

Program Interested in Online Delivery: _____

Champion: _____ Phone: _____ Email: _____

Market Analysis

Need as identified by employers / job posting	Interest identified – potential students:

Competitive offerings and relative strengths / weaknesses:

Provider	Their perceived strength	Our perceived strength / areas of opportunity

Additional market study data available or needed (and cost):

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Overall Target Market / Feeder Schools / Partnerships to Develop:

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Development Requirements:

Courses already available fully online

Course Subject/Number	Course Title	Credits		Course Subject/Number	Course Title	Credits

Courses needing development

Course	Developer	Timeline	Related Costs	FOAP

Supporting General Education Courses Needed

Course	Already Online?	Estimated Student Need per semester	First semester needed	Department Contact	Discussed with Department contact on:

Resources / Funding method/FOAP / FCTL or other support needed for development

Resource / Support Area	Type of Support	Estimated Funding Needed	Area / FOAP

Instructional Support:

Faculty involved in course delivery

Instructor Name; Full Time/Part Time	Courses approved to teach	Prior FerrisConnect courses/approvals

Need for Adjuncts

Courses to teach	Qualifications needed

Recruiting for Adjuncts

Type/Where	Responsibility / Timing	Estimated Costs

Other instructional Support (specialized software, virtual labs, etc)

Support	For use by:	Estimated Costs	Department/FOAP for funding

Student Services

What are admissions requirements: (gpa, credits, etc)?	
Who make admissions decision?	
Who creates and sends checksheet to student?	
Who will be the primary advisor?	
Who will verify Graduation Audits	
Who sends student communications? (list types and responsibilities) Admissions, checksheets, etc.	
What special requirements are there for students? Travel to BR? Other?	
What student support is needed from EIO?	

Marketing / Recruiting

Publications / Events / Timing	Estimated Costs	Department to Fund / FOAP

Cost Summary

Cost	Amount	One Time / Recurring	Dept FOAP	EIO FOAP
Market Study				
Course Development				
Other Development Costs:				
Adjunct Recruiting Costs:				
Other instructional Support:				
Student Services Costs				
Marketing Recruiting Costs				
Other:				
Totals				

Breakeven Analysis:

See attached spreadsheet

Approvals:

Department Head, College Date

Executive Director, Online Learning Date

Dean, College Date

Vice President, EIO Date

Next Steps

1. Seek HLC Approval (implementation does not begin until program is approved by HLC)
2. Communicate: Faculty, Administrative Staff, Admissions, Financial Aid, Marketing Directors, VPAA, Dean's Council, Other departments affected, Transfer Center
3. Determine timeline for development/implementation / target start semester
4. Develop full course development plan
5. Develop full marketing plan
6. Develop course rollout schedule, admissions letter, etc
7. Update application
8. Update transfer plans (as appropriate)
9. Update website