

**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 AOOCC**

## GOALS FOR TODAY

- To identify programs to carry forward for research, refinement and further development.
- To incorporate student feedback into the program development.

# **Role of students in the summer new program development process**

# Ecosystems & new program development

**Principle 1:** Frame the subject and its 'ecosystem,' then the disciplines or areas of expertise that describe it

**Principle 2:** Map the connections between disciplinary majors and area expertise in each subject-ecosystem

**Principle 3:** Support student choice and opportunities within the subject-ecosystem

**Principle 4:** Build core curricula for the subject-ecosystems whenever possible

**Principle 5:** Repackage core curricula for other key audiences

**Principle 6:** Anchor new degree programs, certificates and concentrations

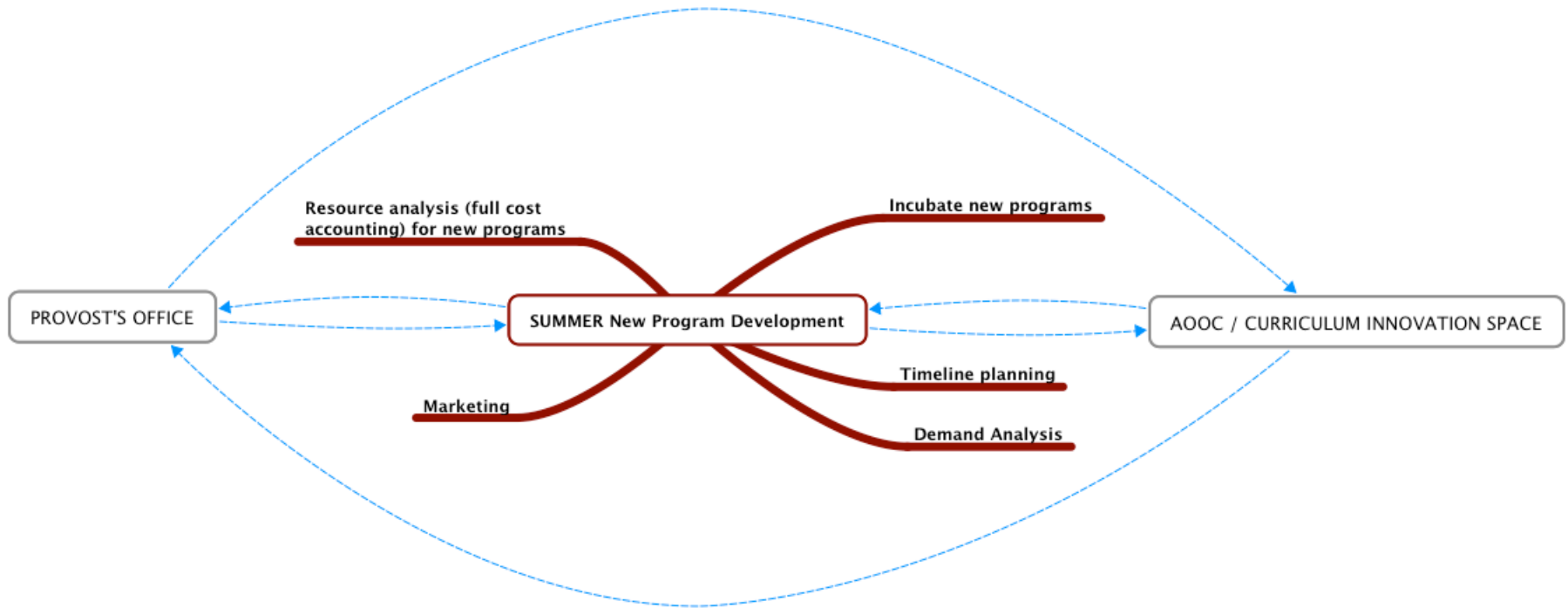
**GOAL = DRIVE NET REVENUE TO INVEST IN ACADEMIC QUALITY**

## DRIVE NET REVENUE by:

- developing undergraduate and graduate programs,
- creating distinctive or signature offerings,
- improving existing programs that honor student choice,
- increasing flexibility to more easily accommodate transfer students, and/or
- creating mechanisms to retain students.

**Ecosystems create the framework/rationale for new programs, signature offerings, improvements to happen.**

# Summer New Program Development





## 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)**

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

**9.15 – 9.40 : Integrated Materials**

**9.40 – 10.05 : Fashion**

**10.05 – 10.30 : Internationalizing the Curriculum**

10.30 – 10.40 : BREAK

**10.40 – 11.05 : Sustainability**

**11.05 – 11.30 : Health & Human Performance**

**11.30 – 11.55 : Narratives/Media/Communication**

11.55 – 12.10: Quick overview of programs who presented before 11am  
(for students who are arriving at 11am to identify lunch table topics)

12.10 – 1.00: LUNCH by ecosystem/topic

## LUNCH by ecosystem/topic

*Students and anyone not on a team chooses a topic to discuss over lunch.*

Teams meet at a table in Kanbar Performance Space

OR

a room reserved in Kanbar:

300, 302, 306, 312 and 321 (Dean of Students suite).

## Next Steps:

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### 3) Wednesday, July 18 | day-long charrette

#### **FOCUS: integrative working session to advance proposals**

Use the following resources to advance the work of new program proposals, core curriculum, improvements within an eco-system framework.

*Collect US labor statistics*

*Identify competitor programs*

*Identify resource needs for new programs*

*Create program development timeline (can it be phased?)*

*Consider deliver models: online delivery (see DR Widder)*

*New program predictive model for resources and expenses (see Lloyd Russow)*

*How can we integrate smart growth strategies into new program design? (see MAO + Executive Dean)*

*Consider potential job opportunities (see Career Services)*

*Consider financial aid implications for delivery models, etc. (see Financial Aid)*

*post* New Programs Presentation get-together,  
and end-of-the-year celebration

TODAY

**4 - 6pm**

**Manayunk Brewing Company**

*(in Manayunk on Main Street @ Shurs Lane)*

***Manayunk Brewing Company/***

***Manayunk Brewery and Restaurant***

***4120 Main Street, Philadelphia, PA 19127***