



**Policy Number:** 02-50-020

**Policy Title:** MARKETING PROPOSED ACADEMIC PROGRAMS

**Effective Date:** June 21, 2021

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## 1. Policy Statement

The guiding policy for planning to market new Academic Programs and recruit students for a new Academic Program is to take into account the required level of review to set a realistic anticipated start date. Per Policy 02-50-010, new Academic Program proposals for substantive change (Category I) require review and approval by each school or college, the OHSU Faculty Senate Education Policy Committee and full Faculty Senate, Provost, Statewide Provost's Council and the Northwest Commission on Colleges and Universities (NWCCU). Additional external approvals or marketing requirements may be required for joint Academic Programs and Academic Programs with specialized accreditation.

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.

- Academic Programs approved by OHSU may be marketed as "Pending Statewide Provost's Council approval" when the proposal has been approved by OHSU, and has been submitted for review by the Statewide Provost's Council.
- When the proposal has been approved by the Statewide Provost's Council and a notification has been submitted to NWCCU, the proposed Academic Program may be marketed as "Pending NWCCU approval."
- After proposed Academic Programs receive institutional and state approval, they may accept student applications for admissions, but must continue to market the Academic Program with, "Pending NWCCU approval."
- Prospective students cannot Matriculate into a proposed Academic Program until OHSU has provided official notification to NWCCU. Students will not be eligible to receive federal financial aid until OHSU has received final notification of approval from NWCCU.

## 2. Definitions

- A. **Category I.** Category I proposals represent new academic program offerings by a school/college or department. Category I proposals require school or college level approval, an administrative review by the Office of the Provost, review by the Faculty Senate Education Policy Committee (EPC), approval by the OHSU Faculty Senate, approval by the Statewide Provost's Council and the Northwest Commission on Colleges and Universities (NWCCU). Additional external approvals may be required for programs with specialized accreditation. If the proposed Academic Program will serve out-of-state students through distance education, individual state authorization may be required before enrolling students.
- B. **Matriculate.** Refers to a student who, after meeting the academic standards required to be admitted into an Academic Program, has commenced enrollment in that Academic Program.
- C. **Academic Program.** 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) 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. Responsibilities

The appropriate dean within each school or college is responsible for overseeing compliance with this policy and others related to new Academic Programs.

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**Implementation Date:** June 13, 2013

**Revision History:** January 6, 2016; June 21, 2021

**Related Policies and Procedures:** [Policy 02-50-010, Proposing Curricular Changes](#)

**Responsible Office:** Provost, [academicpolicy@ohsu.edu](mailto:academicpolicy@ohsu.edu)

**Supersedes:** CAP Policy 0-02-0613

**Key Words:** Category I, new program development, recruitment, academic programs