**New Program Pre-Proposal Narrative[[1]](#footnote-1)**

# **Instructions**

Please provide narrative responses to each of the following prompts. Where possible and appropriate, please include concrete evidence in support of any persuasive claims. Please also include specific justifications for any enrollment, progression, or student interest projections.

**Please note: The complete narrative is limited to four double-spaced pages of 12-point font including prompts.**

*Type response here.*

# **Mission & Vision Alignment**

Please address how the program aligns with the College's mission and vision. Consider discussing the impetus for the program idea, how the program would help realize the College's mission, vision, and values, how the program advances the College's strategic plan.

*Type response here.*

# **Market Demand Analysis**

Please address the market demand for this program. Consider discussing the types of students the program will enroll (e.g., traditional-aged students/athletes/diverse students/high-achieving students/etc.), the competing programs that exist at other institutions, and potential models from other institutions that might serve as a guide for the proposed program.

*Type response here.*

# **Program Value Proposition**

Please address why St. Mary's College offers an attractive home for the program. Consider discussing how the program has fared at other institutions, any unique characteristics a St. Mary's College program would offer, the relationships of the program to existing College programs (both positive and negative), the advantage of our campus' physical location for this program.

*Type response here.*

# **Required and Available Resources**

Please address likely investments needed by the program. Consider discussing the physical facilities required, technology and library updates necessary, existing resources that might be leveraged, and any professional staffing requirements.

*Type response here.*

# **Other**

Please feel free to add any information you believe relevant that does not neatly fit with the above prompts.

*Type response here.*

1. *These narrative prompts are based on work by EAB, Inc., and various publicly available examples from the Internet.* [↑](#footnote-ref-1)