# Program Guidelines for Drexel University

Drexel University has instituted mandatory guidelines related to the creation and delivery of all programs to fulfill Drexel University academic standards and meet federal policies. For the purposes of this document, a "Program" is an academic major, minor, or concentration.

It is Drexel's goal to create and deliver programs of the highest quality and relevancy to current and future employment climates. Federal guidelines for financial aid eligibility are directly related to the academic integrity and relevance of each program, the ability to be gainfully employed upon completion of the program, and the tracking of data related to the program. All programs at Drexel, regardless of financial aid eligibility, are reviewed under the same criteria.

This document describes the approval process for the development of new programs or the modification of existing programs. The guidelines also describe program requirements as well as the naming conventions and the criteria for approval.

## NEW PROGRAMS

**CREDITS - Minimum**
- Undergraduate degrees: 180.0
- Undergraduate minors: 24.0
- Concentrations: varies by program
- Graduate degrees: 45.0 Master's; 90 Doctorate

**CODING AND NAMING CONVENTIONS**
- Program codes are requested by contacting AIS at ais_student@drexel.edu
- Program name should not include degree awarded
    - Incorrect: BS in Academic Integrity
    - Correct: Academic Integrity
    - Incorrect: Master's Degree in Marketing
    - Correct: Marketing

**PROGRAM PROPOSAL REQUIREMENTS**

The following must be provided for the submission of Program Proposals.

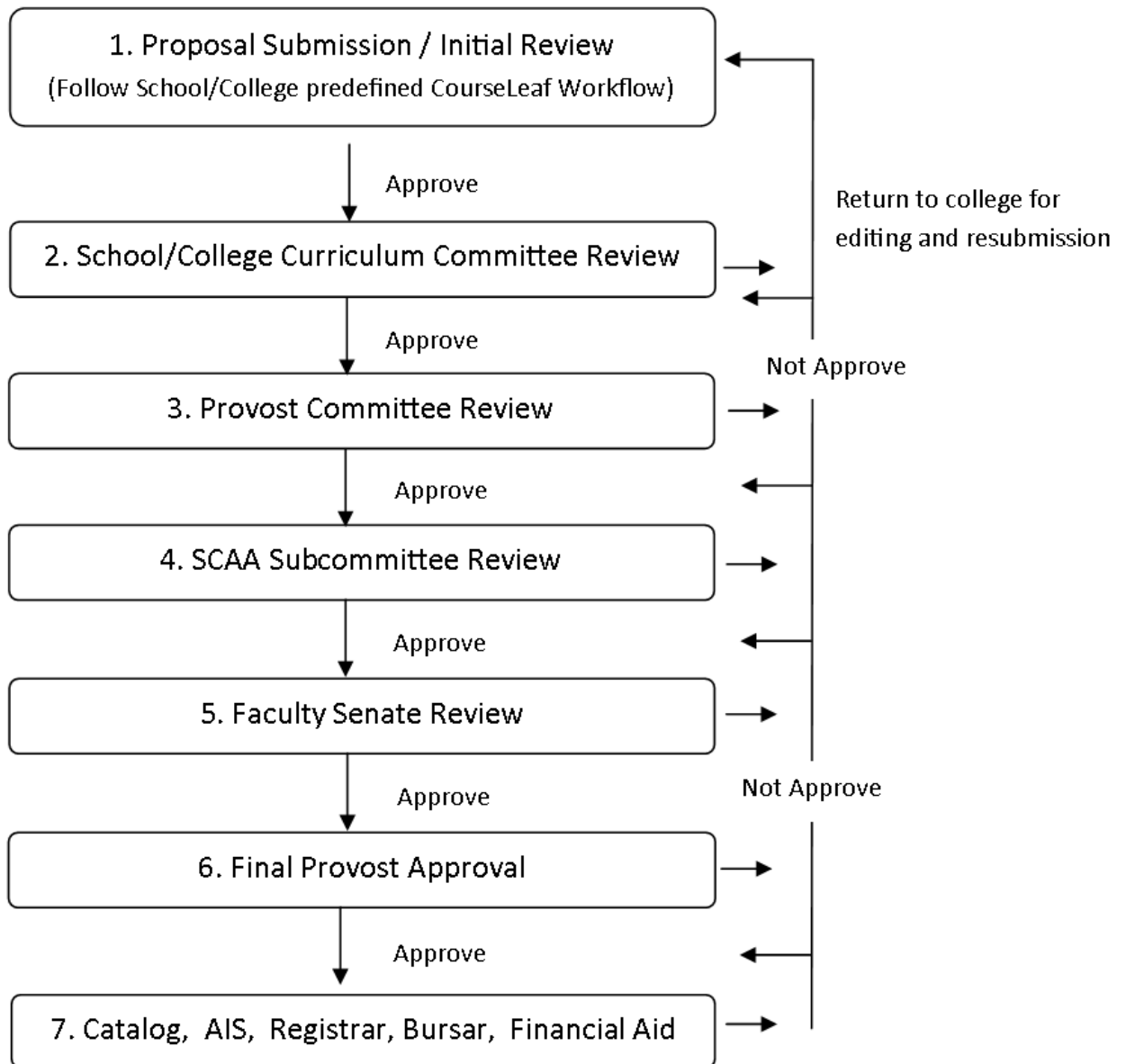**Program Information (See CourseLeaf Program Proposal form for additional requirements)**
- Academic year to begin admission of students
- Level: Undergraduate/Graduate
- Location: Center City, University City, Queen Lane, Online (choose all that apply)
- Degree Title: BS, BA, MS, etc.
- Calendar Type: Quarter / Semester
- Number of Credits to Completion
- Proposed instructional delivery mode(s): Face-to-Face / Online / Hybrid (choose all that apply)
- Clearly defined admission requirements: High School Diploma / Bachelor's degree / Master's degree
- Financial Aid Eligibility: Requesting as aid-eligible / not aid eligible
- Proposed catalog description

