

July 18, 2007

TO: Vice Presidents, Assistant Vice Presidents,
Directors, Department Chairs and Unit Heads

FROM: Lou Spiro, Vice President for Administration and Finance

RE: Format for Submission of New Program Proposals

In order to properly evaluate requests for new activities, excluding academic program proposals which follow a separate process, the following steps should be followed for submission of a new program proposal, effective immediately.

- Develop a Letter of Intent for a New Program Proposal OR a Full New Program Proposal – formats are attached.
 - Forms are available on the Human Resources website, under Miscellaneous Forms, at:
www.brockport.edu/hr/forms/
- Letters of Intent are the first step in developing all New Program Proposals. Some new program proposals will require only the Letter of Intent; others will require the completion of the full proposal, after review by President's Cabinet.
- Generally, full proposals will be required for new programs that involve:
 - Substantial cost.
 - Additional personnel.
 - Long-term commitment to the new program on the part of the campus.
 - Substantial changes in campus policies/procedures.
- Program proposals should reflect preliminary coordination with related/impacted parts of the College, such as Information Technology Systems, Facilities and Planning, etc.
- For new program proposals, Letters of Intent and Proposals should be forwarded through administrative channels to the appropriate Vice President who will then forward them to the Office of the President.

Questions should be addressed to: Office of the Vice President for Administration and Finance

Thank you for your cooperation.

Letter of Intent – New Program Proposal
Outline and Cover Page

Brief title/description of the new program: _____

Contact Person: _____ Phone: _____

**The Letter of Intent for new program proposals should follow the format below.
Letters of Intent should not exceed two (2) typed pages, excluding this cover page.**

1. Context:

- Description of the current campus situation.

2. Proposal:

- Specifics of proposal, including assigned responsibility and timeline for implementation.

3. Justification/Analysis:

- Relationship to the College’s mission, goals, or initiatives as contained in the Matrix.
- Advantages of this proposal.
- Disadvantages of this proposal.
- Alternatives to this proposal.
- Total estimated costs (distinguish between start-up and recurring costs and between departmental/divisional and College funding sources).
 - Staffing requirements.
 - Facilities requirements.
 - Equipment requirements.
 - Information system requirements.
 - Other requirements.
- Assessment plan.

4. Infrastructure and Implementation Impacts

- Gift Acceptance Impact Statement attached as a guide.

5. Additional remarks

Date of Action by President’s Cabinet: _____ **Approved**
_____ **Denied**
_____ **Request full proposal**

Full Proposal - New Program Proposal Outline and Cover Page

Brief title/description of the new program: _____

Contact Person: _____ Phone: _____

New Program Proposals should follow the format below.

1. Introduction

- Title.
- Description and justification.
- Impact of not implementing this program.

2. Purpose

- Relationship to the College's mission, goals, or initiatives as contained in the Matrix.
- Need/demand for this program.
- Benefits or positive outcomes from this program.
- Efficiencies achieved and/or replacement of existing activities.

3. Governance

- Relationship to the College administrative structure.
- Relationship to College Senate, College-wide committees and Affiliated Organizations.
- Requirements for new governance relationships or changes in existing relationships.

4. Policies

- Relationship to existing College policies.
- Requirements for new College policies or changes to existing policies.
- Relationship to existing Affiliated Organizations or State/SUNY policies.

5. Processes

- Development plan and timetable.
- Evaluation of the external competitive environment (if appropriate).
- Work methods and activity sequences.
- Quality assurance.
- Relationship to College processes and impacts on College processes.
- Requirements for new processes or changes in existing processes.

6. Structure

- Leadership and management of the initiative.
- Advisory and support for the initiative.

7. Infrastructure and Implementation (Gift Acceptance Impact Statement attached as a guide)

- Identification of program responsibility.
- Staffing requirements, with job descriptions and salaries.
- Facility requirements, with space needs and usage, potential locations, modifications and costs, impacts on others.
- Equipment requirements, with descriptions, start-up and ongoing costs, and usage as part of the ongoing initiative.
- Financial requirements, with start-up and ongoing costs, reallocations of existing funds, requests for new funds, potential savings or increased revenues from the initiative.
- Information system requirements, with descriptions and costs.
- Other special considerations, including security, environmental health and safety, public relations, etc..
- Procurement process to be used.
- Coordination and sign-off.

8. Culture

- Relationship to College character, values and beliefs.
- Potential conflicts with the College culture.

9. Information

- Communications plan for internal constituencies.
- Communications plan for external constituencies.

10. Assessment

- Definition of success.
- Key performance measures.
- Ongoing assessment and evaluation plans.
- Sunset provisions and/or future phases.

The College at Brockport Gift Acceptance Campus Impact Statement

This statement relates to all gift acceptances which would have a campus impact, either initial or ongoing, if received. All such gifts require the appropriate approvals prior to the gift being solicited or any application for a gift submitted to an external organization.

The gift, if received, may require one or more of the following. **If yes is circled, please attach a complete description of what is required and, if appropriate, a cost estimate of the item prepared by the office providing the service.**

(Circle One)

- | | | |
|-----|----|--|
| Yes | No | Facilities and Planning services (electric, air conditioning, security systems installations/moving, remodeling, etc.)
<i>(if Yes, attach a complete description and cost estimate)</i> |
| Yes | No | Additional or dedicated space – list specific buildings/rooms requested |
| Yes | No | Use of existing campus-wide computing facilities or programming – list specific needs |
| Yes | No | Computer equipment, software, networks, etc.
<i>(if Yes, attach specifications and cost estimates)</i> |
| Yes | No | Equipment setup/delivery/installation – list specific equipment plus buildings/rooms |
| Yes | No | Telecommunications services (new telephone installation, cable wiring, etc.)
<i>(if Yes, attach a complete description and cost estimate)</i> |
| Yes | No | External consulting or other types of services – list types and costs |
| Yes | No | Campus matching funds – list amounts needed on a temporary and/or permanent basis |
| Yes | No | Graphics/Photography/Printing services – list specific needs |
| Yes | No | Other campus office services – list offices and services required |
| Yes | No | Timing considerations or constraints – list timing issues |
| Yes | No | Special ceremony for receipt of gift |

Approvals:

Vice President for Advancement

Date

President or Designee

Date

References: Brockport Faculty/Staff Handbook “Item 370 Fund Raising and Solicitations”
SUNY Board of Trustees Resolution 2004-79 “Gift Acceptance Procedures”