

Developing a New Program

WTCS (Wisconsin Technical College System) and MATC Procedures

A systematic process has been established by the state to ensure analysis, communications and consistency of program development throughout the technical college system. All program plans approved by the WTCSB (Wisconsin Technical College System Board) will have followed these procedures. This process includes data collection, analysis, presentation, and communications among various personnel levels within the respective district, among districts with like programs, and with state office (WTCS) personnel.

MATC procedures dovetail with the WTCS procedures to facilitate the development, review, and approval of a program that is:

- Aligned with the district's mission and consistent with the priorities of the college;
- Supported by the district and/or state business/industry and labor market requirements;
- Developed with a team effort involving important stakeholders — department and Liberal Arts & Sciences faculty; instructional managers; administration; Institutional Assessment, Planning, and Research staff; student services; etc.;
- Adequately supported with budget, facility, and personnel.

Program Concept Phase

Timeline: At any time			
	<i>Process</i>	<i>Person(s) Responsible</i>	<i>Result</i>
1.	Review idea with colleagues;	Initiator of idea	A focussed goal
2.	Seek endorsement of department, divisional curriculum committee, advisory committee, and dean;	Associate Dean or designee	Divisional Support

During discussions of the concept of a new program, broad issues are addressed related to MATC's mission and vision. Before an idea goes forward, the current and long-term availability of jobs in the occupational area is investigated, as well as the wage-level of jobs graduates could obtain on completion of the program, and the level of resources MATC would have to invest in order to implement the program.

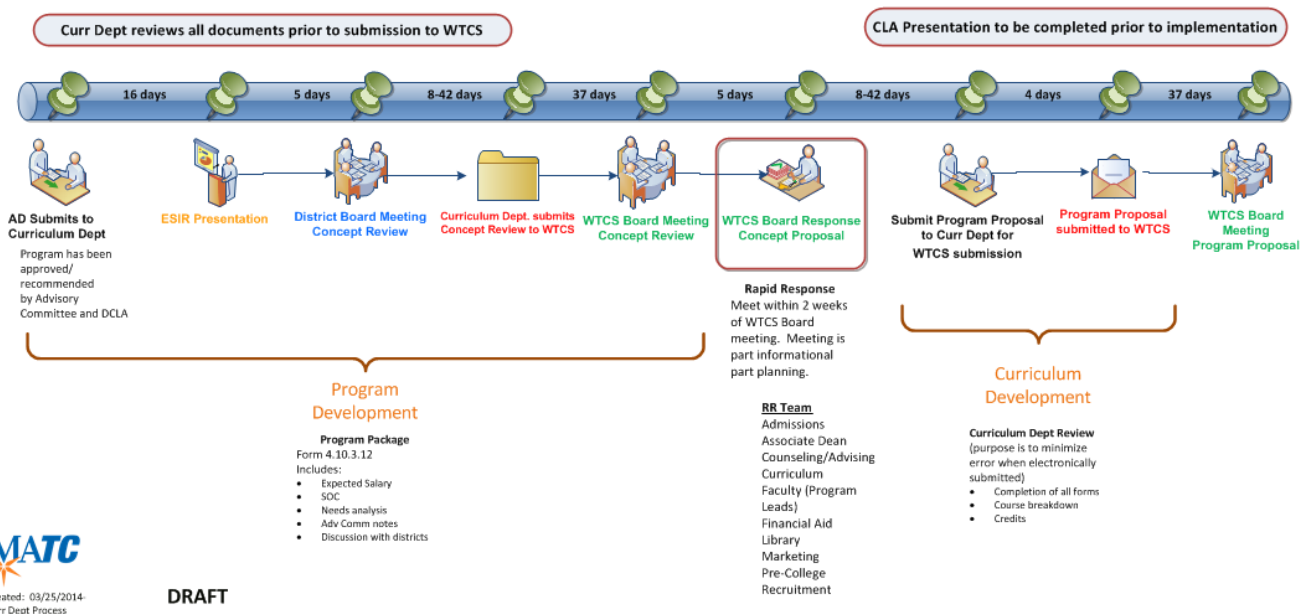
Initiation of a new program may come from a variety of sources including, but not limited to, the community; the faculty or administration or the college; an advisory committee; from research conducted by the office of Institutional Research; or from the Wisconsin Technical College System.

