**Preliminary Program Proposal**

**For Self-Support Programs Offered Through SDSU’s College of Extended Studies**

Thank you for your interest in working with SDSU’s College of Extended Studies. In keeping with our commitment and dedication to educational opportunities, we have prepared this document to guide you in preparing your proposal as well as provide us standard information in advance better advise you in development, delivery, and sustainability of a successful program. When you have an idea for a program that you are considering developing with CES, there are several areas within the university that you need to contact as you move from early idea to a formal program plan. In general, the following individuals/areas should be contacted during the initial stages of conceptualizing a program.

Your chair, department and college faculty committees that review new program ideas can provide critical insight regarding curriculum and faculty availability. Prior to spending considerable time, energy, and effort on developing a self-support program, it is essential to be sure you have sufficient interest/support for your program within your department and/or college. Signature lines are provided at the bottom of the proposal information form.

Your CES point of contact has extensive experience working together with faculty and chairs, as well as with potential audiences/partners, in exploring opportunities for self-support programming. We work closely with you to fully discuss and understand your program, to describe the standard (and non-standard) opportunities and challenges associated with self-support programs, to provide information about what has and has not worked in the past, and to help ensure the development and implementation of a successful self-support program. It is important to begin conversations about your new program idea well before it is finalized and ready for implementation. At the early stages, CES provides guidance about budgeting and staffing for self-support programs, applicable policies and procedures, adherence to California Education Code, CSU regulations, and SDSU policies, reaching nontraditional learners, scheduling options, the multi-faceted approval process, working with third parties, and more.

Please reach out to CES before beginning this process for guidance and support.

* Daniel Waterman, Associate Dean, College of Extended Studies
* [dwaterman@sdsu.edu](mailto:dwaterman@sdsu.edu), 619-594-2514

To ensure a viable and sustainable self-support program, a formal needs assessment is required. The goal of the assessment is to:

* + Determine the target audience i.e. potential students, industries, employers
  + Demonstrate a need to help formulate the next steps related to the program’s development, design, and implementation
  + Determine sustainability

You will be asked to describe your needs assessment methodology, specifically include quantitative data. Suggested assessment data should comprise of:

* + Surveys
  + Research
  + SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis
  + Competitor analysis
  + Labor market demand

\*Please note: The standard conversion rate for those who respond to a survey and then actually register for a program is minimal so large sample sizes are highly recommended.

In the following pages you will be asked to provide the following information:

* + Previous contact with CES staff regarding this opportunity
  + Brief course or program narrative description
  + Type of course/program, type of credit, and mode of delivery
  + Motivation of student populations; mandatory or elective

Your name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Department: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

College: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Are you now or have you been in contact with CES staff about this proposal? \_\_\_ Yes\_\_\_ No

If yes, with whom?

Is this course or program currently being offered at SDSU? \_\_\_ Yes \_\_\_ No

If yes, what is unique about this course or program?

Is this training or coursework mandatory?\_\_\_ Yes \_\_\_ No

If no, what is the value to the proposed audience?

Please provide the following information:

Brief course or program narrative description.

Type of course or program (please check one):

\_\_\_ Individual Course \_\_\_ Certificate Program \_\_\_ Workshop \_\_\_Degree

Type of credit (please check one):

\_\_\_ Academic Credit \_\_\_ Non Credit \_\_\_ CEU \_\_\_ Undecided

Mode of delivery:

\_\_\_ Face-to-face

\_\_\_ Online

\_\_\_ Hybrid

Please describe your needs assessment methodology; needs assessment is to include quantitative data:

Please provide details on how you will connect with and market to the target audience:

List professional associations and/or organizations you will partner with to promote the course/program:

------------------------------------------**DO NOT WRITE BELOW THIS LINE**----------------------------------

**Concept Reviewed by (required):**

Department Chair\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

College Dean\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

CES Dean\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\*Please note: signatures above do not constitute program approval rather confirm discussion among approving entities.