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Title: PROGRAM DEVELOPMENT – ASSOCIATE DEGREE AND DIPLOMA	Code: EE0131
Policy Reference: E100, Instructional Support	

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Refer to the Curriculum Department Manual for guidelines related to program development.

A new program idea may come from a variety of sources including, but not limited to, the community; the faculty or administration of the college; an advisory committee; from research conducted by the office of Institutional Assessment, Research, and Development; or from the Wisconsin Technical College System.

The pathway dean or a designee of the academic pathway completes each step in the program development process, and works with the Curriculum Department in placing items on the District Board Agenda for approval, and in submitting documentation to the State Board.

### **CONCEPT REVIEW**

The Concept Review phase is the first formal step in the Program Approval Process. Prior to submitting the Concept Review request form and supporting documentation to the WTCS, it is expected that a rigorous process to determine the academic, employment and fiscal viability of the proposed program has been completed. The Concept Review may be forwarded to the WTCS at any time; however they must be received no later than five (5) weeks in advance of the desired State Board meeting action. The documents are submitted to the Curriculum Department for submission to WTCS.

When MATC seeks approval to replicate a program another district of the system offers, the state requires that information about the existing program be included in the documentation. This is information regarding enrollment, graduation, and job placement, as well as evidence that unmet needs or an expanding workforce substantiates the need for the program at MATC. When the program's scope and curriculum is defined, evidence is also provided to show that the target jobs are the same and that the curriculum covers the same content as the existing program.

**Concept Review Phase Timeline:** The entire program approval must be completed, approved and the documentation submitted to the WTCS **within three (3) WTCS Board Meetings.**

*Note: All materials are submitted to the Curriculum Department for processing.*

**Documentation:** Needs Assessment Survey Instrument; mailing list of survey population; expected response rate; follow-up letters telephone/email questionnaire; EMSI Occupation Report; Advisory Committee minutes

<i>Process</i>	<i>Person(s) Responsible</i>	<i>Result</i>
1) Determine the SOC (Standard Occupational Classification) and identify/confirm the title of the occupational program and its' level	Dean or designee	Occupation and program title/code identified
2) Determine mean starting hourly salary	Dean or designee	Mean starting salary based on local market conditions
3) Source of Single Source Request, if applicable. <i>Single Source Requests must be explicitly approved in writing by System Office before submission of Concept Review.</i>	Dean or designee	Specific agencies and businesses which guarantee enrollment and placement used to determine the unmet need for these programs
4) Develop the <b>Needs Assessment Survey</b> and the list of members in the survey population in consultation with research staff; develop cover letters	Initiatory/Dean or designee; Institutional Research	Survey instrument; mailing list
5) Conduct Needs Assessment	Dean or designee	Survey response rate acceptable to the WTCS consultant
6) Analyze results of Needs Assessment; labor market data and employment trends for graduates from EMSI and student demand for the program	Dean or designee	Validation of need for program
7) Develop content of the Concept Review document, including: <ul style="list-style-type: none"> <li>• Program description and rationale</li> </ul>	Dean or designee	Documentation for WTCS submission

<ul style="list-style-type: none"> <li>● Mean salary estimate documentation</li> <li>● Projected job openings and program completers per year</li> <li>● Primary occupations (target jobs)</li> <li>● Major duties and responsibilities for workers in identified primary occupations</li> <li>● Program appropriateness</li> <li>● Rationale for Program Replication</li> <li>● External program requirements (if appropriate)</li> <li>● Documentation of team involvement</li> </ul>		
8) Develop draft resolution for District Board	Dean or designee	District Board Approval
9) Present proposal to District Board	VP, Learning; Dean; Lead Faculty	District Board Approval
10) Send Concept Review documents to WTCS	Curriculum Manager	WTCS Compliance
<p><i>Note: This stage requires the WTCS State Board approval; the State Board meets every-other month during the academic year.</i></p>		

Completion of the Concept Review phase entails the following activities:

- Selecting an appropriate instructional program title using sources such as the State Board's Information Systems Manual (ISM); U.S. Census Bureau; U.S. Department of Labor, Bureau of Economic Analysis; Wisconsin Department of Workforce Development; and Labor market analyzer Education Modeling Specialists Inc. (EMSI);
- Contacting districts that already have the program to obtain information;
- Designing a Needs Assessment Survey Instrument, identifying and describing the survey population: the sample size, number of in-district and out-of-district surveys to be mailed; the survey methodology; and the return rate expected;
- Drafting the survey cover letter, questionnaire and follow-up letter(s) (or telephone questionnaire) to be used for the needs assessment survey;
- Setting up an ad hoc advisory committee and conducting meetings to discuss the program;
- Developing a job profile using a DACUM or another valid process for occupational analysis;
- Developing the program description, target jobs, mean salary, etc.