**Required documentation**
(See actual CourseLeaf form regarding additional documents that may be required)

- Program summary

- Potential Accreditation Considerations
    - Current or potential accreditors
    - Approval requirements
    - Cost of accreditation (include in budget)
- Program justification
    - How does this program fit in with the strategic goals of your school or college?
    - How does this program fit in with the strategic goals of Drexel University?
    - List the program learning outcomes
        - Include a brief assessment plan
        - Include a map of program outcomes to the Drexel Student Learning Priorities (DSLPs)
    - Gainful employment information
        - Include CIP code (http://nces.ed.gov/ipeds/cipcode/Default.aspx?y=55)
        - Incudes SOC code (http://www.bls.gov/soc/)
    - Proposed methodology for tracking current students and graduates

- Faculty requirements
    - What is the faculty staffing plan for the first 3 years? Identify number of  tenure-track, teaching/clinical, adjunct faculty participating

- Advising and additional staff requirements
    - What is the advising staffing plan for the first 3 years?
    - What additional staff will be in place?

- Budget – Revenue and Expense Statement based on anticipated enrollments for 3 years

- External Funding – What is the likelihood that the program can/will generate external funds?

- Market Analysis: In consultation with Enrollment Management and Student Success and Drexel University Online (if applicable), provide the following:
    - Target audience and target market for this program with projected enrollments for the next 3 years. Show evidence of how the projected enrollment numbers were derived.
    - List plans in place for recruitment and retention of students.
    - Identify at least two peer competitors and identify Drexel's elements of differentiation and indicate what makes the Drexel program different from the other programs.

- Consultation with Steinbright Career Development Center on anticipated co-op and career placement needs

- Program Resources
    - Define requirements for the program
    - Describe any additional resources needed beyond what currently exists, e.g. computer equipment, space needs, library materials and resources.

