



Guidelines for Evaluating New Undergraduate and Master's Academic Programs Academic Planning Council

The following are guidelines for evaluating both new undergraduate and master's academic program requests. There is no weighting attached to these guidelines. Recommendations to the provost should take into account these criteria.

1. MISSION OF THE UNIVERSITY

The new program must be consistent with the mission of the university. The mission statement of the university lists fourteen (14) goals. A copy of the mission statement may be found online or in the current university *Bulletins*. Of these goals, the first four are given higher emphases than the other goals. Of the other ten (10) goals, the goal of contributing to the general advancement and dissemination of knowledge has greater emphasis than the others.

New programs that are related to more than one goal will be evaluated more positively than those related to a single goal. Programs that are related to more important goals will be evaluated more positively than those related to lesser goals.

2. ACADEMIC PRIORITIES

The Division of Academic Affairs, colleges and departments have established priorities. New academic programs should reflect these priorities.

3. QUALITY

The mission statement of the university states that we are committed to quality programs. The new program must be able to show that it will be of high quality when it will be operative. Quality may be best measured by the outputs of a program. However, these outputs would not be known when considering new programs. Therefore, one should consider the ability of the unit to provide quality instruction. Among the indicators that might be used are the past performance of the current faculty, the prior education and training of current faculty, the ability of current faculty to devote effort to the new program, the ability of the university to attract qualified new faculty. In addition to faculty, one might consider other aspects involving program quality: library resources, equipment availability, space availability, and success in attracting students of high ability.

4. RESOURCES

All programs require resources. Programs that require major resources need to demonstrate greater advantages than programs requiring fewer resources. Programs that expect to obtain resources through internal reallocation will be evaluated more positively than programs that require additional new resources.

5. IMPACT

Impact of a program relates to the number of students it has an effect upon and the effect the program has upon the external environment of the university. New programs that have a positive impact on a larger number of students will be evaluated more positively than programs impacting fewer students. Programs that have broader positive effects upon the environment will be evaluated more positively than those with less effect upon the environment.

6. COST EFFECTIVENESS

Considering the impact and resource issue together leads one to consider the cost effectiveness of the new program. The greater the positive impact for a fixed amount of resources, the greater the priority that would be given to a new program.

7. ALTERNATIVE PROGRAMS

To what extent does CMU already have programs that serve the same or similar purposes? What is/are the current status(es) of these programs? To what extent do other Michigan colleges and universities have similar programs?