

SUMMER NEW PROGRAM DEVELOPMENT CHARRETTE

JULY 18, 2012

9 – 4.30PM

The goals of the SUMMER NEW PROGRAM DEVELOPMENT are to:

- To drive growth and produce revenue in the University
- To improve academic and educational experience for students
- Leverage and build cross-college capabilities to create University-wide teaching and learning experiences

- 1) Wednesday, May 30 | day-long charrette
FOCUS: ecosystem brainstorming
- 2) Tuesday, June 12 | morning presentation + feedback lunch:
FOCUS: eco-system concepts & new programs for development
- 3) Wednesday, July 18 | day-long charrette
FOCUS: integrative working session to advance proposals
- 4) Wednesday, August 1: morning presentation
FOCUS: program proposals & transition plan to AOOO

GOALS OF THE CHARRETTE:

- to integrate University information and resources into the design of new programs,
- to identify required resources for new programs,
- to evaluate the feasibility of the proposed programs,
- to develop a timeline for development and launch of new programs, and
- to complete and submit the template for the eco-system and new program(s).

FUTURE GOAL:

- to create a budget/revenue model with the required resources to evaluate the potential of the new program for revenue generation.

9.00 – 10.00 AM: OVERVIEW OF RESOURCES

3-5 minute presentations that describe the resources available to the eco-systems teams:

1. Program Modeling: Lloyd Russow
2. Data Analytics/Smart Growth: Rashmi Radhakrishnan and Lloyd Russow
3. Career Services: Trish Shafer
4. Nexus Learning: Marion Roydhouse
5. University Assessment: Pat Thatcher
6. Online delivery models: Rob Fleming (for DR Widder)
7. Demand Assessment Working Group (DAWG): Jack Klett, John Witherington, Mark Palladino, Lloyd Russow
8. Enrollment Management: Christine Greb, Greg Potts and John Winterington
9. Public Relations: Pat Baldrige
10. Financial Aid: Lisa Cooper
11. Registrar: Julia Aggreh

10.00 – 12.00: EACH TEAM MEETS AT EACH TABLE AT 20-MINUTE INTERVALS.

6 TABLES:

TABLE 1: Data Analytics/Smart Growth & Online Delivery Models:

Rashmi Radhakrishnan, Lloyd Russow, DR Widder

TABLE 2: Career Services:

Trish Shafer

TABLE 3: Nexus Learning & University Assessment:

Marion Roydhouse & Pat Thatcher

TABLE 4: Demand Assessment Working Group (DAWG):

Jack Klett, John Witherington, Mark Palladino, Lloyd Russow

TABLE 5: Enrollment Management & Public Relations:

Christine Greb & Pat Baldrige

TABLE 6: Financial Aid & Registrar:

Lisa Cooper & Julia Aggreh

TEAM A: *Internationalizing the Curriculum:*

Beth Mariotz, Barbara Klinkhammer, Greg Potts, Philip Russel, Meriel Tulante, Amy Roshannon, Lloyd Russow

TEAM B: *Sustainability:*

Tom Schrand, Craig Griffen, David Breiner, Rob Fleming, and Lyn Godley

TEAM C: *Communication/Narratives/Media:*

Maribeth Kurilko, Frank Baseman, Jack Carnell, Suzanne Singletary, Sherman Finch, Katie Gindlesparger, Valerie Hanson

TEAM D: *Integrated Materials:*

Ron Kander, Nancy Howard, Susan Frosten, Marcia Weiss, Barbara Kimmelman

TEAM E: *Health & Human Performance:*

Mike Leonard, Donald Dunham, Matt Baker, Ellen Kolodner/Frank Congdon, Jack Klett

TEAM F: *Fashion:*

Anne Hand, Clara Henry, Nancy Howard, Sue Lehrman, Mike Leonard, Beth Mariotz, Natalie Nixon, Marcia Weiss, Claire Beevers, Janet Brady, Celia Frank, Marie-Eve Faust, Jane Likens, Maggie Reed-Brooke, Leslie Samoni, Mark Sunderland.

TABLE ROTATION SCHEDULE

	10:00 – 10:20 am	10:20 – 10:40 am	10:40 – 11:00 am	11:00 – 11:20 am	11:20 – 11:40 am	11:40 – 12:00 pm
Table 1	Team A	Team F	Team E	Team D	Team C	Team B
Table 2	Team B	Team A	Team F	Team E	Team D	Team C
Table 3	Team C	Team B	Team A	Team F	Team E	Team D
Table 4	Team D	Team C	Team B	Team A	Team F	Team E
Table 5	Team E	Team D	Team C	Team B	Team A	Team F
Table 6	Team F	Team E	Team D	Team C	Team B	Team A

TIMER for 20 minute SPEED DATING

AFTERNOON CHARRETTE SCHEDULE

12.15 – 12.55 pm LUNCH

12.55 – 1.55 pm 10-minute report-outs by team

2.00 – 2.30 pm Preparation for August 1

2.30 – 4.30 pm Teams work-time

End of day Submit program templates by email to Gwynne

Preparation for August 1:

