**Special Session Program Proposal Template**

Thank you for your interest in developing a Special Session Program. The College of Professional and Global Education (CPGE) is here to support you from the initial consultation to program launch. In this document, you will find instructions as well as a template that includes examples to help you formulate your proposal. Please contact the Associate Dean of CPGE with any questions you may have regarding this process. We will gladly review drafts and provide feedback on your proposal. We look forward to learning more about your program and collaborating with you on its development.

# General Tips & Guidelines

* Follow the instructions and examples in this Special Session Program Proposal Template to complete your own proposal. For ease, type directly into this document.
* If you have additional information or documentation that would be helpful to the proposal (e.g. market research report), please attach or provide a link to it.
* Complete the program budget in the Program Review Form in Excel (FRONT and BACK). The information in this form will assist with the Special Session Program Proposal Template.
* Please adhere to the following style guide:
  + Level 1 Heading: Arial, Bold, Size 14; Theme Color Blue, Accent 1 (R79, G129, B189)
  + Level 2 Heading: Arial, Bold, Size 12; Theme Color Blue, Accent 1 (R79, G129, B189)
  + Level 3 Heading: Arial, Bold, Italics, Size 12; Theme Color Blue, Accent 1 (R79, G129, B189)
  + Text: Arial, Size 11, Black
  + Table Header Row: Shading Theme Color Aqua, Accent 5, Lighter 80% (R218, G238, B243); Font Arial, Bold, Size 10, Black
  + Table Text: Arial Size 10 Black
* Once the proposal is complete, delete all instructions and examples before submission.
* Please submit the entire program proposal to CPGE for final review.

# Program Proposal Package Contents

The full program proposal package should include the following documents:

* Special Session Program Proposal (this document)
* Program Review Form (Excel Spreadsheet)
* Any supplemental documentation (e.g. market research report, support letters, contracts, curriculum approval forms, etc.)

# Routing Information for CPGE Special Session Program Proposal

**Program Name:** Enter title of proposed program (e.g. MS/Certificate in XXX)

| **Administrator/Office** | **Action** | **Initial and Date** |
| --- | --- | --- |
| Dean or Designee, College of XXX | Review and sign Program Review Form |  |
| Dean or Designee, College of Professional and Global Education | Review, and sign Program Review Form, then forward to Provost with Cover Letter |  |
| Academic Planning and Budgets | Review |  |
| AVP or Designee, Graduate and Undergraduate Programs (GUP) | Review and sign Program Review Form; forward to CSU Office of Chancellor (if applicable) |  |
| Provost/VP Academic Affairs | Review Special Session Proposal and signature on Cover Letter from CPGE Dean |  |
| Chief Financial Officer/AVP Finance | Review and forward to the President |  |
| President | Review and sign indicating Fee Approval |  |

Special Session

*Access to quality lifelong education*

**­­­­­­­­­­­­­­­­­­­­­**

# Enter Title of Proposed Program (e.g. M.S./Certificate in XXX)

Department:

College:

Submission Date: Enter Date of Proposal Submission

**Proposer’s Information**

Name:

Email:

Phone number:

Department:

College:

Program Launch Timing Estimate: (Semester Year)

[I. Program Purpose](#_I._Program_Purpose)

[Meeting the University Mission](#_Meeting_the_University)

[Statement of Meeting Executive Order 1099 Requisite Conditions](#_Statement_of_Meeting)

[II. Program Administrative Information](#_II._Program_Administrative)

[Contact Information](#_Contact_Information)

[III. Program Structure](#_III._Program_Structure:)

[Coursework](#_Coursework)

[Instructors](#_Instructors)

[Student Admissions](#_Student_Admissions)

[Eligibility](#_Eligibility)

[Application Requirements](#_Application_Requirements)

[Admissions Process](#_Admission_Process)

[Admissions Deadline & Timeframe](#_Admission_Deadline_&)

[Assessment](#_Assessment)

