1. Tell us about what you are proposing. In a summary paragraph, what program is being proposed, and why?

2. In general terms, what is the rationale for this program? What are your primary objectives (e.g. educational and societal goals, revenue generation, student diversification, reputational enhancement, faculty interest, industry demand). What needs does it meet? Why does it make sense for UBC at this time? What are the benefits to students, to the department, the Faculty, and to UBC.

3. Please describe the capabilities and capacity you have within your department to make this program a success.

4. How does the program align with current related program(s) at UBC? With UBC’s strategy? With government priorities? With public or private sector needs?

5. Is the program being re-launched / developed for individual learners or for companies? If the program is targeted at individual learners, who will likely pay the tuition?

6. Describe the target audience for this program (e.g. domestic or international, traditional or non-traditional, etc)

7. What is the evidence that there is demand for this program? (e.g., why do you feel that domestic and/or international students would be attracted? Is this program fulfilling an unmet / undermet industry requirement? etc.).

8. What other Universities/institutions offer this program or something similar? Will UBC be competing with other Universities? Are there partnership opportunities that could be explored either locally, national or internationally?

9. Why would students or companies choose UBC over competitors? (Please describe relevant UBC structural, expertise, or reputational strengths or advantages the UBC credential would have over others)

10. Are there any challenges / barriers in (re-) launching this program?

11. When would you like to have the first students starting this program? Are there other key dates?