Academic Growth Plan (bringing it together)

- framing the academic growth plan as ecosystem
- definitions and terminology
- timelines

- Presentation template

Framing the academic growth plan as an ecosystem : leveraging the University

Common characteristics

Shared resources/elements/expertise

Extending academic capabilities across ecosystems

Bridging partnerships

Creating new shared/synergistic academic expertise

Definitions and terminology

clusters/modules/credential clusters (badges)

plug and play

core/lean core

multi-modal

Timeline

new program development (into Curriculum Innovation Space)

“Pipeline of new programs” – include previous last year’s proposals

New Program Development Timeline: 27 month timeline

Summer (June – August, months 1-3)

Incubate program concepts (Summer 2012)

Program concept development

Initial research into competitors

Research into labor statistics

Explore delivery methods and/or new pedagogies

Initial review with financial aid and career services

Initial revenue modeling

Fall (September – December, months 4-8)

SHIFT TO CURRICULUM INNOVATION SPACE

Market Research – Demand Assessment Working Group, surveying, etc. (Fall 2012)

Curriculum and course development (Fall 2012)

AOOC review and faculty approval (Fall 2012)

Spring (January – May, months 9-12)

[Note: AOOC & Faculty approval by February 15 allows inclusion in Open House]

[Note: AOOC & Faculty approval by April 1 allows inclusion in View Book]

Provost's Council and President's Council review & approval (Spring 2013)

Undergraduate Marketing Recruitment starts (Spring 2013): Open House, etc.

Graduate only: State Review & Approval (Spring/Summer 2013)

Summer/Fall/Spring/Summer (June – following July, months 13-26)

Marketing/Recruitment continues for undergraduate; starts after state approval for graduate

Fall Launch (August, month 27)

Fall 2014 launch

ECOSYSTEM FRAMEWORK:

PROGRAM NAME

How does it create, leverage or grow capabilities in the University

ECOSYSTEM FRAMEWORK

Replace this text with an expanded explanation of the ecosystem. Include core values, core principles and

PROGRAM NAME

Replace this text with the program name.

DESCRIPTION & OUTCOMES

Replace this text with a brief but clear statement that defines the program and its outcomes.

LAUNCH DATE

Replace this text with the date of intended launch.

DIFFERENTIATION & MARKETABILITY

DIFFERENTIATION WITHIN THE UNIVERSITY

Replace this text with information about how the new program differentiates itself on program, college, and university levels.

DIFFERENTIATION LOCAL, NATIONAL, AND INTERNATIONAL LEVELS

Replace this text with information about how the new program differentiates itself on local, national and international levels.

COMPETITION

Replace this text with information about the the competition?

MARKET RATIONALE

Replace this text with a description of the the market rationale. To whom is the offering desirable and why?

FUTURE JOB GROWTH

Replace this text with information about the future job growth in the field.

COURSES AND CURRICULUM

WHAT IS NEW?

Replace this text with a description of new (courses, credits, delivery).

USE OF EXISTING COURSES
AND PROGRAMS

Replace this text with a description of the adjustments to existing programs and curricula (adding courses, changing credits, subtracting courses or combining things)

DELIVERY

Replace this text with a description of how the program is delivered. (full-time, part-time, day, evening, weekend, summer, online, hybrid)

OUTCOME

What is the (degree, certificate, bridge Does this program involve partnerships with other institutions? With whom?

STUDENTS AND ENROLLMENTS

PROGRAM NAME

STUDENT MARKET ASSUMPTIONS (Pending formal market analysis)

Replace this text with a description of the student market for the proposal (Undergrad, graduate, transfer, domestic, international). If it is multi-modal and may serve multiple audiences, please indicate these audiences.

TRANSFER STUDENTS

Replace this text with a description of how the new program accommodates transfer students (if it is an undergraduate program.)

RESOURCES: EXISTING AND NEEDED

PROGRAM NAME

EXISTING RESOURCES

Replace this text with a description of the ways the program leverages common and/or existing resources (equipment, technology, space)?

RESOURCE GAPS

Replace this text with information about gaps in the current resources. What new resources would be needed to run the program?

CURRENT PERSONNEL

Replace this text with a description of the assets of the current personnel to support the proposal (Leadership, faculty, administrative support).

PERSONNEL GAPS

Replace this text with information about gaps in the current personnel. What new personnel would be needed to run the program?

What we are doing

How it is organized

Ecosystems

Timeline

Schedule

NEXT STEPS

PROGRAM NAME

CONTINUED PLANNING & TIMELINE

*Replace this text with the plans for continuing the work on this proposal and involving faculty.
What is the timeline?*

PERFORMANCE MILESTONES

Replace this text with a description ways to measure the success of this program over time.

Next Steps:

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SUMMER NEW PROGRAM DEVELOPMENT CELEBRATION

August 1, 4.30 – 6.30pm

Falls Taproom

3749 Midvale Ave

Philadelphia, PA 19129

Please RSVP for the event.