**COURSELEAF SUBMISSION STEPS**

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│  1. Proposal Submission / Initial Review         │ ◄──────┐
│ (Follow School/College predefined CourseLeaf     │        │
│  Workflow)                                        │        │
└─────────────────────────────────────────────────┘        │
                        │                                    │
                        │ Approve           Return to college for
                        ▼                   editing and resubmission
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│  2. School/College Curriculum Committee Review   │ ──►─────┤
└─────────────────────────────────────────────────┘ ◄───────┘
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                        │ Approve              Not Approve
                        ▼
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│  3. Provost Committee Review                     │ ──►
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                        │ Approve           ◄──
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│  4. SCAA Subcommittee Review                     │ ──►
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                        │ Approve           ◄──
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│  5. Faculty Senate Review                        │ ──►
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                        │ Approve              Not Approve
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│  6. Final Provost Approval                       │ ──►
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                        │ Approve           ◄──
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│  7. Catalog, AIS, Registrar, Bursar, Financial   │ ──►
│     Aid                                           │
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1. Program Proposal is entered into CourseLeaf and reviewed following college/school's predetermined workflow (set up with AIS by contacting ais_student@drexel.edu)

2. College/School curriculum committee review.

3. Provost Committee reviews proposal. Roles and responsibilities of the committee include:
   - **Office of the Provost** – initial review, final review and approval, meets the academic integrity of catalog contents description, and employment outcomes, and Program Plan.

   - **Registrar** – responsible for identifying academic naming conventions and Banner coding (in association with AIS). Confirm enrollment and registration procedures with associated Plans of Study.

   - **Finance** – Budget analysis

   - **Financial aid** – determine eligibility for federal funding and add programs to the Department of Education Program Participation agreement, if applicable

   - **Bursar** – verify Banner coding and accurate term/semester billing as identified by the program

   - **Enrollment Management** – develop communications plan to coordinate catalog descriptions, marketing material, and outside communications for these programs

   - **Admissions** – establish admissions practices for enrollment into these programs and notification to students

   - **Institutional Research** – assemble information and data from each unit to assure proper reporting for each certificate program

   - All programs are considered in the review process with the following criteria:
     o Market analysis and business plan including project enrollments for the program. Market analyses are based on a thorough evaluation of BLS statistics that can be done in consultation with the Office of the Provost and the Office of Enrollment Management and Student Success.

     o Budget analysis

     o Anticipated placement of graduates

       - Must provide a clear pathway to a positive employment outcome.

       - Mechanisms in place for tracking students' employment trajectory and other parameters after graduation must be defined.

       - Track indebtedness and placement percentages within the specific designated pathway(s) to employment

     o Number of credits to complete the program must be disclosed

     o Identify the CIP and SOC codes that are directly related to employment outcomes.

     o Maintain data on employment outcomes for graduates of the program.

4. SCAA Subcommittee review

5. Faculty Senate review

6. Final Provost review

7. Catalog, AIS, Registrar, Bursar, Financial Aid

## PROGRAM CHANGES AND INACTIVATIONS

Program changes and inactivations are to be submitted through CourseLeaf and follow the same review and approval process as outlined above.

### Program Changes

**Required information**
- Include justification for request
- Documented sign-off from affected programs/colleges

### Program Inactivations

Programs that are no longer accepting students but currently have students enrolled will remain in the catalog until existing students have either been "taught out" or are moved into another program. Include a teach-out plan.

Discontinued courses that are remaining in the catalog will have a notation placed on the catalog page, "Note: Effective Fall/Winter/Spring/Summer Term 20XX, students are no longer being admitted into XXXXXXXXX program."

Once there are no more students in a given program, the program must be "Inactivated" in CourseLeaf. This step is critical to notify the Registrar, AIS, and the Catalog to remove the program from Banner, Degreeworks, and the Catalog.