



TO: Academic Deans, Directors and Department Chairs  
FROM: Brian Reed, Associate Provost for Teaching and Learning  
DATE: February 14, 2019  
SUBJECT: Enrollment Demand Analysis for Proposed New Academic Programs

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I am writing to announce a new **Enrollment Demand Analysis** available to academic units considering the development of a new program. The purpose of this service is to assist in the development of strong, viable program proposals aligned with student demand.

Rationale:

Section 9 of the Faculty Senate's [application](#) for proposed new academic programs asks the sponsoring unit to provide evidence of demand or need for the program. The departments/colleges provide this information to the best of their ability, but frequently the evidence lacks strong market analysis, with regional and national perspectives. There are experts on campus who can provide such analysis and perspective to inform and strengthen proposals. Stacey Kostell, Vice President for Enrollment Management has access to external resources that can help assess demand and competition; Amanda Waite, Director of Creative Communications, can provide naming and marketing strategies; and Ryan Hargraves, Director of Admissions, can provide insights on the areas of study and types of programs that prospective students are interested in. Such information can strengthen proposed new program proposals, and may also help the units decide to abandon paths with little promise, thereby saving time, energy, and resources that can be directed elsewhere. A written marketing analysis submitted as an appendix to a new program proposal will help the sponsoring unit address Section 9 thoroughly.

The Service:

Effective immediately, we are initiating an Enrollment Demand Analysis service to inform the development of potential new academic programs. You can request an Enrollment Demand Analysis as ideas for new programs emerge within your unit by contacting the Vice President for Enrollment Management, Stacey Kostell <[Stacey.Kostell@uvm.edu](mailto:Stacey.Kostell@uvm.edu)>. Include the proposed name of the program, the type of degree or credential, a short description of the curriculum and the learning outcomes. Stacey will draw on internal and external expertise as appropriate and will provide a response within one week. Sponsoring units are encouraged to seek this consultation before or very **early in the process of developing their proposal** and to include the Enrollment Demand Analysis statement as an appendix to the proposal. Per normal operating procedure, the proposal with appendices should be sent to the Associate Provost for Academic Affairs, who will review it before forwarding it to the Faculty Senate for review and recommendation.

We strongly encourage all academic units to take advantage of the Enrollment Demand Analysis service when considering the development of proposals for new programs. This will help the units and the University maintain currency, viability and excellence in its portfolio of academic programs.

cc: Stacey Kostell, Vice President for Enrollment Management  
Amanda Waite, Director, Creative Communications  
Ryan Hargraves, Director, Office of Admissions  
Kerry Castano, Assistant Provost