[IV. Market Research and Analysis](#_IV._Market_Research)

[Audience Demand](#_Audience_Demand)

[Competition](#_Competition)

[V. Financial Plan](#_V._Financial_Plan)

[Revenue](#_Revenue)

[Mandatory Costs to Infrastructure Units](#_Mandatory_Costs_to)

[Expenditures](#_Expenditures)

[Personnel Costs](#_Personnel_Costs)

[Operating Costs](#_Operating_Costs)

[Cost Sharing](#_Cost_Sharing)

[VI. Roles and Responsibilities](#_VI._Roles_and)

[Curriculum Development and Program Delivery](#_Curriculum_Development_and)

[Assessment](#_Assessment_1)

[Student Recruitment & Admissions](#_Student_Recruitment_and)

[Student Services](#_Student_Services)

# I. Program Purpose

Provide a program overview including a brief description of the program, its purpose and strengths, its fit with the institutional mission, and a justification for offering the program at this time. The rationale may explain the relationship between the program philosophy, design, target population, and any distinctive pedagogical methods including delivery of instruction. Address the following questions:

* What are the goals and objectives of the program?
* What is unique and distinctive about the program?
* What niche does it fill? Which business, industry, or public sector does this program affect?
* What professional development and/or educational needs will the program meet?
* How does the program provide value to the department, college, and SJSU?

## Meeting the University Mission

## Statement of Meeting Executive Order 1099 Requisite Conditions

Describe how the program meets the requisition conditions for extended education opportunities outlined in Article 5-8 of [Executive Order 1099](http://www.calstate.edu/eo/EO-1099.html).

# II. Program Administrative Information

Summarize the key proponents of the program and denote whether there is support for the proposed program from administration (e.g. College Deans, Provost, etc.). Address the following questions:

* Who is the program lead – the individual who will take this program from initial stages (e.g. proposal phase to implementation)?
* What personnel (program manager, program coordinator, library representative, instructional technologist, instructional designer, student advisor, etc.) will be needed to administer the program? What resources are already in place that will contribute to the sustainability of the program?

## Contact Information

List the contact information for (at least two) key personnel responsible for this proposal and/or management of the program. These contacts will be the main contacts for CPGE and other reviewers of the proposal. Also, list the CPGE representative that has been assigned to the account.

Department Contact 1 (Proposer)

First and last name

Title

Program Role/Responsibility

Unit Name (e.g., Department or School)

College

Phone number

Email address

Department Contact 2

First and last name

Title

Program Role/Responsibility

Unit Name (e.g., Department or School)

College

Phone number

Email address

CPGE Contact

First and last name

Title

Extended Education

College of Professional and Global Education

Phone number

Email address

# III. Program Structure: Coursework, Instruction, Admissions, Assessment

Summarize the overall program structure, such as:

* Program Outcome – e.g. degree, certificate, eligibility for credential, etc.
* Program Length – i.e. expected number of terms/years to complete the program
* Program Model – e.g. cohort vs. non-cohort, online vs. in-person or hybrid, etc.
* Course/Degree prerequisites prior to starting the program

Also, provide details about the areas of coursework, instruction, admissions, and assessment.

## Coursework

Summarize the program’s coursework including the number of courses and units, course sequence (if any), length of courses, and delivery method for each in the table below. Please provide rationale for any new courses or changes in existing curriculum.

| **Existing or New** | **Course Number** | **Course Name** | **Course Type** | **Units** | **Mode of Delivery** | **When will the course be taught (year, semester)? How often?** | **Pre-requisites, optional/required for degree, etc.** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Existing | SMPD 283A | Regulatory Affairs I | Lecture | 3 | Online | Offered once a year in the fall | Pre-req. for SMPD 283B |
| New | SMPD 281A | Clinical Development I | Lab | 2 | Hybrid | Offered once a year in the fall | None |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |

## Instructors

Describe the instructional staff, addressing questions such as:

* How many faculty and at what level of expertise is required to deliver the program?
* Will the entire faculty be SJSU affiliated or will “external” instructors (e.g. professionals from a specific industry) need to be hired?
* Are there opportunities to use faculty from other departments or areas within SJSU? If so, describe.
* If proposing an online program, are there faculty within the department/college that can teach the courses in an online delivery format? Or will faculty or experts need to be recruited and/or trained (e.g. for online teaching)?

