Final Program Proposal Guidelines

Final Program Proposal should include the following sections and are a result of the staged work developed and revised throughout the course:

1) **Program Overview** - describe the type and scope of the program, such as a university health program offering a degree or a continuing education program, and provide an overview of the program, including the program’s mission statement, and how the proposed program supports and aligns with the institution’s mission and strategic goals. The description of the program should also include the program goals and objectives of the program and a description of the area of concentration of the program (from Stage 1 assignment - Program Identification and Overview and parts of Stage 2 – Program Strategy).

2) **Need for the Program** – section 2 of the final program proposal will describe the need for the program (external assessment) to meet present and future needs of the organization/region/State/society, including any reliable evidence and documentation of market supply & demand. This section of the final proposal should also include the SWOT analysis and describe any other relevant assessment data (from Stage 2 assignment – Program Strategy).

3) **Program Resources** – a detailed description of the resources that will be needed for the program development, implementation and evaluation, including staff, physical facilities (classroom or labs), library, books and necessary educational equipment, technology, and infrastructure. This section should also include a proposed budget that would be required to get the program up running and the break even analysis (from Stage 4 – Program Resources).

4) **Management Plan** – describe the project management plan using a PERT chart to describe the activities that will be undertaken to develop and implement the program, including the interrelatedness of each activity, responsible individual(s), and timeline. (from Stage 3 – PERT).

5) **Program Evaluation Plan** – this last section of the paper will describe the evaluation plan, including the evaluation design and methods/procedures to be used for the evaluation of courses, faculty and student learning outcomes with rationale for each part of the evaluation. Included in the program evaluation plan will be a description of methods for continuous quality improvement of the program following implementation. (from Stage 5 and 6).