

## 30.9 Program Feasibility Studies

- **30-9-1 Purpose**
- **30-9-2 Program Feasibility Studies**

**1. Purpose.** Eastern New Mexico University-Roswell (ENMU-Roswell) attempts to offer viable programs designed to serve the needs of the community. In order to determine if a potential program would be viable and meet the needs of the community, ENMU-Roswell has established a formal process that assists the institution in making this determination.

**2. Program Feasibility Studies.** ENMU-Roswell has established a two-phase process to determine the feasibility of establishing a new program. The process is designed to identify the strengths and weaknesses of a potential program so the administration will have sufficient evidence to make an informed decision as to whether to add a proposed program of study to the ENMU-Roswell curriculum.

### GUIDELINES FOR A TWO PHASE PROGRAM FEASIBILITY STUDY

#### PHASE I

Phase I is an initial investigation regarding the feasibility of a program. It is a review of readily obtainable information regarding the occupation. Information can be obtained from the New Mexico Department of Labor, Occupational Outlook Handbook, publications from the federal government, and industry reports of employment trends available through the LRC, etc.

Phase I is conducted by on-campus personnel at minimum cost to the institution. The appropriate division chair supervises the feasibility study. The Vice President for Academic Affairs authorizes Phase I before any serious research is conducted.

#### Initial Cursory Evaluation

**A. Mission.** Is this potential program consistent with the mission of ENMU-Roswell? For example, is this program within the scope of training provided by community colleges? How will the program relate to, and assist in fulfilling the mission of, the college? If the program is not consistent with the mission of ENMU-Roswell, then the study should be terminated.

**B. Potential Viability of Program** Upon initial investigation does the program hold promise of being of viable program.

1. **EMPLOYMENT OUTLOOK:** Immediate and long-range demand for individuals trained in the subject area as revealed and gleaned from above publications and sources.

2. **EARNINGS** (as documented from above publications and sources)

a. Salary range for initial employment

b. Advancement prospects for graduates with our degree.

c. Earnings potential a graduate can reasonably anticipate after becoming experienced in the profession.

3. **TRAINING/CERTIFICATION:** How much training is required? Do graduates of the program need certification? Does the program need to be accredited?

4. **PRELIMINARY BUDGET:** What is the estimated cost factors involved in implementing the new program? Does the program require additional personnel (faculty, support staff, etc.), equipment,

supplies, travel, and accreditation? In addition, would facilities need to be renovated to accommodate the program?

**Summary Report** A summary of the information gathered should be compiled into a brief narrative report (a maximum of five pages, plus attachments). This report is submitted to the Vice President for Academic Affairs. The Vice President for Academic Affairs will determine, in consultation with the appropriate assistant vice president, if the feasibility study should continue into Phase II.

## PHASE II

Phase II is an in-depth feasibility study regarding the potential viability of the program. This phase searches for information beyond publications, for example, interviews with potential employers of ENMU-Roswell graduates.

**Planning the Search** (appropriate dean will take responsibility for)

A. Contracting with an individual capable of conducting an unbiased, in-depth study and analysis of information. The contract should establish a deadline for completing the study.

B. Establishing a budget for the feasibility study.

C. Supervising the feasibility study so that it remains focused and meets established time lines.

**Conducting the Research** The individual contracted to conduct the feasibility study should acquire and tabulate additional information from sources such as local industry groups, potential employers, State Department of Vocational Education, trade unions, and professional organizations. The research should focus on the following areas:

**A. Enrollment Potential** (immediate and long-range)

1. **STUDENT INTEREST:** What is the current student interest in this program? Mail-out surveys to prospective students, talk to school counselors, or use any other feasible means to obtain a representative sampling of possible prospects.

2. **ENROLLMENT PATTERNS:** What are the enrollment patterns of similar existing programs (if available)?

3. **COMPETITION:** What is the competition from other colleges, trade schools, etc.? Are there competing programs in the region?

4. **PROJECTED ENROLLMENT:**

a. Geographical area of recruitment

b. Profile of potential students served (ethnicity, disadvantaged, etc.)

c. Five-year enrollment projections.

YEAR 1 2 3 4 5

FTE \_\_\_\_\_

**B. Employment Potential** What is the employment potential based on in-depth interview with potential employers, etc.?

1. Industry requirements and potential
2. Geographical area for placement
3. Average starting salaries
4. Advancement possibilities

### **C. Required Resources**

1. Facilities and fixtures (currently available or new facilities)
2. Personnel (additional faculty and staff required, certifications, etc.)
3. Equipment and supplies (initial and long term)

### **D. Budget** (five-year projections)

	1	2	3	4	5
Student credit hr. x formula funding	\$	\$	\$	\$	\$

Grants (i.e. Carl Perkins)

Other income

Personnel expenses

Equipment

Supplies

Travel

Other expenses

Profit (loss)

NET +/-

1. Special requirements
2. Marketing implications (costs and area)

### **E. Curriculum**

1. Type of degrees or certificates
2. Approved or model curriculum (provide sample)
  - a. Core courses (course number, prefix, description, prerequisites, etc.)
  - b. General education courses

- c. Electives (course number, prefix, description, prerequisites, etc.)
- d. Degree plans
- e. Articulation considerations

**F. Other Considerations**

- 1. Political considerations
- 2. Can the program be certified/accredited within reasonable costs and timeframe?

**Organize Data and Submit Report:**

A. Organize data and determine if complete

B. Prepare a written summary of entire project using the following format:

1. Executive Summary as cover sheet that briefly and concisely addresses the following questions:

- a. Relation of program to the mission of the college
- b. Enrollment potential (five-year projections)
- c. Employment potential
- d. Earnings potential of graduates
- e. Operating costs (implementation and to maintain program)
- f. Facility requirements
- g. Staff/faculty requirements

2. Narrative (in-depth analysis and recommendations of program feasibility)

3. Attachments (copies of interview questions, surveys, publication articles, etc.)

Submit and Review Report with Vice President for Academic Affairs