As a new idea is shaped to become an occupational program, review and/or approval takes place at various levels of academic governance. This includes involvement of the department/program faculty; the division's instructional managers and curriculum committee; program advisory committees; the Vice-President of Academic Affairs; the District Board; and the staff and Board of the Wisconsin Technical College System.

Program Development Procedures

New Program Planning (State Approval Process)

For 1st Academic Year-NOT Eligible for Print Catalog



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 System Office, 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 System Office 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

<p>Timeline: The entire program approval must be completed, approved, and the documentation submitted to the WTCS within three (3) WTCS Board Meetings. <i>Note: All materials are submitted to the Curriculum Department for processing.</i></p>		
<p>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;</p>		
<i>Process</i>	<i>Person(s) Responsible</i>	<i>Result Sought</i>
1. Determine the SOC (Standard Occupational Classification) and identify/confirm the title of the occupational program and its level;	Associate Dean or designee	Occupation and Program title/code identified
2. Determine mean starting hourly salary	Associate 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>	Associate Dean or designee	Specific agencies and businesses which guarantee enrollment and placement used to determine the unmet need for these programs
4. Develop the Needs Assessment Survey and the list of members in the survey population in consultation with research staff; develop cover letters;	Initiator/ Associate Dean; Institutional Research	Survey instrument; mailing list
5. Conduct Needs Assessment;	Associate 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;	Associate Dean or designee	Validation of need for program

7. Develop content of the Concept Review document, including:	Associate Dean or designee	Documentation for WTCS submission
<ul style="list-style-type: none"> • Program description and rationale; • Mean salary estimate documentation; • Primary occupations (target jobs); • Major duties and responsibilities for workers in identified primary occupations; • Program appropriateness; • Rationale for Program Replication; • External program requirements (if appropriate); • Documentation of team involvement; 		
8. Develop draft resolution for District Board;	Associate Dean or designee	District Board Approval
9. Present proposal to District Board;	VP, Academic Affairs; Dean; Associate Dean; Lead Faculty; Curriculum Manager	District Board Approval
10. Send Concept Review document 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 this 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 adhoc advisory committee and conducting meetings to discuss the program;

- Developing a job profile using DACUM or another valid process for occupational analysis;
- Developing the program description, target jobs, mean salary, etc.;

Program Approval

Approval-within the curriculum process 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, CLA, DCLA. This packet is sent to the WTCS by the MATC Curriculum Department.
 - c. **Electronic** – 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 Department review and approval occurs twice during the New Program approval process: once prior to the Concept proposal presentation to ESIR and once prior to the Program Proposal to be submitted to the WTCS Board.
 - b. ESIR-This is actually a presentation to the ESIR Board to be conducted prior to the Concept proposal being sent to the District Board
 - c. District Board
3. CLA/DCLA Approval-CLA and DCLA reviews the proposal for needs and appropriateness within the divisions.

Timeline:	The entire program approval must be completed, approved, and the documentation submitted to the WTCS within three (3) WTCS Board Meetings . <i>Note: All materials are submitted to the Curriculum Department for processing.</i>	
Documentation:	Program Pathway graphic or narrative	
	<i>Person(s) Responsible</i>	
<i>Process</i>		<i>Result Sought</i>

