



Title: PROGRAM DEVELOPMENT – ASSOCIATE DEGREE AND DIPLOMA	Code: EE0131
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Policy Reference: E0100, Instructional Support

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 associate dean or a designee of the academic division completes each step in the program development process, and works with the office of Instructional Design/Curriculum Development in placing items on the District Board Agenda for approval, and in submitting documentation to the State Board.

PROGRAM INITIATION

District Endorsement — As a new idea is shaped to become an occupational program, the initiator of the program idea or the associate dean completes the "New Program Concept Review" form with a written description and reviews the idea with the following individuals/groups:

- Dean and associate dean;
- Department and/or divisional curriculum committee;
- Advisory committee for a related program;
- Curriculum and Learning Committee; and the
- Vice-President of Academic Affairs.

After the endorsement from these groups, the new program idea is placed as an information item on the agenda of the next MATC ESIR meeting.

WTCS Notification — The academic division drafts a letter of intent and completes form TC-II-1 "INDICATION OF INTEREST" from the WTCS Educational Services Manual¹. These materials are submitted to the office of Instructional Design/Curriculum Development, which obtains required administrative signatures; and coordinates the flow of written documentation to the WTCS.

WTCS Response — If the state supports the idea, upon receipt of the letter, a consultant is assigned to work with the contact person in the district — coordinating the analyses, answering questions and making recommendations. The consultant provides the district with appropriate information regarding the primary jobs related to the proposed occupational program.

¹ See Educational Services Manual section 3.20.2 Initial Inquiry.



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If the state office decides that the program concept may not be developed at this time, their rationale for this decision is communicated to MATC.

Needs Assessment Plan²

Note: For programs which have been requested by a unique source, i.e., businesses and agencies which guarantee adequate enrollment and placement, the need must be well documented, but the WTCS does not require a needs survey.

District Activity — must be completed, approved, and the documentation submitted to the WTCS within six (6) months of the initial inquiry. This requires the completion of form TC-NAP-1A "NEEDS ASSESSMENT PLAN" from the Educational Services Manual, the Needs Survey instrument, a copy of the draft cover/follow-up letters, and the following information:

- Number of in-district and out-of-district surveys to be mailed;
- Description of all out-of-district surveys to be mailed (the program could be justified on a statewide basis);
- Sample size and survey population;
- Description of the survey methodology; and the
- Percentage of the total projected number of surveys to be mailed (or the total number completed by a telephone survey) that will be considered a statistically sound return rate.

Assistance in preparation of the Needs Survey instrument and methodology is provided by the Office of Institutional Assessment, Research, and Development. Once these materials are prepared, they are submitted to the office of Instructional Design/Curriculum Development. Curriculum Development reviews the documentation for consistency with WTCS guidelines, and follows through with preparing the cover letter, obtaining required signatures, and sending materials to the WTCS.

WTCS Response — The consultants and the Bureau of Planning and Management analyze the plan and notify the district of its determination. If the state requests a modification of plan and/or additional information, the district contact person is notified directly. The state office is expected to respond within a maximum of three (3) weeks (unless revisions to the document or additional materials are required).

Program Investigation³

District Activity — Need Analysis

² See Educational Services Manual section **3.20.3.1 Needs Assessment Plan.**

³ See Educational Services Manual section **3.20.4.1 Program Investigation**



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With WTCS approval of the Needs Assessment Plan, the academic division proceeds with conducting the survey, recording and analyzing the results; this stage must be completed, approved, and the documentation submitted to the WTCS *within one year* of submitting the Needs Assessment Plan. This is a comprehensive investigation of the need for the program, the results of which are recorded on the form TC-INV-1A "PROGRAM INVESTIGATION" from the Educational Services Manual. A written analysis of appropriate district-wide, state and national data and information obtained from documented sources is required. These sources may include:

- U.S. Census;
- U.S. Department of Labor, Bureau of Economic Analysis;
- Wisconsin Department of Workforce Development;
- Local Job Services offices/Job Centers;
- Regional planning commissions;
- Wisconsin Department of Development;
- Local labor market analysts
- Advisory committees;
- Accrediting Associations; and
- Similar WTCS and out-of-state programs.

