Strategic Enrollment & Initiative Committee (SEIC)
New Program/Initiative Proposal Form

Please create a copy of the template for your proposal. Proposals submitted by the first of the month will be reviewed by the end of the month. Send forms and any additional information to: institutionalresearch@maryu.marywood.edu

Name of Proposed Program/Initiative:
Names of Members of Proposal Working Group:
Goals of New Program/Initiative: [Check all that apply]
New Enrollment Increase Retention Generate Revenue Other: [Please explain]
Program/Initiative Description & Justification (Mission, unique characteristics, needs addressed, job outlook, projections, etc.)
Key Performance Indicators/Measures of Success: [Check all that apply]
Enrollment NET Revenue Graduation Rates Student Satisfaction

Retention
Other: [Please explain]

Target Population or Main Stakeholders:
(Adult, Degree Completion, Traditional, etc.)

[Demographic Resources]

Primary Delivery: [Check all that apply]

Fully Online
Fully In-Person
Hybrid
Low Residency
Other: [Please explain]

Competition (Internal* and External):
(*Adjacent programs, resource competition)

Competitor Pricing (if applicable):

Technology Needs

Facilities/Space Needs

Faculty Needs - Full-time (Include type: TT, PoP)
*Number of new or changes to existing faculty (load, workload reallocation, etc.)

Faculty Needs - Part-time

Professional Accreditation (if necessary to offer program)
Link to accrediting body/standards

Future Disruptors (known and potential)
(How the field may evolve in ways that would impact the program)

Internal Resistance Factor Rating
(How *likely* is it that the program/initiative will encounter cultural, economic, faculty, admin, or other resistance)

1 = Low Internal Resistance   5 = High Internal Resistance

          1   2   3   4   5

Does this program/initiative have departmental, college, university-wide support?

Please explain predicted internal resistance and/or other challenges the program/initiative may encounter:

Anticipated program/initiative Start Date:
(Based on curricular and resource needs)

Full Roll-out (Academic Year/Semester):

Will you pilot this program/initiative? If so, please explain:

New Student Enrollment Targets & Cost by Year

Year 1 Enrollment Target = _____   Year 1 Estimated Cost = _____

Year 2 Enrollment Target = _____   Year 1 Estimated Cost = _____

Year 3 Enrollment Target = _____   Year 1 Estimated Cost = _____

Year 4 Enrollment Target = _____   Year 1 Estimated Cost = _____

Year 5 Enrollment Target = _____   Year 1 Estimated Cost = _____

Additional Information/Comments:

Additional Resources:
State of Education Report (2023)
IPEDS
The College Scorecard
U.S. Bureau of Labor Statistics
Northeast PA Demographic Data Report (2023)
MU Office of Planning and Institutional Effectiveness Dashboard
Peer Institutions List