# New Credit Programs - Concept Paper

Program development is an iterative process where your concept is likely to undergo several substantial changes over time. The questions in this document are intended to encourage you to think more deeply about the program you are proposing. There is no expectation to have a fully fleshed out proposal at this stage – short, bullet point answers are fine. You may also not yet know the answers to all the questions.

For more information about Diploma and Certificate programs, please refer to the following UBC-Vancouver Senate policies:

[V-127: Diploma Programs](https://senate.ubc.ca/vancouver/policies/va_v_127_diploma_programs_20230215-3/)

[V-128: Academic Credit Certificate Programs](https://senate.ubc.ca/vancouver/policies/va_v_128_academic_credit_certificate_programs_20230215-2/)

**Question 1. What is your vision for this program? Please describe the program and credential type you are considering.** *(For more information on credit credentials types and a brief description of each, please see [here](https://academic.ubc.ca/sites/vpa.ubc.ca/files/documents/Credit-non-credit-credentials-approvals-2024.pdf))*

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**Question 2. Why is this program important? What evidence of demand/need for such a program are you aware of from the industry or students? What labour market need exists in BC?**

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**Question 3. Briefly describe:**

* 1. **The main focus of the program. What do you expect students to learn?**

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* 1. **The intended duration of the program.**

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* 1. **The intended delivery method (in-person, online, hybrid).**

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* 1. **The target audience(s) for this program (e.g., undergraduate students, graduate students, working professionals).**

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* 1. **When you ideally like to see the first cohort of students start the program.**

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**Question 4. What are the goals of the Department / Unit / Faculty in developing this proposed program? Think about the potential societal /economic impact, unmet student needs, faculty interest, reputational enhancement, student diversification, and revenue generation.**

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**Question 5. What other universities/institutions in BC or beyond offer similar programs? If the program at UBC didn’t exist, where would students find a similar program? Where other similar programs exist in BC, what opportunity does UBC have to differentiate itself?**

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**Question 6. What capacity exists within the Department / Unit / Faculty to make this program a success? Will you need to hire any new faculty members or staff? Where will students study? What access do you expect to have to general teaching space vs. restricted Faculty teaching spaces? Will you require access to lab or studio space? Will new equipment be required to be purchased to support the program?**

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