

New Program Brief

To ensure USC provides a curriculum that is innovative, rigorous, and sustainable, the Provost's Office and University Committee on Curriculum require that all units provide comprehensive information on new programs--Bachelors, Masters, Graduate Certificate, and Doctoral degrees—in advance of curricular material being uploaded to Curriculog. The “New Program Brief” serves as a proof-of-concept to ensure that new programs have appropriately considered the viability and sustainability of their plans across multiple dimensions, while also allowing the university to better understand its curricular provisions as a whole.

Please take time to study the form and complete all fields as fully as possible. Once submitted, the Brief will be reviewed by the Office of Academic Programs and UCOC. Following approval, a copy of the Brief will be appended to your program proposal in the Curriculog system. Please note that as with all submissions in Curriculog, your responses to this form will be visible to all users of the system.

1. Proposed Program Name and Credential Sought

2. Proposing School/Department; Name and Contact Information of Proposer

3. Academic Rationale

- a. Please provide the academic rationale for proposing this program, including what specific unmet academic needs it will address
- b. By proportion, which percentage of classes will be taught in the following modality: in-person; online; hybrid; asynchronous?
- c. Can an interested student achieve the same academic goals by combining existing programs at USC (such as double majoring, adding a minor or certificate)? If no, explain what is new and distinctive in your program.
- d. Describe, as applicable, any crossover or synergy with existing curriculum at USC. How might these crossovers be used to enhance the proposal?
- e. Describe how the new program is responsive to the offering unit's strategic vision

4. Program Learning Objectives

- a. List the Program Learning Objectives for the proposed program. Ensure your

objectives are specific, measurable, and aligned (where applicable) with accreditation requirements.

b. Will the program require separate accreditation? If so, by which agency?

5. Enrollment

a. Target audience: Describe the population for whom the program is designed.

b. What is the initial enrollment expectation?

c. What is the anticipated student enrollment in the program over a five-year period? How were these figures determined?

d. Whom do you hope to enroll: current USC students, students new to the university, or a mix of both? Please explain.

e. For graduate program and certificate proposals: If admissions into this program will be managed by the unit, what are the admission standards and how do you intend to enforce them?

f. What is the estimated time-to-degree for all categories of students enrolled? For undergraduate programs, will Full Time enrolled students be able to complete the program in 8 semesters?

g. For undergraduate programs: Would an external transfer student with 64 units of coursework be able to complete this program in four semesters of full-time study?

6. Tuition

a. What is the cost of tuition? For undergraduate programs, write "flat rate." For Masters, Graduate Certificate, and Doctoral programs, please calculate the total tuition based on the number of required units

7. Student Interest and Peer Comparison

a. How have you assessed student interest in this program (e.g. surveys, industry reports, market research)? Please provide the results of this assessment.

- b. List those academic institutions offering similar programs, the enrollment figures for those programs, and the school or division that houses the program. For widely offered programs, please select only peer and aspirant institutions.

8. Projected Outcomes

- a. In the opinion of the faculty teaching the program, what kind of professional/employment outcomes would constitute success for holders of this credential?
- b. What is the projected range of starting salaries for holders of this credential?

9. Institutional Resources and Programmatic Support

- a. Does the proposed program require startup or “seed” funding from the Provost’s office? If so, please describe.
- b. Does the proposed program require new instructional resources (including library resources)? If so, please describe.
- c. Instructional mix: What proportion of courses will be taught by T/TT faculty; RTPC faculty; PT faculty; Adjunct faculty? If the proportion of non-tenure track faculty is larger than the proportion of tenured and/or tenure-track faculty, please explain why this is an appropriate mix for your program.
- d. For programs that will require hiring new faculty to teach some or all of the courses: How many are needed? What is the instructional mix of these new hires? How do you plan to recruit them? What are the hiring criteria?
- e. Physical resources: Does the program require new space, technology, online platforms, labs, etc.? If so, please describe.
- f. What academic advising resources will be required to support the proposed program? If the proposed program requires new academic advising resources, describe them below. If the proposed program utilizes existing academic advising resources, detail the current advising load and the anticipated additions and responsibilities from the new program.
- g. Describe the resources available for building community for students in this program (Examples might include student clubs, study groups, lecture series, student lounges, etc.)

- h. What additional staff support (both within and external to the department) is required to administer this program and/or support the students within it?
- i. Who will provide faculty oversight and direction for this program?

10. Curriculum and Course Plan

- a. Total number of required units.
- b. Please provide the list of courses that will comprise this program, noting existing courses, courses provided by other schools or units, and new courses that are yet to be developed or approved. (Individual syllabi or specific course learning objectives are not required at this time). Please include the proposed size (number of seats) for each class.
- c. Please provide a sample course plan that illustrates how a student might progress through the program semester-by-semester. For undergraduate programs, include pre-requisites and GE's. Please ensure that the course plan is reviewed by the academic advisor with principal responsibility for the program.

Provost Approval

Signed and Date.