Developing A Job Profile

After gathering and analyzing all information related to the occupation and the program that will impact programmatic decision-making, an ad hoc advisory committee is established and meetings are conducted to discuss various aspects of program planning. A description of the program and rationale are developed. In preparation for the development of a curriculum, a DACUM⁴ or another valid process for occupational analysis is conducted for the target jobs.

The format and recording of committee membership, the meeting agendas, and meeting minutes are to conform to the guidelines published in the district's handbook for Advisory Committee operations called "You Make Things Happen."

Processing/District Board Approval

The academic division sends the completed materials to the office of Curriculum Development along with a draft resolution for the formal approval of the program by the District Board. The office of Curriculum Development reviews the documentation

⁴ Acronym for Developing A Curriculum, a process for occupational analysis developed at Ohio State University.



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for consistency with WTCS guidelines, and follows through with preparing the cover letter, obtaining required signatures, and sending materials to the WTCS.

WTCS Response — The consultant assigned to work with the district may assist in providing labor market information about primary jobs for the program and soliciting information from state office personnel as necessary. The state office is expected to respond within twelve (12) weeks of receipt of the Program Investigation document (Form TC-INV-1A) (unless revisions to the document or additional materials are required).

Once the State Board officially approves the Program Investigation, the program can be advertised and the district can officially use the assigned program code to admit students.

Note: To speed up the timeframe for obtaining approval from the WTCS for a new program, both the Program Investigation and the Program Implementation stages may be submitted simultaneously.

PROGRAM IMPLEMENTATION⁵

District Activity — This phase must be completed, approved, and the documentation submitted to the WTCS *within one year* of submitting the Program Investigation document. The WTCS format for the materials are forms TC-IMP-1A, "PROGRAM IMPLEMENTATION" and TC-IMP-2, "PROGRAM COST PLANNING GUIDE."

Included in this stage are the development of the curriculum, the budget, a timetable for implementation, and the plan for how the program will be evaluated. The curriculum is designed in a competency-based format, using the results from the DACUM/occupational analysis and labor market research. Course Outcome Summaries are developed for each of the courses identified in the curriculum. Academic divisions are to consult with Instructional Design in the preparation of the curriculum. With the assistance of the Business Office/Finance Division, the academic division documents the program's projected costs for salaries, facilities, equipment, etc., using the PROGRAM COST PLANNING GUIDE.

Upon completion of the forms and documentation for this stage, the academic division forwards the materials to the office of Instructional Design/Curriculum Development for review and processing. Curriculum Development reviews the documentation for consistency with WTCS guidelines, and follows through with preparing the cover letter, obtaining required signatures, and sending materials to the WTCS.

⁵ See Educational Services Manual section **3.20.5 Program Implementation**



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WTCS Response — The state office is expected to respond within twelve (12) weeks of receipt of Program Implementation document (Forms TC-IMP-1A and TC-IMP-2) (unless revisions to the document or additional materials are required).

Program Implementation consists of curriculum information, a completed "Program Cost Planning Guide" form VE-PP-01, a timetable for implementation, a list of any evaluation activities planned, documentation of team involvement in the planning process, and evidence of district board approval. Curriculum information is requested by the state in competency format; instructional divisions are to consult with Instructional Design in the preparation of the curriculum.

Since this final stage must be submitted to the state at least 12 weeks prior to the state board meeting where approval is requested, the instructional division must establish a timeline that accommodates this schedule, as well as review by the district's Education, Services, and Institutional Relations Committee and by the district board.

