**NEW CERTIFICATE PROPOSAL**

This template is for Basic and Advanced Certificates. Special Session certificates (offered via CPGE) require marketing and budget sections are not required.

# **I. Program Purpose**

Provide a program overview here with a rationale, including a brief description of the program, its purpose and strengths, fit with institutional mission, and a justification for offering the program at this time. The rationale may explain the relationship among the program philosophy, design, target population, and any distinctive pedagogical methods including delivery of instruction. This section should address questions such as:

* What are the goals and objectives of the program?
* What is unique and distinctive about your program?
* What niche does it fill? Which business, industry, or public sector does this program affect?
* What professional development and/or educational needs will the program meet?
* How does the program provide value to the department, college, and SJSU?

## **Statement of Meeting Executive Order 1099 Requisite Conditions**

Describe how the program meets the requisition conditions for extended education opportunities outlined in Article 5 of [Executive Order 1099](http://www.calstate.edu/eo/EO-1099.html).

# **II. Program Administrative Information**

First, summarize the key proponents of the program and denote whether there is support for the proposed program from administration (e.g., College Deans, Provost, etc). Address questions such as:

* Who is the "champion" of this program? Faculty? Chair? Dean? What is their commitment level?
* Who is the program lead – the individual who will take this program from initial stages (e.g., proposal phase to implementation)?
* What personnel (program manager, program coordinator, instructional technologists, instructional designers, student advisors, etc.) will be needed to administer the program for the long term? What resources are already in place that will contribute to the sustainability of the program?

**Key Contacts**

In this sub-section, list the contact information for the key personnel responsible for the program proposal and/or management of the program. The proposer (as noted on the cover page) and first person listed will be the main contacts for CIES and other reviewers of the proposal. Include the following information

* First and last name
* Title
* Program Role/Responsibility
* Unit Name (e.g., Department or School)
* College
* Phone number
* Email address

# **III. Certificate Degree Template (Required for Catalog)**

Name of Certificate:

Description of Program (brief – one short paragraph):

Units:

|  |  |
| --- | --- |
| **Certificate Prerequisites** | **3 units total** |
| *XX 000* | *Course Title* | *3 units* |
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| **Certificate Requirements** | **15 units total** |
| *XX 000* | *Course Title* | *3 units* |
| *XX 000* | *Course Title* | *3 units* |
| *XX 000* | *Course Title* | *3 units* |
| *XX 000* | *Course Title* | *3 units* |
| *XX 000* | *Course Title* | *3 units* |
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**VI. Instructors**

In this sub-section, describe the instructional staff, addressing questions such as:

* What number and level of expertise of faculty will be required to deliver the program?
* Will the entire faculty be SJSU affiliated or will you need to hire “external” instructors (e.g., professionals from a specific industry)?
* Are there opportunities to use faculty from other departments or areas within SJSU? If so, describe.
* If proposing an online program, are there faculty within the department/college that can teach the courses in an online delivery format? Or will faculty or experts need to be recruited and/or trained (e.g., for online teaching)?
* Does SJSU have adequate institutional support such as from MLK Library or academic technology?

If you have already identified instructors for you program, list them here in table format.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Instructor First Name** | **Instructor Last Name** | **Instructor Email Address** | **Instructor Phone** | **College or Institution (if not SJSU affiliated)** | **Department** | **Course Number(s) to Teach** |
| John | Doe | john.doe@sjsu.edu  | 4-0000 | Science | MDPM | SMPD 283A |
| Jane | Doe | jane.doe@sjsu.edu | 4-0001 | Science | MDPM | BUS 286 |
| Julie | Doe | julie.doe@roche.com | 408-123-4567 | Roche | NA | SMPD 281A |
|   |   |   |   |   |   |   |
|   |   |   |   |   |   |   |

# **V. Student Admissions**

In this sub-section, explain the admissions requirements for your program including degree or course requirements for admission, admissions time-frame (when will you be accepting applications), acceptance of Open University students, etc. Also explain your process for student admissions.

# **VI. Assessment**

In this sub-section, explain the strategies that will be used to evaluate the quality, success, and learning outcomes of the program. What mechanism(s) will you put in place so assessment can nurture program development and improvement? How will you evaluate faculty teaching the courses? How will you evaluate the student’s success in the courses and in the program as a whole, and their “experience” with the program? When and how often will you do the course/program assessment?

It is **recommended** to complete the CSU Chancellor’s Office (CO) templates: [Assessment Plan Template](https://www2.calstate.edu/csu-system/administration/academic-and-student-affairs/academic-programs-innovations-and-faculty-development/Documents/Program-Assessment-Plan-Template.docx) and [Curriculum Map Template](https://www2.calstate.edu/csu-system/administration/academic-and-student-affairs/academic-programs-innovations-and-faculty-development/Documents/CurriculumMapMatrixTemplate.docx).