STEP1:
Idea Generation and Feasibility Review

Allow up to 3 months to complete this part of the process

FORMS & SAMPLES:
Access a copy of the forms or samples in this section at:
www.online.ohio.edu/DevelopmentGuide/STEP1
STEP 1 Checklist: Idea Generation and Feasibility Review

These items correspond with section 1 of the flowchart.

STEP 1

☐ Idea for new program is generated/received by faculty/department/school/college (referred to as academic representative)

☐ Academic Representative creates brief description, guided by questions on “Think Sheet”

☐ College dean authorizes further investigation

☐ Academic Representative contacts Vice Provost, eLearning and Strategic Partnerships

☐ Vice Provost, eLearning, and Strategic Partnerships facilitates strategic needs discussion and review

☐ Academic Representative is provided with Online Program Development Guide

☐ Vice Provost, eLearning, and Strategic Partnerships initiate review consultation with appropriate parties

☐ eLearning OHIO facilitates marketing research process, needs analysis and sustainability reports (see Market Analysis Process, page 13)

☐ eLearning OHIO facilitates State Authorization review for offering programs outside of Ohio (see State Authorization Review, page 17)

☐ As needed, surveys of or input from workforce stakeholders and strategic partners may be conducted

☐ Final feasibility report is compiled and discussed with Academic Representative

☐ Department chair authorizes Academic Representative to proceed to Step 2

☐ College dean authorizes Academic Representative to proceed to Step 2
**New Program Idea “Think Sheet”**

Before you launch a program, you must first launch an idea. Answering the questions in the following checklist will help you think about and capture some of the information you are likely to discuss as you move your idea forward.

- Is this a graduate or undergraduate program?
- Is this a degree program or certificate program?
- Does the program already exist as a face-to-face program or is it an entirely new program that isn’t in existence at Ohio University?
- Will the program use existing coursework or will new courses need to be developed?
- Will the program be fully online or hybrid (with both online and face-to-face courses required)?
- Will it also be offered face-to-face on the Athens campus? On the regional campuses? On extension campuses?
- Describe the type of student who will be most interested in this program (i.e., working professional, recent graduate, job-changer, etc.).
- What similar types of programs might this same student be interested in pursuing?
- What is the expectation range of enrollment goals for the program? Over what period?
- How will you provide teaching resources for this program (i.e., current faculty, new faculty lines, adjunct instructors, graduate students, etc.)?
- What will the pay structure be for those resources (i.e., on-load, overload, part time, assistantship, class size expectation)?
- How is the program a good fit and strategically aligned to the goals of your discipline? Your department? Your college? Ohio University?
- Is there a known need for this program? If so, who has defined the need? Is there an expected “hot” window or is the known need expected to remain steady? How is this documented?
- Who will be the project lead? What authority levels do they have? Are they aware of and prepared for time commitment required to work through this process?
- How will the project lead be compensated for his/her time working on this project?
Marketing Research Request Process

The following information will be needed, at a minimum, to develop a market analysis request to be conducted by an external organization. eLearning OHIO will facilitate this request. Allow 8–10 weeks for the report to be completed.

CONTACT: Director, Communication and Partnership Support, eLearning OHIO.

The resulting reports will differ in format and content based on the request parameters. View a sample report on the website.

Request for employer-driven market analysis: (proposed program)

1. **Requestor info**
   - Name:
   - Email:
   - Phone:
   - Department/College:

2. **Reason for requesting data**
   - To test employer demand for a proposed program

3. **Name of program**
   - (proposed name)

4. **Degree or credential conferred**

5. **Intended geographic scope of audience**
   - We would like data to be divided into two segments:
     1) States to include OH, WV, PA, KY, MI, NY, IN, VA
     2) All other states and US territories

6. **Skills or competencies conferred through program**
   - (i.e., managing design and control of technical processes, managing transformation methods of an organization, continuous improvement processes, project management)