New Program Concept Review Form

Proposed Program: _____	
Instructional Area/Department: _____	
Division: _____	
Projected Start Date: Sem _____ Academic Year _____ - _____	
Proposed Program Level/Length:	
<input type="checkbox"/> Associate Degree	<input type="checkbox"/> On-Year Technical Diploma
<input type="checkbox"/> Two-Year Technical Diploma	<input type="checkbox"/> Short-Term Technical Diploma
	<input type="checkbox"/> Advanced Technical Certificate
Source:	
<input type="checkbox"/> Advisory Committee	<input type="checkbox"/> Wisconsin Technical College System
<input type="checkbox"/> Faculty	<input type="checkbox"/> Business/Industry, Community
<input type="checkbox"/> Other: <i>(please specify)</i>	
Rationale:	



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Description:		
Endorsements:		
Department/Program:	<i>Instructional Chair/Lead Faculty</i>	<i>Date</i>
Divisional Curriculum Committee:	<i>Committee Chairperson</i>	<i>Date</i>
Divisional Management	<i>Dean</i>	<i>Date</i>
Curriculum & Learning Committee	<i>Chairperson(s)</i>	<i>Date</i>
Vice-President of Academic Affairs	<i>VPAA</i>	<i>Date</i>

Submitted by: _____ Date: _____

PROGRAM INITIATION	Person(s) Involved	
1. Complete <i>New Program Concept Review</i> form	Initiator of program idea	
2. Approve program idea	<ul style="list-style-type: none"> • Department and/or divisional curriculum committee; • Dean and associate dean; • Advisory committee for a related program; • Curriculum & Learning Committee; and the • Vice-President of Academic Affairs • District Board 	
3. Complete form TC-II-1 "INDICATION OF INTEREST" from the WTCS Educational Services Manual. Draft content for "Letter of Intent"	Initiator of program idea or academic dean's designee	
4. Review material for consistency with WTCS guidelines, obtain signatures, mail materials	Office of Curriculum Development	
5. Answer questions from WTCS consultant	Designee of academic dean/associate dean	
6. Approve program idea	WTCS	Within two (2) weeks of being contacted by the district



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NEEDS ASSESSMENT PLAN	Person(s) Involved	
7. Complete form TC-NAP-1A "NEEDS ASSESSMENT PLAN" from the Educational Services Manual	Designee of academic dean/associate dean, with assistance from the office of Institutional Assessment and Research	Due within six (6) months of approval of program idea
8. Review material for consistency with WTCS guidelines, obtain signatures, mail materials	Office of Curriculum Development	
9. Approve Needs Assessment Plan	WTCS Consultants WTCS Division of Planning and Analysis	Within three (3) weeks of receiving materials*
PROGRAM INVESTIGATION	Person(s) Involved	
10. Establish an adhoc advisory committee	Designee of academic dean/associate dean, incumbent workers and supervisors of workers in the occupation's target jobs	
11. Conduct Needs Assessment; analyze results; integrate data from DILHR and labor market data from other local/national sources	Designee of academic dean/associate dean with assistance from Institutional Assessment, Research, and Development Division	
12. Conduct an occupational analysis/DACUM	Designee of academic dean/associate dean, DACUM facilitator, incumbent workers in the occupation	
13. Complete form TC-INV-1A "PROGRAM INVESTIGATION" from the Educational Services Manual	Designee of academic dean/associate dean	Within one year of submitting the Needs Assessment Plan.
14. Review material for consistency with WTCS guidelines, obtain signatures, mail materials	Office of Curriculum Development	
15. Approve Program Investigation	District Board	
16. Approve Program Investigation	WTCS Consultants WTCS Board	
17. Respond to district regarding Program Investigation	WTCS staff	Within 12 weeks of receipt of Program Investigation*



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PROGRAM IMPLEMENTATION	Person(s) Involved	
18. Conduct an occupational analysis/DACUM	Designee of academic dean/ associate dean	
19. Design curriculum in competency-based format	Designee of academic dean/ associate dean; faculty; Instructional Design	
20. Develop program budget	Designee and academic dean/ associate dean with assistance from Business Office/Finance Division	
21. Complete forms TC-IMP-1A, "PROGRAM IMPLEMENTATION" and TC-IMP-2, "PROGRAM COST PLANNING GUIDE from the Educational Services Manual	Designee of academic dean/associate dean	Completed, approved, and sent to the WTCS within one year of Program Investigation
22. Approve Program Implementation	District Board	
23. Approve Program Implementation	WTCS Consultants WTCS Board	
24. Respond to district regarding Program Implementation	WTCS staff	Within 12 weeks of receipt of Program Implementation *

* Timeline extended if revisions to the document or additional materials are required