POLICY 102

RUBRIC FOR STEP 1 PRELIMINARY REVIEW OF NEW PROGRAM PROPOSALS

	CONTRA-INDICATION	CONCERN / FOR FURTHER DEVELOPMENT	STRENGTH
1. What are the regional market needs and initial enrollment projections for the program?	Unclear, unsubstantiated, or anecdotal.	Information doesn't exist to support robust projection.	Identified regional market partners with concrete, grounded projections.
2. How likely is the program to achieve enrollment of 25+ students within five years?	Not likely based on enrollments in comparable programs.	Enrollment yield dependent on multiple, uncontrollable, or unknown factors.	Clear demand from early analyses or experience in comparable programs.
3. Does the enrollment projection include any anticipated internal enrollment shifts and academic program restructuring at the institution?	Program's impact on other programs within the institution likely and/or not evaluated.	Potential for impact recognized but not discussed.	No evidence of potential impact, or any potential impacts are recognized and program implementation planning addresses them.
4. Is the program serving any unmet state or regional needs?	No, and the program would not be recognized as adding any other value/benefit for Vermont or the region.	The program defines a potential need that is not yet, or not widely recognized.	Yes, there is a clear need and strong support from stakeholders for the proposed program to meet the need.
5. Is the curriculum and delivery model in alignment with other programs in the VSCS to maximize enrollment and transfer opportunities for all types of students, including low-income dual enrollment/early college students and working adults?	No, the curriculum design or other factors would preclude transfer opportunities within the system.	The program anticipates transfer pathways, but these do not maximize access for a diverse population of potential students.	The program anticipates transfer pathways and delivery modalities that maximize access for all students, including low-income students and working adults.
6. What are the likely enrollment competition risks within the system?	There is a similar program in the system serving a similar population of students currently at risk of not sustaining minimum size.	The program is likely to result in some competition, with students able to exercise choice (i.e. based on location, cost, delivery modality, campus culture), but overall enrollments likely to be sustained above	No competition risk or risk not significant enough to threaten other programs sustaining a minimum size.

		minimum size for both programs.	
7. Is the program the best fit (mission, scope, capacity to deliver) within the system for the institution that is proposing it?	The program appears to have potential stronger fit with a different VSC institution, or a similar program already exists where there is a clear best fit.	Best fit is unclear, or there are multiple institutions within the system with potential fit.	The institution proposing the program is the clear best fit.
8. What are the likely corollary benefits to the institution and system (e.g., new sources of external funding, enhanced external relations) of adopting the program?	There are no clear benefits, as the program raises external relations concerns or is not projected to generate net new enrollments at the system level.	Benefits to the system are unclear and may be offset by other risks.	The program is likely to elevate the profile of the system as a whole, attract new funding, and/or generate net new enrollments at the system level.
9. What is the scope of institutional investment risk associated with launching the program?	The program requires immediate institutional investment, regardless of initial revenue projections, that is substantial (total cost, multi-year commitment needed, etc.)	The program requires moderate or substantial investment but is supported by conservative revenue projections.	The program requires minimal or discretionary investment.
10. What is the scope of institutional commitment necessary to sustain the program?	The program will require a high level of ongoing resource commitment that cannot be sustained based on conservative case revenue projections.	The level of ongoing resource commitment needed is sustainable with conservative revenue projections.	Conservatively projected revenues will be sufficient to generate a net contribution margin for the institution, inclusive of direct and indirect expenses.