## PROGRAM APPROVAL

Approval-there are several approvals that must occur prior to implementation of a program.

### 1. WTCS Board Approvals

- a. **Concept Review** – early in the program approval process the concept of the program is sent to the WTCS Board for review and approval. This is an in-depth review of the program including information such as occupational information with analysis of the labor market, rationale for the program, and program specifics such as title. This approval is paper-based and **does not** include the curriculum details such as credits, course names and types of courses.
- b. **Program Approval** – is the final approval conducted by WTCS. It contains general education requirements, hours breakdown, cost, copy of the concept review packet, all supporting documents and approvals from Advisory Committees, Curriculum, Learning & Assessment (CLA) Committee, Pathway Curriculum, Learning & Assessment (PCLA) Committee. This packet is sent to the WTCS by the MATC Curriculum Department.
- c. **Electronic Approval** – after the program is approved it is submitted electronically to the WTCS. The Curriculum Department will review the entire program to ensure program content is properly aligned prior to the electronic submission to ensure minimal errors.

### 2. MATC (internal) Approvals

- a. Curriculum Department-The Curriculum Departments' review and approval occurs twice during the New Program approval process: once prior to the Concept proposal presentation to the District Board and once prior to the Program Proposal to be submitted to the WTCS Board.
- b. District Board

### 3. Curriculum, Learning & Assessment (CLA)/Pathway Curriculum, Learning & Assessment Committee (PCLA) Approval-CLA and PCLA reviews the proposal for needs and appropriateness within the pathways.

**Timeline:** The entire program approval must be completed, approved and the documentation submitted to the WTCS **within three (3) WTCS Board Meetings**.  
*Note: All materials are submitted to the Curriculum Department for processing.*

**Documentation:** Career Pathway narrative

<i>Process</i>	<i>Person(s) Responsible</i>	<i>Result</i>
1) Validate the information provided in the Concept Review phase and respond to issues/concerns raised by the State Board in the Concept Review phase	Dean or designee	WTCS Board Approval
2) Describe how the new program provides a "Career Pathway"	Dean or designee	Representation of the "pathway" with specific information of partnering institutions and appropriate details of associated articulation agreements
3) Analysis of the reasonableness of the cost/benefit to district stakeholders	Dean or designee	Analysis of reasonableness of program
4) Plans for quantitative and/or qualitative assessment	Dean or designee	Identification of quantitative and/or qualitative program assessments
5) Proposed Curricula	Dean or designee	Identification of program curricula including course number and title, credits, and proposed semester
6) Send Program Approval document to WTCS	Curriculum Department	

*Note: This stage requires the WTCS State Board approval; the State Board meets every-other month during the academic year.*

Completion of the Program Approval phase entails the following activities:

- Provide a narrative and/or graphic representation of the "pathway" with specific information of partnering institutions and appropriate details of associated articulation agreements;
- Determine program admission requirements; program location; program semester start;

- Using the job profile, creation of a curriculum that meets state guidelines and identifies the course semester, numbers, titles, credits, and function within the program.

## **PROGRAM IMPLEMENTATION**

<b>Timeline:</b> Development can begin once the Program Approval phase is complete. <i>Note: All materials are submitted to the Curriculum Department for processing.</i>		
<b>Documentation:</b> Related forms		
<i>Process</i>	<i>Person(s) Responsible</i>	<i>Result</i>
1) Occupational Document	Dean or designee	Faculty qualifications to teach (if department/instructional area is new to the college)
2) Financial Aid Eligibility	Dean or designee	For Technical Diploma only (must meet required hours for financial aid)
3) Program Admission Requirements	Dean or designee	Requirements for student admission to program
4) Program Curriculum Hour Breakdown	Dean or designee	Curriculum layout (map) with hours
5) Program Information for Marketing	Dean or designee	Program information for catalog and web site
6) Course Update Form (if new courses are to be developed for program)	Dean or designee	Creation of new courses in COSMO
7) Course Outcome Summaries (if new courses are to be developed for program)	Lead faculty or designee	Creation of course outcome summaries in WIDS
<i>Note: This stage requires prior WTCS State Board final approval of the program</i>		

Office of Responsibility: Instructional Development  
Last reviewed: March 31, 2021