launch and during the first 3-5 years of operation.

6. Desired Outcomes
What will students be expected to do upon completion of the program?

7. Comparative or Competitive Programs
Are you aware of similar programs currently offered within UCI, by other UCs, or by other institutions? How are these programs different or similar from the proposed program?

8. Pricing
What is the anticipated program cost?

9. Research Already Completed
How was the need for this program identified? Please describe any market research activities which have already been conducted. This may include anecdotal research (conversations with peers, etc.).

10. Stakeholders
Who are the stakeholders (UCI or external) involved in the development of this proposal?

11. What is the most important marketing question you need answered?

12. How are you planning to use the results of a marketing research project?

13. Do you have prior experience delivering this type of program to the intended target audience? Please explain.

New program, current audience? New program, new students? Current program, new students? Current program, current audience (for example, entering a new geographic region)?

14. Deliverables

a) Employment demand or hiring data by geographic region (Required)
b) Recommended market positioning and strategic direction (Required)
c) Price point or price range(Required)
d) Qualitative research to further define proposed program (e.g., focus group)
e) Competitive analysis, including SWOT (strengths, weaknesses, opportunities, threats) of key competitors
f) Other (Please Explain)

15. International Demand

Are you interested in surveying students from outside the United States to determine demand for this program? (Please note that this incurs an additional cost that must be covered by the participating School(s).

16. List the top five undergraduate degrees that would lead into this program.

17. What companies do you envision hiring your alumni.

18. Will you have any faculty with significant connections with any of these companies

Authorization to Initiate Market Research for Proposed Self-Supporting Graduate Professional Degree Programs

Name of Proposed Program:			
School Housing Proposed Program:		Department:	
Primary Lead:			
Anticipated Start Date of Market Research:		Anticipated End Date of Market Research:	
Cost of Market Research (DCE):			

Authorizations:

School Dean Signature: _____ Date: _____

Graduate Dean Signature: _____ Date: _____