

Policy Title: Marketing New Programs

Policy Number: 0-03-0613

Applies to: Program Administrators, Faculty and Students

1.0 POLICY STATEMENT

The guiding policy for planning to market new programs and recruit students for a new program is to take into account the required level of review to set a realistic anticipated program start date. Proposals for substantive change (*Category I*) require review and approval by the Faculty Senate, Provost, State and the Northwest Commission on Colleges and Universities (NWCCU). Proposals for less substantive changes (*Category II*) require Educational Policy Committee review, provost approval, and notification to the State and NWCCU may also be required.

In marketing and accepting applications for new academic programs that are still undergoing the review and approval process, the content in oral and written communications should be literally accurate and not capable of being misinterpreted

- Proposed academic programs in the approval process may be marketed as "Pending OHSU and OUS approval" when the final version of the proposal has been submitted to the OHSU Faculty Senate for review.
- Proposed programs may be marketed as "Pending OUS approval" when the proposal has been approved by OHSU, and has been submitted for review by the OUS Provosts' Council and the Oregon State Board of Higher Education, Academic Strategies Committee.
- When the proposal has been approved by OUS and a substantive change notification has been submitted to NWCCU, the proposed program may be marketed as "Pending NWCCU approval."
- After proposed programs receive institutional and state approval, they may accept student applications for admissions, but must continue to market the program with, "Pending NWCCU approval."

Prospective students cannot matriculate into a proposed academic program until the term following the completion of all review processes, including the notification of the Northwest Commission on Colleges and Universities. NWCCU notes that, "If an institution implements a substantive change without prior written notice or if it proceeds to implement a substantive change denied by the Commission, the Commission may consider issuance of an order for the institution to *show cause* why its accreditation or candidate status should not be terminated."

2.0 DEFINITIONS

2.1 *Category I* proposals represent new academic program offerings by a school or department. *Category I* proposals are substantive changes that require the vote of OHSU Faculty Senate, approval by the state of Oregon, and approval by the Northwest Commission on Colleges and Universities. If the proposed program will serve out-of-state students through distance education, individual state authorization may be required before enrolling students.

2.2 Category II proposals are modifications of existing program components. Changes are not major, but still require administrative review by the Provost and may require the vote of the Educational Policy Committee. **Category II** proposals typically require notification of the Faculty Senate, State, and NWCCU.

2.3 Matriculant refers to a student who, after meeting the academic standards required to be admitted into an academic program, has commenced enrollment in that program.

2.4 Academic Program is defined as a unique course of study that culminates in the awarding of a specific degree (or certificate) in combination with a specific major. An academic program is characterized by: (i) a coherent and specialized body of knowledge, methods and skills; (ii) a faculty-designed curricular path; (iii) faculty identification with an organized instructional effort in a subject matter area; (iv) an increasing complexity in curricular content during the student’s period of study; and (v) specified learning outcomes or competency levels expected of program graduates.

3.0 RESPONSIBILITIES

The/ appropriate school dean is responsible for overseeing compliance with this policy and others related to new academic programs.

4.0 PROCEDURES

N/A

5.0 RELATED POLICIES

Proposing New Academic Programs

6.0 KEY SEARCH WORDS

<i>Category I, Category II, new program advertisement, recruitment, academic programs</i>

7.0 REVISION HISTORY

6/13/2013	1.0	New Policy Statement approved
6/13/2013	1.1	Policy implemented

Responsible Officer: *Provost, Office of the Provost*

Policy Contact: *Office of Academic Programs, Policy and Accreditation, 503-494-1445*

Supersedes: *N/A*