New Program Concept Paper – Key Questions

Last updated: October 2020

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.

1. **What is your vision for this program?** Please describe the program you are considering. What will the main focus be, and what do you expect students will learn? What is the intended duration and delivery method (in-person, online, or blended)? What credential(s) might students receive? What is your rationale for this vision? When would you ideally like to see the first cohort of students start the program?
2. **Who are the primary and secondary target audiences for this program**? Undergraduate, graduate, or working professionals? Employer-sponsored and/or self-funded learners? Domestic and/or international students? Is this a new or existing audience for UBC? If an undergraduate program, will existing seats be reallocated or will a funding request to the Ministry of Advanced Education be required?
3. **Why is this program important? Why now?** What problem will this program solve, or what opportunity will it take advantage of? Is there evidence of demand/need for such a program from the community or industry? Why will students be attracted to this program?
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.
5. **What other universities/institutions offer similar programs?** If the program at UBC didn’t exist, where would students find a similar program? Are there similar programs available in BC, Canada, North America or internationally?
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?