Please list the instructors for each of the courses below. If this information is not available, please list the instructor rank to estimate salary expenses.

| **Course Number(s)** | **Department** | **College or Institution (if not SJSU affiliated)** | **Instructor First Name** | **Instructor Last Name** | **Instructor Email Address** | **Rank\*** |
| --- | --- | --- | --- | --- | --- | --- |
| BUS 286 | MPDM | Science | Jane | Doe | [jane.doe@sjsu.edu](mailto:jane.doe@sjsu.edu) | Instructor |
| SMPD 281A | MPDM | Science | Julie | Doe | julie.doe@sjsu.com | Professor |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

\*Refer to [Salary Schedule 2322](http://www.sjsu.edu/specialsession/docs/CSU_salary_schedule_per_unit_2322.pdf).

## Student Admissions

Describe the eligibility, application requirements, admissions process, and admissions deadline & timeframe in the following subsections.

### Eligibility

### Application Requirements

### Admissions Process

### Admissions Deadline & Timeframe

## Assessment

Explain the strategies that will be used to assess the quality, success, and learning outcomes of the program. What mechanism(s) will be put in place so assessment can nurture program development and improvement? How will the faculty be evaluated? How will student success (at the course level and program level) as well as their “experience” with the program be assessed? When and how often will each assessment be conducted?

# IV. Market Research and Analysis

A successful self-supporting program requires a market niche and an ongoing pipeline of interested students. The program should broaden the existing student population of SJSU and supplement its existing programs. Supplementing existing programs may include preparing students for graduate programs, serving the working professional, providing continuing education, or providing education for new skills and knowledge of emerging fields of study. The proposal must include market research and analysis that supports the feasibility and viability of the program before investing resources and the extensive development of a full program.

Describe the analysis performed and results obtained to determine that an appropriate market is available. If there is a current stateside academic program that currently exists, note the extent to which the enrollment will be affected after the new program is available. Address the following:

## Audience Demand

* Who is the target market? What are their attributes? Educational/career goals? Segment of industry?
* What is the size of the market – current, in 3 years, in 5 years?
* Where are they located geographically? Which states will be included in the targeted market? Is the international market being considered?
* Is there access to databases of potential students/customers? If so, specify the databases.
* What are the relevant social, professional, or industrial organizations available for outreach and networking purposes?
* What are the best methods of reaching and communicating with the target market?
* What instructional delivery method (e.g. online, in-person, or hybrid) is appropriate for the market? Explain.
* To what extent will the enrollment for the current state-support program be impacted?

## Competition

* What are the competitive advantages or disadvantages for the proposed program? How will disadvantages be overcome?
* Use the table below and add rows as necessary to answer the following questions:
  + List any competitors that offer similar programs.
  + What are the names of the programs?
  + Where are they located?
  + For each, describe the enrollment of the program– e.g. the number of students/participants.
  + How many units are required to complete the program?
  + For each competitor, what is the instructional delivery method: face to face, fully online, or hybrid?
  + What are the program or course fees? How are the proposed fees going to compare to the competitors’ fees?

| **Institution Name** | **Program Name** | **Location** | **Enrollment** | **Units** | **Delivery Method** | **Type/**  **Session** | **Tuition Description** | **Total Program Cost** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| San Jose State University (proposed) | Master in Medical Product Development | San Jose, CA | 15 | 35 | Hybrid | Special Session | $900/unit | $31,500 |
| UC San Francisco | Master in Clinical Research | San Francisco, CA | 15 | 36 | Hybrid | Regular Session | $1,465/unit | $52,750 |
| Thomas Jefferson University | Certificate in Medical Product Development | Philadelphia, PA | 25 | 18 | Online | Regular | $1,070/unit | $20,054 |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |

* Describe the unique features of this program with respect to competing programs.

