Preliminary Program and Course Proposal
For Self-Support Programs Offered through SF STATE College of Extended Learning

Thank you for your interest in working with SF State College of Extended Learning. In keeping with our commitment and dedication to educational opportunities, we have prepared this document to guide you in preparing your proposal as well as to provide us standard information in advance, so as to better advise you in the development, delivery, and sustainability of a successful program. When you have an idea for a program or a course that you are considering developing with our College, you will need to contact several areas within the university as you move from early idea to a formal program plan.

To ensure a viable and sustainable self-support program, a formal needs assessment is required. The goal of the assessment is to:
- Determine the target audience i.e. potential students, industries, employers
- Demonstrate a need to help formulate the next steps related to the program's development, design, and implementation
- Determine sustainability

You will be asked to describe your needs assessment methodology, specifically include quantitative data. Suggested assessment data should comprise of:
- Surveys
- Research
- SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis
- Competitor analysis
- Labor market demand

*Please note: The standard conversion rate for those who respond to a survey and then actually register for a program is minimal so large sample sizes are highly recommended.

Your name: _____ Date: _____

Phone: _____Email: _____

Department: _____

College: _____

1. Is this training or coursework mandatory to career enhancement or entry into a new career?

    ___ Yes   ___ No

    If no, what is the value to the proposed audience?

Please provide the following information:

1. Provide brief course or program title and narrative description. Why is this an important potential program to offer.

2. If you know the course topics/titles, please list them

3. Type of course or program (please check one):

   ___ Individual Course   ___ Certificate Program   ___ Workshop   ___Degree   ____ Not Sure

   - Type of credit (please check one):

     ___ Academic Credit   ___ Non Credit   ___ CEU   ___ Undecided (not sure)

   - Mode of delivery:

     ___ Face-to-face   ___ Online   ___ Hybrid

4. Provide details on how you will connect with the audience and market to the target audience: (Determine the target audience i.e. potential students, industries, employers)

5. What is the value to the student? Is there a need in the community for this type of program including careers?

6. List professional associations and/or organizations you will partner with to promote the course/program:

7. Describe your needs assessment methodology; needs assessment is to include quantitative data:

--DO NOT WRITE BELOW THIS LINE--------------------------------

Concept reviewed by (required):

Senior Director of Programs _____   Date _____

Dean_____   Date _____

*Please note: signatures above do not constitute program approval rather confirm discussion among approving entities.