

PIEDMONT VIRGINIA COMMUNITY COLLEGE
I – ACADEMIC AFFAIRS POLICIES
I – 75.0 NEW INSTRUCTIONAL PROGRAM DEVELOPMENT

Policy #:	I – 75.0
Effective:	September 2008
Revised:	
Responsible Dept.:	VPISS

Purpose

Provide consistent procedure for identifying need and sustainability of new academic programs.

Policy

The division dean in collaboration with faculty is responsible for new instructional program development. Programs are developed based on data supporting need and sustainability.

Procedure

1. Identify need

Suggested strategies include but are not limited to:

- a. Workforce program manages contact with employer(s)
- b. PVCC staff interaction with community stakeholders

2. Verify need/viability

Suggested strategies include but are not limited to:

- a. Determine short and long term local and regional employment need:
 - 1) VEC database, Economic Modeling Specialist, Weldon Cooper
 - 2) Survey businesses in the region (identify through Yellow Pages, Chamber of Commerce, Selectory of Dun & Bradstreet (selectory.com), Internet search, ask employers about who else in the area would have positions available.
 - 3) Use template designed by deans in collaboration with Director of Institutional Research, Planning, and Institutional Effectiveness.
- b. Determine potential student interest.
 - 1) Survey current students (utilizing template designed by deans and Director of Institutional Research, Planning, and Institutional Effectiveness).
 - 2) Surveys at career fairs utilizing template designed by deans and Director of Institutional Research, Planning, and Institutional Effectiveness).
 - 3) Evaluate adjacent providers' (community colleges, CATEC, private schools) programs for enrollment/graduation rates.
 - 4) Determine if starting salary is realistic living wage for region.
- c. Investigate collaborative possibilities with other community colleges.

3. Conduct Preliminary Cost /Benefit Analysis

- a. Estimate costs (full-time and part-time faculty, equipment, space, etc., utilizing Excel spreadsheet template).
- b. Estimate income from tuition, fees, etc., utilizing Excel spreadsheet template.
- c. Evaluate political environment
 - 1) who is making the request?
 - 2) available community partners?

4. Determine knowledge and skills needed

- a. Determine if there is a state, national or industry curriculum required.
- b. Conduct WorkKeys analysis (in areas for which there is no local curriculum content expertise).
- c. Look at successful programs (best practices).
- d. Create and utilize program development advisory committee.

5. Dean and related faculty work with program development advisory committee to develop curriculum

- a. Utilize faculty at other colleges for content expertise (if needed).
- b. Determine what kind of credentialing/licensure is needed for employment (this will define length/type of instruction needed and faculty qualifications).
- c. Determine if offering should be credit or noncredit (see credit vs. noncredit policy and procedure).

6. Conduct Final Cost /Benefit Analysis (first 5 year projection)

- a. Project income from tuition & fees
 - b. Project costs
 - 1) Faculty (full-time program specific; part-time program and support courses)
 - 2) Supplies and equipment (initial and ongoing)
 - 3) Marketing
 - 4) Accreditation
 - 5) Library materials
 - 6) Physical facilities availability
 - 7) Qualified faculty availability
 - c. Consider political implications
 - d. Consider consortiums with other colleges
7. Determine where required resources will be obtained.
 8. Develop implementation timeline.

9. Present program proposal for initial review by ISS.
10. Obtain required program approvals from C&I, President's Staff, College Board, VCCS, SCHEV (see PVCC and VCCS procedures for obtaining these approvals).
11. Upon obtaining required approval, implement development timeline.