If a formal market analysis with a comprehensive report has been conducted, attach it to this document or provide a link to it.

# V. Financial Plan

Develop a financial plan and budget for the program, including a timeline for reaching financial stability. It is recommended to work with your college/department analyst on this section. First, summarize the financial model to ensure that the program is sustainable and under what conditions (i.e. enrollment targets, fees, cost minimization efforts, required resources, etc.) it would remain viable for the long term. If there are external funds (e.g. from a grant), explain how they will be used, as well as the program’s ability to continue to operate when the funds are no longer available.

In addition to the narrative summary, insert the revenue and expenditure information from the Program Review Form in the table below showing the balance (revenue minus the total of costs and expenditures) over three (3) years.

| **Item** | **Year 1: 20XX-20XX** | **Year 2: 20XX-20XX** | **Year 3: 20XX-20XX** |
| --- | --- | --- | --- |
| Revenue |  |  |  |
| Mandatory Costs to Infrastructure Units |  |  |  |
| Expenditures: Personnel |  |  |  |
| Expenditures: Operating |  |  |  |
|  |  |  |  |
| Balance | $0.00 | $0.00 | $0.00 |

## Revenue

Provide details of the financial plan and budget below.

Detail the program revenues and explain significant year-to-year changes (e.g. projected increase in enrollment and/or headcount). First, provide a summary table of projected revenues for the first three (3) years. Then, complete a separate detailed table for each year.

| **Year** | **Revenue** | **% Revenue Change** |
| --- | --- | --- |
| Year 1: 20XX-20XX |  |  |
| Year 2: 20XX-20XX |  |  |
| Year 3: 20XX-20XX |  |  |
|  |  |  |
| **Total: 3 Years’ Revenue** |  |  |

### Year 1 (20XX-20XX): Details

| **Term** | **Cohort** | **Course Number** | **Course Name** | **Course Type** | **Units** | **Fee/Unit** | **Headcount** | **Revenue** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Fall | I | SMPD 283A | Regulatory Affairs I | Lecture | 3 | $900.00 | 15 | $40,500.00 |
| Fall | I | BUS 286 | Project Management | Lecture | 3 | $900.00 | 15 | $40,500.00 |
| Fall | I | SMPD 281A | Clinical Development I | Lab | 3 | $900.00 | 15 | $40,500.00 |
| Spring | I | SMPD 283B | Regulatory Affairs II | Lecture | 3 | $900.00 | 15 | $40,500.00 |
| Spring | I | BUS 224C | Managerial Accounting & Financial Aspects of Medical Product Development | Lecture | 3 | $900.00 | 15 | $40,500.00 |
| Spring | I | SMPD 281B | Clinical Development II | Lab | 2 | $900.00 | 15 | $27,000.00 |
| Summer | I | SMPD 285 | Internship or Practicum | Supervision | 1 | $900.00 | 15 | $13,500.00 |
|  |  |  |  |  |  |  |  |  |
| **Total** |  |  |  |  | **18** |  |  | **$243,000.00** |