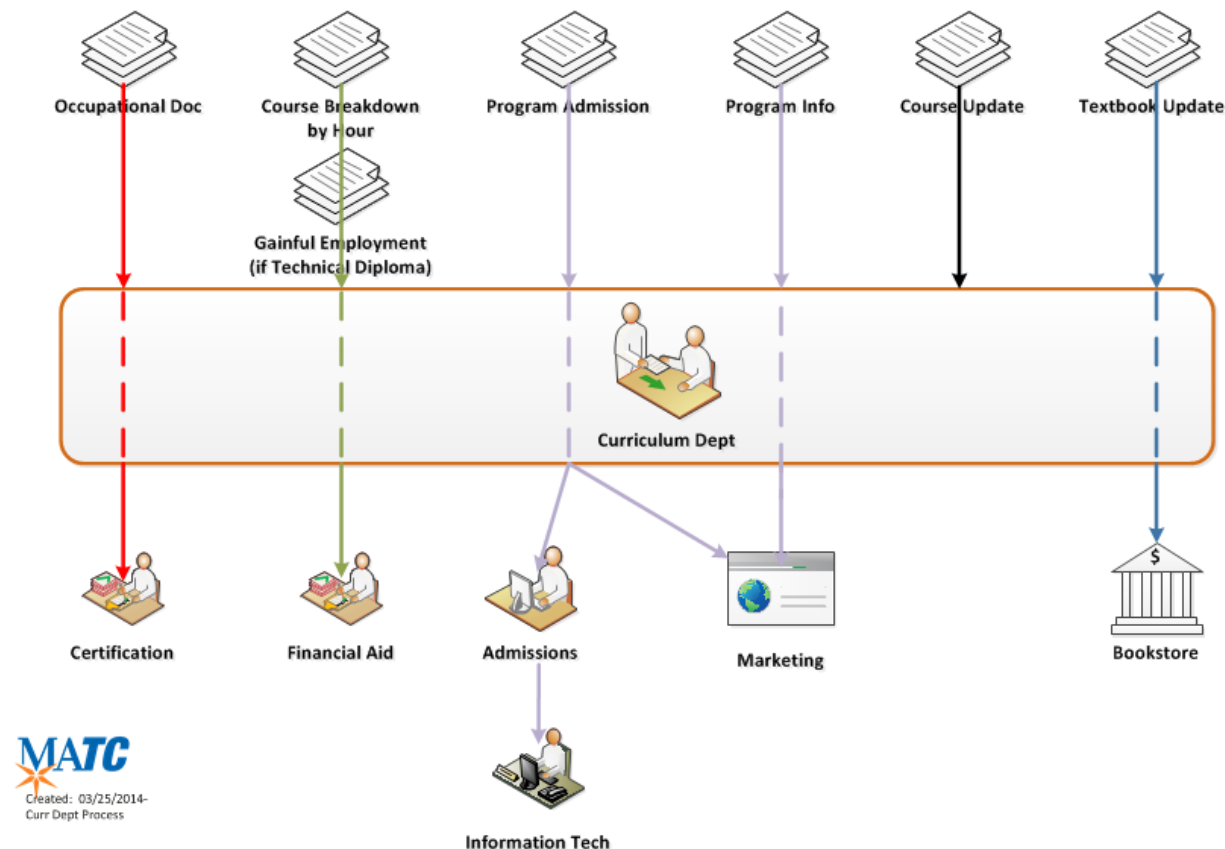
1. Validate the information provided in the Concept Review phase and response to issues/concerns raised by the State Board in the Concept Review phase	Associate Dean or designee	WTCS Board Approval
2. Describe how the new program provides an “Adult Career Pathway”	Associate Dean or designee	Representation of the “pathway” with specific information of partnering institutions and appropriate details of associated articulation agreements
3. Estimated FTE and headcount	Associate Dean or designee	Appropriate information for FTEs and headcount for the program
4. Complete the Documentation of Costs which summarizes the costs for salaries, facilities, equipment, etc.;	Associate Dean or designee	Documentation for WTCS submission
5. Analysis of the reasonableness of the cost/benefit to district stakeholders	Associate Dean or designee	Analysis of reasonableness of program
6. Send Program Approval document 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 this 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.
- Approximate implementation and annual FTEs and headcount for the program;
- Using the job profile, creating a curriculum that meets state guidelines and identifies the course title, credits, hours by instructional method, competencies, and description;
- Meeting with Associate Dean to create the program cost documentation (**Documentation of Costs**).

Program Implementation

New Program Planning Process-Internal Forms



MATC
Created: 03/25/2014-
Curr Dept Process

Timeline:	Development can begin once the Program Approval phase is completed. <i>Note: All materials are submitted to the Curriculum Department for processing.</i>	
Documentation:	None	
	<i>Person(s) Responsible</i>	
<i>Process</i>		<i>Result Sought</i>
1. Admissions Program Requirements	Associate Dean or designee	Requirements for student admission to program
2. Program Curriculum Hour Breakdown	Associate Dean or designee	Curriculum layout

3. Program Information for Marketing	Associate Dean or designee	Program information for catalog and web site
4. Occupational Experience Document (<i>if program did not previously exist within WTCS districts</i>)	Associate Dean	Occupational experience necessary for faculty certification
5. Course Update Form (<i>if new courses are to be developed for program</i>)	Associate Dean or designee	Creation of new courses in COSMO
6. Course Outcome Summaries (<i>if new courses are to be developed for program</i>)	Associate Dean or designee	Creation of course outcome summaries in WIDS

Completion of this phase entails the following activities:

- Determine program admission cut scores; program location; program start semester
- Meeting with Associate Dean to create the program cost documentation (**Documentation of Costs**).