

GUIDELINES FOR DEVELOPING A CONCEPT PAPER

The new program incubator is intended to support the development of new programs or renovation of existing programs that can result in significant enrollment growth (i.e., at least 25 new students entering the program each year) with high revenue potential. Approximately 2-3 programs will be selected for the incubator each year.

Concepts should not exceed three pages and must include the following:

1. General

- a. Name of College/School/Institute submitting the proposal
- b. Name of the contact person for the proposal
- c. Title of the proposed program
- d. Degree(s) or credential to be offered.
- e. Total credit hours.
- f. Delivery modality (e.g., in person, hybrid, online, or more than one)

2. Rationale

- a. Rationale or justification for the proposed program. For example, explain why you are proposing the program and what need it fulfills.
- b. Please list related programs (at Loyola University Chicago and peer institutions) and describe how the proposed program is distinct from others presently offered at LUC.

3. Strategic Contributions

- a. Alignment with the enduring values named in the University's Strategic Plan.
- b. Alignment with the goals of the academic unit's strategic plan.

4. Market Analysis

- a. Attach a market analysis, requested through LUC's Enrollment Systems Research and Reporting/ Enrollment Management ([ESRR](#)).
- b. Using information from the market analysis
 - i. Discuss new external and internal markets for the proposed program.
 - ii. Include enrollment projections for the first five (5) years.
 - iii. Discuss student outcomes (e.g., job prospects for graduates).

5. Resources

- a. Describe resources needed to support this program (e.g., new courses, new faculty, staff, additional facilities, laboratory space, equipment). Separate existing resources and new resources as well as permanent source versus temporary source funding.
- b. What new permanent expenses are associated with the program?
- c. Attach a 5-year projected revenue and expense summary using the New Program Budget Template.

Concept Paper Review

The concept paper should be approved by the Dean and submitted via email to the Office of the Provost, Vice Provost, Academic Programs & Planning, for review. The concept paper will be reviewed by a team within the Office of the Provost. Following review, the Dean will be notified via email if the Provost would like them to develop and submit a full proposal. Included in the invitation will be detailed explanation on areas that need to be better defined or explained in the proposal.