### Year 2 (20XX-20XX): Details

| **Term** | **Cohort** | **Course Number** | **Course Name** | **Course Type** | **Units** | **Fee/Unit** | **Headcount** | **Revenue** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Fall | II | SMPD 283A | Regulatory Affairs I | Lecture | 3 | $900.00 | 20 | $54,000.00 |
| Fall | II | BUS 286 | Project Management | Lecture | 3 | $900.00 | 20 | $54,000.00 |
| Fall | II | SMPD 281A | Clinical Development I | Lab | 3 | $900.00 | 20 | $54,000.00 |
| Spring | II | SMPD 283B | Regulatory Affairs II | Lecture | 3 | $900.00 | 20 | $54,000.00 |
| Spring | II | BUS 224C | Managerial Accounting & Financial Aspects of Medical Product Development | Lecture | 3 | $900.00 | 20 | $54,000.00 |
| Spring | II | SMPD 281B | Clinical Development II | Lab | 2 | $900.00 | 20 | $36,000.00 |
| Fall | I | SMPD 286 | Statistics in Clinical Trials | Lecture | 3 | $900.00 | 15 | $40,500.00 |
| Fall | I | BUS 210 | Developing & Managing People | Lecture | 3 | $900.00 | 15 | $40,500.00 |
| Fall | I | SMPD 289A | Clinical Trials I | Lab | 2 | $900.00 | 15 | $27,000.00 |
| Spring | I | SMPD 287 | Informatics in Medical Product Development | Lecture | 3 | $900.00 | 15 | $40,500.00 |
| Spring | I | BUS 284C | Managing Medical Product Development | Lecture | 3 | $900.00 | 15 | $40,500.00 |
| Spring | I | SMPD 289B | Clinical Trials II | Lab | 3 | $900.00 | 15 | $40,500.00 |
| Summer | I and II | SMPD 285 | Internship or Practicum | Supervision | 1 | $900.00 | 35 | $31,500.00 |
|  |  |  |  |  |  |  |  |  |
| **Total** |  |  |  |  | **35** |  |  | **$567,000.00** |

### Year 3 (20XX-20XX): Details

Insert Year 3 table here.

## Mandatory Costs to Infrastructure Units

The financial model needs to include the revenue sharing plan between the program and the “infrastructure units.” Units that provide services to self-supporting programs usually receive cost-recovery funds based on an allocation model approved by the President. Complete the table showing the distribution of revenue to the supporting units below:

| **SJSU Unit** | **Percentage** | **Annual Distribution** | | | **Total** |
| --- | --- | --- | --- | --- | --- |
|  |  | **Year 1:**  **20XX-20XX** | **Year 2:**  **20XX-20XX** | **Year 3:**  **20XX-20XX** |  |
| Central IES Services | 19.0% |  |  |  |  |
| Student Affairs Services | 3.5% |  |  |  |  |
| University Services | 11.0% |  |  |  |  |
| State Charges/Contingency | 0.5% |  |  |  |  |
|  |  |  |  |  |  |
| **Total Mandatory Costs** | **34%** |  |  |  |  |

## Expenditures

Summarize the expenditures for the first three (3) years. Then, conclude with a statement on the program’s viability (i.e. its ability to cover all expenditures for program operations).

### Personnel Costs

In general, the most significant expenditure will be personnel related. Explain any instructional and staff support costs, including salaries and benefits (if applicable). To estimate these costs, address the following questions.

* What is the pay rate for instructors? For example, is the “California State University Salary Schedule per Unit Rate” – [Salary Schedule 2322](http://www.sjsu.edu/specialsession/docs/CSU_salary_schedule_per_unit_2322.pdf) – used?
* What staff is needed to support and operate the program (e.g. program director/manager, administrator/coordinator, student assistants, etc.)? How many hours will be required of them? What staff benefits need to be considered (if applicable)?

If instructors for all courses have been identified, instructor salary costs may be estimated by using the Salary Schedule 2322 on the Program Review Form. For example, use the Salary Schedule 2322 to find the salary per unit value determined by the instructor rank and projected number of students for the course; then, multiply that value by the number of units. This result is the cost of instruction for each course. Please estimate costs for each instructor listed.

