

Proposal Information

Submit To: Kate White
 Director, Continuing Education
 University Extension
 25800 Carlos Bee Blvd., Hayward, CA 94542
 (510) 885-2318
 kate.white@csueastbay.edu

Date Submitted: _____

Program Name: _____

Submitted By: _____

For Office Use Only

Status	Date/Initials
In Review	
Requested Info	
Held Meeting	
Admin. Review	
Accept/Reject	
Fiscal Analyst	
Academic Dean	

Proposal Content Checklist

Please utilize this checklist as a guideline for assembly and submission of your proposal.

<input type="checkbox"/>	1	Indicate name, title, company or organization, phone, and email address of key contacts for program negotiation and/or implementation.
<input type="checkbox"/>	2	What is the purpose of the new program?
<input type="checkbox"/>	3	How and where will the program take place? (e.g. on-campus, off-campus, online, hybrid)
<input type="checkbox"/>	4	What type of credit will be offered? (e.g. academic, extension, non-credit)
<input type="checkbox"/>	5	Prepare a marketing strategy brief or outline.
<input type="checkbox"/>	6	List of at least two competitive programs, if appropriate. Provide printouts of other programs' website offerings or hard copy brochures.
<input type="checkbox"/>	7	List potential hurdles. For example: Why might enrollment not meet expectations?
<input type="checkbox"/>	8	Prepare, at minimum, a one-page Excel spreadsheet showing: a) how much revenue the program can generate (show varying enrollment levels, tuition, other student expenses), b) start-up costs, c) any specific budget line items.
<input type="checkbox"/>	9	Create an implementation timeline from program negotiation through day of first class. Include course cancellation date if enrollment level is not met.
<input type="checkbox"/>	10	Describe the process for program evaluation both for instructor evaluation as well as course evaluations during program design and implementation process.
<input type="checkbox"/>	11	For a degree program located 25 or more miles from campus or for one that offers over 50% online delivery, a memorandum notifying the AVP of Academic Programs of the need for WASC approval is required. Allow 180 days for processing and approval.

I have completed this sheet and included all of the above items as attachments or as part of the attached proposal. I understand that I will be informed of my proposal's status (see top right) no later than 30 working days from the date of submission, or in the absence of necessary signatories due to travel reasons, no later than 30 working days from their return to the Hayward campus.

Signed By: _____ Date Signed: _____