7. **A list of proposed or existing courses**
   - (name or general topic of required courses, not course numbers)
8. **Expected occupations or job titles of program graduates**

Graduates of this program are likely to work in (types of organizations and/or duties). There is a focus on (types of skills), so top occupations would include, but not be limited to:

(list typical occupations)

9. **Other context as necessary**

(i.e., This program assumes that a student will enter having already completed an associate degree in a technical field with a requisite GPA and/or work experience. The program is targeted to professionals who are seeking to complete their bachelor’s degree while continuing to work and will be available fully online. Some of the required courses listed may have been completed during associate degree study and others may be completed at a student’s local community college and transferred in, lowering cost.)

The ______ degree will be conferred from Ohio University’s (College name).
Marketing Preparation Worksheet

The information compiled in this worksheet will be used again in STEP 8 in developing a marketing plan. It is helpful to complete as much of it as possible at this point in the process to help direct budget creation.

Program Name:
Date Prepared:

The document is a summary of research data for an online program to be offered by college/department. The information is intended to provide high-level indicators to inform decisions about development and promotion of the program.

Program Summary

Description: (name, credit hours, available on campus, etc.)

Purpose of program: (i.e., to equip graduate with the knowledge and skills needed to…)

Admissions requirements: (i.e., GPA, specific degree, hours complete, work experience, etc.)

Program requirements: (i.e., required courses, GPA, internship or project, etc.)

Enrollment goal: Year 1____ Year 2____ Year 3____ Year 4____ Year 5____

Audience Profile

Who does this degree appeal to?

Where do they currently work? How much experience do they have? What do they aspire to do?

Where are they located geographically?

BLS data or approximate numbers of population which meets this profile

Degree Demand

Determine trend for enrollment in this type of degree program over past 3–5 years. Any projected trends that are available.

Substitute Degree Programs

Other degree programs in the market that have the ability to attract many prospective students with similar interests.

1.

2.
Competitive Landscape

How many other such degrees are offered at other institutions (if known)?

How many of those are distance degrees?

Key competitors list with notations of what sets them apart. (see Marketing Competitor Analysis Worksheet in STEP 8 for help)

Search Volume

A tool, such as Wordtracker or Google AdWords Keyword Planner, is used to assess the number of individuals actively searching for specific degree programs. A scan reveals the approximate number of impressions per month of searches of key words and phrases closely related to this program.

List keywords scanned and impressions per keyword.

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Avg. Monthly Searches</th>
<th>Average CPC</th>
<th>Keyword</th>
<th>Avg. Monthly Searches</th>
<th>Average CPC</th>
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</table>

Existing Promotion Resources

What channels or resources that are specific to this program are in existence and may be used for promotion?

<table>
<thead>
<tr>
<th>Resource</th>
<th>Contact</th>
<th>Connection to Program</th>
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</thead>
<tbody>
<tr>
<td>Professional organizations</td>
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<tr>
<td>Employer relationships</td>
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<tr>
<td>College/school channels</td>
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<tr>
<td>Partner relationships</td>
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**State Authorization Review**

Before launching, an online program must undergo a State Authorization review to learn if other states’ regulations present barriers to students from that state enrolling in the program. The regulations of each individual state determine if OHIO may offer online education there, to whom it may be offered, and if there will be a financial obligation to the state(s) in which the program is offered.

CONTACT: Coordinator of Compliance and Quality Assurance, eLearning OHIO.

Allow 2–3 weeks for the review to be completed.

Answering the questions in the following checklist will help you to prepare for the review.

- Is this a graduate or undergraduate program?
- In what states do you desire to offer the program?
- Is it offered completely online or is it a hybrid program, with both online and face-to-face courses required?
  - If hybrid, what face-to-face courses/activities are required and where?
- Does the program include required internships, student teaching, practicums, clinicals, or “face-to-face” activities?
- Is there a professional organization or licensing board for this program (e.g., Board of Nursing)?
- In what states do the program’s adjunct or full-time instructors for the program live?
- What types of marketing will be used to recruit students?