Complete the table below.

| **Personnel** | **Year 1:**  **20XX-20XX** | **Year 2:**  **20XX-20XX** | **Year 3:**  **20XX-20XX** | **Total** |
| --- | --- | --- | --- | --- |
| Faculty Salaries |  |  |  |  |
| Staff Salaries |  |  |  |  |
| Benefits |  |  |  |  |
| Student Assistant Salaries |  |  |  |  |
|  |  |  |  |  |
| **Total Personnel Costs** |  |  |  |  |

### Operating Costs

Summarize the costs in operating the program. Common cost categories are included below (edit as needed).

| **Item** | **Year 1:**  **20XX-20XX** | **Year 2:**  **20XX-20XX** | **Year 3:**  **20XX-20XX** | **Total** |
| --- | --- | --- | --- | --- |
| **Marketing and Communications** |  |  |  |  |
| Market Research |  |  |  |  |
| Collateral (print and online) |  |  |  |  |
| Advertising |  |  |  |  |
| **Facilities and Equipment** |  |  |  |  |
| Classroom Rental |  |  |  |  |
| Parking |  |  |  |  |
| Studio Supplies |  |  |  |  |
| Laboratory Supplies |  |  |  |  |
| Hardware |  |  |  |  |
| Software |  |  |  |  |
| **Hospitality and Travel** |  |  |  |  |
| **Services** |  |  |  |  |
| Marketing (e.g. recruiting) |  |  |  |  |
| Transcription Services |  |  |  |  |
| Instructional Development |  |  |  |  |
| Content Development |  |  |  |  |
|  |  |  |  |  |
| **Total** |  |  |  |  |

Please explain the rationale behind each budget line item listed above as well as a contingency plan to cover expenses in the event of low enrollment.

## Cost Sharing

In general, expenses are the responsibility of the program. However, if arrangements have been made for other organizational units to cover expenses, list them in the table below.

| **Item** | **Description** | **Cost ($)** | **Organization (College, Division, Dept.) to Cover Cost** | **Representative Name (First and Last) of Organization** |
| --- | --- | --- | --- | --- |
| Market Research\* | Initial market research and analysis to be carried out by marketing firm. CPGE to pay for ½ of the cost. |  | CPGE |  |
| Course Development Grant\* | Instructors who will need to convert an in-person course to fully online will get a grant of $1500. CPGE will pay for 3 courses in the first year to get converted. |  | CPGE |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

\*Please attach appropriate documentation (e.g. contract, MOU, etc.) if applicable.

# VI. Roles and Responsibilities

The majority of the program’s implementation and responsibilities lie with the department and college sponsoring the program. However, agreements with other SJSU organizational units or external sources (e.g. vendors) to take on specific tasks are possible. Describe key program implementation and operation activities (see a list of possible activities below) in which other organizational units are responsible for or have shared responsibility. Also, describe the specific activity and the organizational unit (i.e. the name of the contact within that unit if available) that will be responsible.

## Curriculum Development

| **Activity** | **Unit/Contact Responsible** |
| --- | --- |
| Program assembly, selection of courses, class schedule development, faculty assignment |  |
| Development of course student learning objectives |  |
| Development of program educational objectives |  |
| Recommendation on development and improvement of courses and curriculum |  |
| Instructional design services |  |
|  |  |

## Program Delivery and Assessment

| **Activity** | **Unit/Contact Responsible** |
| --- | --- |
| Selection, hiring, and payroll of appropriate faculty and staff |  |
| SJSU class evaluations/assessments |  |
| Program evaluation/assessments |  |
|  |  |

## Student Recruitment and Admissions

| **Activity** | **Unit/Contact Responsible** |
| --- | --- |
| Coordination of admissions with appropriate student services unit at SJSU |  |
| Coordination of registration with appropriate student services unit at SJSU |  |
| Marketing/advertising of program |  |
| Admissions and application coordination and support |  |
| Maintaining student database |  |
|  |  |

## Student Services

| **Activity** | **Unit/Contact Responsible** |
| --- | --- |
| Advising on courses and program progression |  |
| Assisting students in registration and course enrollments |  |
| Assisting in getting access to appropriate resources (e.g. library, technology, etc.) |  |
|  |  |