**Program Feasibility Study Worksheet**

If requesting a feasibility study for a new program, please prepare the following information.

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| --- | --- | --- | --- |
| Submitted by: |  | Email: |  |
| Unit: |  | Date submitted: |  |

**Contact**:

|  |  |  |  |
| --- | --- | --- | --- |
| Name: |  | Title: |  |
| Unit: |  | Email: |  |

Which best describes the reason you are requesting a program feasibility study?

To assess the market viability of an of an entirely new program

To inform decisions on launching a new modality for an existing program

Which academic field does your program fall into? (e.g., technology, science, education, etc.)

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| --- | --- |
| Program Title: |  |
| [CIP code(s)](https://nces.ed.gov/ipeds/cipcode/browse.aspx?y=56) |  |

|  |  |
| --- | --- |
| Program type:  Degree  Credit bearing certificate  Non-credit coursework or certificate | Program modality:  Fully in person  Fully online  Hybrid  Undecided |
| Program level:  Non-credit, unspecified degree level  Associate's  Bachelor's/undergrad  Master's/graduate  Doctoral |  |

|  |  |
| --- | --- |
| Define your recruitment region.   * Counties * Metropolitan statistical area * States * National * Canadian provinces and/or territories * National (Canada) * UK * Other | Define your secondary recruitment region (if applicable)   * Counties * Metropolitan statistical area * States * National * Canadian provinces and/or territories * National (Canada) * UK * Other |

What stage are you in during the program development process?

Early ideation

Creating proposal documents for program approval processes

Program approved, now gathering information for final planning and launch

Select which questions you need answered within the market analysis (multiple selections allowed):

In which industries should the proposed program prepare students to work?

Which employers demonstrate the greatest demand for potential graduates?

What skills should the program teach to prepare students to meet employer demand?

In what position do employers demonstrate the greatest demand for potential graduates?

In which cities do employers demonstrate the greatest demand for potential graduates?

What educational level do employers most frequently request from relevant professions?

What experience level do employers most frequently request from graduates?

N/A – I do not want an employer demand analysis

Should you continue with this research, we can answer these additional questions (multiple answers allowed)

How are similar programs structured (e.g., credential awarded, cost, required credits, duration)?

How are similar programs delivered (e.g., modality, schedule)?

What experiential or practical learning do similar programs offer (e.g., clinical components, capstone requirements)?

What accreditation do similar programs advertise?

N/A - I do not want analysis of similar program

Is there a particular area you’d like the EAB researchers to focus their recommendations on (e.g., curricular content, experiential components, time to completion)?

What comparisons will best inform your program launch decision and potential development? Please indicate whether you would prefer to share specific programs to which you wish to be compared, or to give us parameters to use when identifying comparable programs

We will share specific programs to which we would like to be compared

We will provide parameters for EAB to use when identifying comparable programs

 Please rank which matters most in identifying comparable programs. These details ensure we analyze demand and comparable programs correctly. If you do not provide information on this page, we will select the programs we determine most relevant.

|  |  |  |  |
| --- | --- | --- | --- |
|  | Very Important | Somewhat important | Not important |
| Program subject matter |  |  |  |
| Deliver modality |  |  |  |
| Location |  |  |  |
| Institution research classification |  |  |  |
| Institution enrollment size |  |  |  |

Comparable programs can include programs at:

Any institution type

Two-year institutions

Four-year institutions

Public institutions

Private institutions

For-profit, private institutions

Expected student audience for this program (e.g., professionals in filed seeking advancement)?

|  |
| --- |
|  |

Expected graduate outcome (e.g., employment outcomes, continued education outcomes; promotion).

(open fields for sample job titles, further degrees, …)

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|  |

Please describe proposed offered courses (if known) or skills to be conferred by the program.

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