**New-Program Incubator Overview**

* The new-program incubator is an initiative we’re launching this fall to give people with ideas for new academic programs an online space in which to briefly describe those ideas and get help fleshing them out and collecting preliminary market research from a small group of administrators with governance, accreditation, budgeting, and marketing expertise.
* Anyone on campus can submit an idea, answer a few basic questions, and then get the help they need to see if their idea might be viable enough to pitch to a department and/or dean and get the buy-in needed to move through the formal new-program approval process.
* The initiative is a response to our sense that people across Loyola have good ideas for new academic programs but don’t know where to start with researching their feasibility, feel overwhelmed by the formal governance process, or don’t know who might “champion” the potential program.
* The basic mechanics (see, also, the new-program incubator flow chart).
	+ Person with idea fills out first four questions of pre-proposal form online at the Program Development and Compliance website: <https://www.loyola.edu/department/academic-affairs/resources/academic-program-development-compliance>
	+ Answers go to members of incubator team (Cindy Moore [for UG], Cheryl Moore-Thomas [for GR], David Mack [Compliance], Eric Nichols [preliminary market review], Kim Derrickson [preliminary resource review]) and other area experts as needed;
	+ Depending on level of program proposed, Cindy or Cheryl will collect initial feedback/recommendations for fleshing out idea/further research/answering next eight questions;
	+ If multiple new-program ideas are submitted, the following criteria will be used by the team to prioritize use of time for preliminary research/feedback:
* Alignment with university mission and vision
* Support of Academic Affairs priorities
* Apparent feasibility in terms of MD higher-ed landscape (i.e., possible duplication of programs at other schools minimal and/or we can make a case for overlap based on Loyola mission and workforce need);
* Apparent potential to fill a current or anticipated market need.
* Typically, feedback for milestones 1 and 2 would be gathered and shared within two weeks (10 business days) of submission.