**NEW ACADEMIC PROGRAM – MAJOR**

**Preliminary Proposal Form**

*Please complete the following information. Brief summaries are sufficient, and the completed document should be only 3-4 pages. Italicized instructions can be deleted before submitting this form.*

1. **Program Details**
	1. **Name and Degree Type of Proposed Academic Program:**
		1. **Emphases (if applicable):**
	2. **Academic Unit(s)/College(s):**
	3. **Campus/Location(s):
	Note:** *if UA Online is a desired option, please complete the form* [*here*](https://azonline.arizona.edu/program-support/getting-started) *to begin their review process. Listing it here does not guarantee it will be an approved program for the ONLN campus.*
	4. **Desired** [**CIP Code**](https://nces.ed.gov/ipeds/cipcode/browse.aspx?y=55)**:**
	5. **First Admission Term** (*i.e., Fall 2025)***:**
	6. **Primary Contact and Email:**
2. **Executive Summary** (please provide **no more** than 5 bullets/sentences that sum up the rationale, demand, and uniqueness of your proposed major. This will be read at ABOR.)**:**
3. **Brief Program Description:** *You must* *work with* [*your*](https://brand.arizona.edu/marketing-leads-logos)[*college marketing lead*](https://marcom.arizona.edu/brand-guidelines/logos/logo-marketing-leads) *to develop a description for the proposed program. This will appear in the catalog and other public-facing platforms such as college websites, Degree Search, etc. Considering an audience of prospective and current students and their families, state the purpose and nature of the curriculum, highlighting the knowledge and skills students will develop, as well as faculty expertise and emphases (if any), etc. Typically, 1-2 paragraphs, no more than 100-250 words.*
4. **Program Rationale:** *In consultation with proposing unit’s college-level administration, describe how the proposed academic program fits within the mix of programs currently offered by the college, and how it advances the overall mission of the college and university.*
5. **Viability:** *To support the proposed program, does the college envision sharing resources used by other programs, redeploying internal resources (consolidating existing programs), etc.?*
	1. Summarize new resources required to offer the program:*may include additional faculty, staff, equipment, facilities, etc.*
6. **Projected Enrollment for the First Three Years:** *Note that for the full proposal, you will need to provide evidence to support the projection (through student/alumni surveys, enrollment in existing courses, peer programs, etc.) At this stage, a rough estimate is sufficient.*

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| --- | --- | --- |
| Year 1 | Year 2 | Year 3 |
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1. **Evidence of Market Demand:** *Please provide an estimate of the future state-wide and national demand for graduates of the proposed academic program.* [*Curricular Affairs*](https://academicadmin.arizona.edu/sites/default/files/2023-09/Market%20Report%20Request.docx) *can provide a job posting/demand report (from Lightcast) by skills obtained/CIP code of the proposed major. If job market data is unavailable or not applicable, please explain why and elaborate another justification for the proposed program.*
2. **Similar Programs Offered at Arizona Public Universities:** *List existing programs at Arizona Public Universities, including affiliated programs at The University of Arizona, which deliver similar concepts and competencies to the proposed new program.*
3. **Required Signatures** *(the following should be included in the notification memo to campus after ABOR approval):*
	1. **Program Director/Main Proposer:**
		1. **Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
		2. **Name and Title:**
		3. **Date:**
	2. **Managing Unit/Department Head:**
		1. **Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
		2. **Name and Title:**
		3. **Date:**
	3. **College Dean/Associate Dean:**
		1. **Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
		2. **Name and Title:**
		3. **Date:**